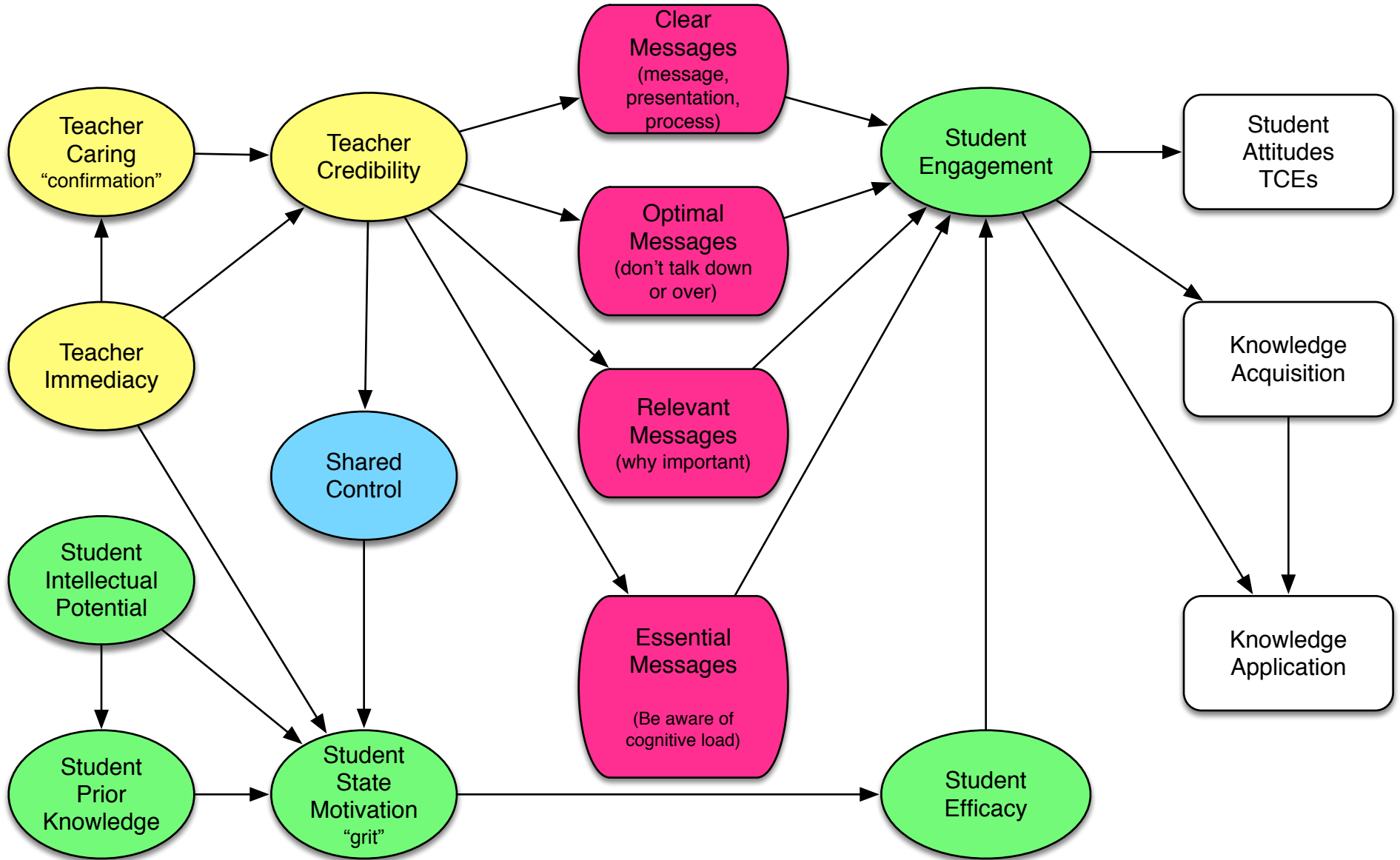


Message-Centric Approach to Instructional Communication

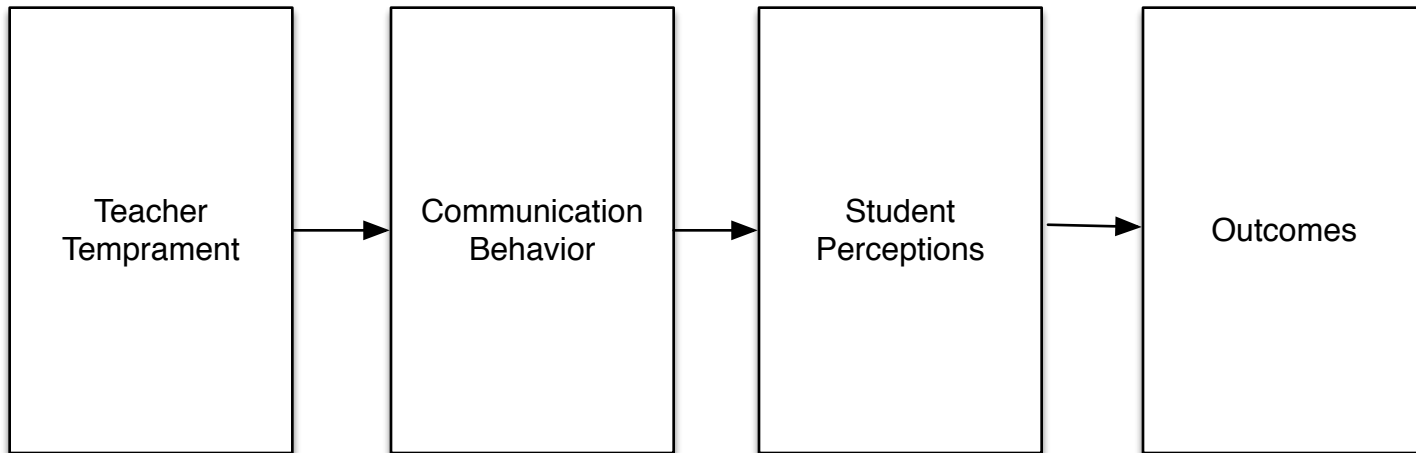
Learning is a COMMUNICATION (message-driven) PROCESS

Knowledge Acquisition is Continuous and Frequently Delayed



General Model of Instructional Communication

Rhetorical Focus



Student Centered Message-Centric Focus

