



For communication to be truly effective, the signal must be strong and clear and the receiver must be turned on and tuned in. Each human communicator speaks out of his stored experience "consisting in part of his individual, ego related beliefs and values, and in part, of the beliefs and values of the group to which he belongs."⁴ Differences in experience backgrounds can make communicating difficult. Very few works on communication theory take into consideration the most important single factor in the transmission and reception of messages. That factor is the individual's heart attitude. If the heart is right, cultural and mechanical difficulties can be overcome. If the heart is evil, communication skill cannot solve the problem; the heart must be changed.

⁴Emery, Ault and Agee, Introduction to Mass Communications, (New York: Dodd, Mead and Co., 1971), p. 8.