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BJ (MC) 105

INTRODUCTION TO COMMUNICATION

Course Code : BJ(MC) 105	L : 4	T/P : 0	CREDITS : 4
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Objectives of the Course: On completion of the course students should be able to:

1. Explain the meaning of communication and why human beings communicate.
2. State how we communicate non-verbally and verbally.
3. List and explain different types of communication.
4. Discuss the meaning of self communication.
5. Explain the importance of communication with others.
6. Differentiate between Mass Communication and Mass Media.
7. List various media of Mass Communication.
8. List the main elements of speech personality.
9. Explain the principles of writing to inform report and persuade.

Course Content:

Unit-I [Defining Communication]

L-12

1. Understanding human communication
2. Brief history, evolution and the development of communication in the world with special reference to India.
3. What is communication? Why do we communicate? How do we communicate?
4. Definitions (A message understood....., Social interaction through messages....., Sharing experience.....)
5. Five senses of communication
6. Non-verbal communication: Body language, gestures, eye contact.
7. Development of Speech- from Nonverbal to verbal, oral communication
8. Evolution of languages with special emphasis on Indian languages (Pali, Prakrit, Apbhransh, Sanskrit, Urdu, Hindi, Tamil)

Unit-II [Understanding Self]

L-12

1. Facets of self: thoughts-feelings-attitude-needs-physical self



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2. Communicating with self-introspection
3. Voice and speech
4. Speech personality
5. Pitch, volume, timbre, tempo, vitality, tone and enthusiasm
6. Using your voice-conversation to present-actions
7. Communication with others...inter personal communication skills

Unit-III [Introduction to Mass Communication]

L-12

1. Mass Communication and Origin of Media -Functions, role & impact of media
2. Meaning of Mass Communication
3. Functions of Mass Communication
4. Elements of Mass Communication
5. Brief introduction to Mass Media
6. Newspapers and Journalism
7. Wireless Communication: From Morse Code to Blue Tooth
8. Visual Communication: Photographs, Traditional and Folk Media, Films, Radio, Television & New Media

Unit-IV [Communication Theories & Models]

L-12

1. What is Communication Theory?
2. What is Communication Model?
3. A brief introduction to Communication theories
 - i. Multistep Theory
 - ii. Selective Exposure, Selective Perception, Selective Retention
 - iii. Play Theory
 - iv. Uses & Gratification Theory
 - v. Cultivation Theory
 - vi. Agenda Setting Theory
4. A brief introduction to Communication Models
 - i. SMCR Model
 - ii. Shannon & Weaver Model
 - iii. Wilbur Schramm Model



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- iv. Lass well Model
- v. Gate Keeping Model
- vi. Gerbner's Model

Instructions for Paper Setter/Moderator

Maximum Marks	75
Time	3 hours
Total Questions	5 questions of 15 marks each, out of which Question No. 1 will be compulsory.
Compulsory question	Short answer questions should be asked e.g. 6 short answer type questions of 2 ½ marks each or 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
Setting of other questions	Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III and Q.No.5 from Unit IV.
Distribution of marks in these questions	A question should be either a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.



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UNIT-I

Understanding Human Communication

Humans need to communicate by nature and they communicate by choice. There are physical needs, identity needs, social needs, and practical goals; and all of these are ways humans use to communicate. When it comes to physical needs communication is so important that its presence or absence affects physical health. It is almost like a survival tool if they find themselves in danger they need to communicate to find help or vice versa. Beyond that there come identity needs where communication does more than enable humans to survive. It is the way – indeed, the only way – humans learn who we are. Humans must communicate in order to ascertain whether or not they are smart or stupid, attractive or ugly, skillful or inept. The answers don't come from looking in the mirror. Humans decide who they are based on how other life forms react to them. Besides helping to define who and what humans are, communication provides a vital link with another. That's why they have social needs. Researchers and theorists have identified a whole range of social needs that humans satisfy by communicating. These include pleasure, affection, companionship, escape, relaxation, and control. All of these are done with their interpersonal relations. The author adds, "Two are better than one, because they have a good reward for their labor. For if they fall, one will lift up his companion. But woe to him who is alone when he falls, for he has no one to help him up. It follows that humans have practical goals besides satisfying social needs and shaping their identities. Strictly in relation to the acceptance of another sentient being, communication is the most widely used approach to satisfying what communication scholars call instrumental goals: getting humans to behave in ways others want. Some instrumental goals are quite basic: Communication is the tool that lets a human tell the human hair stylist to take just a little off the sides, lets humans negotiate household duties, and lets humans convince the human plumber that the broken pipe needs attention now! These are main ways humans communicate that include talking, looking, nonverbal communication, listening. Also showing how by the nature of choice we react and communicate differently.

Brief History, evolution and the development of communication in the world with special reference to India

The history of communication dates back to prehistory, with significant changes in communication technologies (media and appropriate inscription tools) evolving in tandem with shifts in political and economic systems, and by extension, systems of power. Communication can range from very subtle processes of exchange, to full conversations and mass communication. Human communication was revolutionized with speech approximately 100,000 years ago. Symbols were developed about 30,000 years ago, and writing in the past few centuries.

Symbols: The imperfection of speech, which nonetheless allowed easier dissemination of ideas and stimulated inventions, eventually resulted in the creation of new forms of communications, improving both the range at which people could communicate and the longevity of the



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information. All of those inventions were based on the key concept of the symbol: a conventional representation of a concept.

Cave paintings

The oldest known symbols created with the purpose of communication through time are the cave paintings, a form of rock art, dating to the Upper Paleolithic. Just as the small child first learns to draw before it masters more complex forms of communication, so Homo sapiens' first attempts at passing information through time took the form of paintings. The oldest known cave painting is that of the Chauvet Cave, dating to around 30,000 BC though not well standardized, those paintings contained increasing amounts of information: Cro-Magnon people may have created the first calendar as far back as 15,000 years ago. The connection between drawing and writing is further shown by linguistics: in the Ancient Egypt and Ancient Greece the concepts and words of drawing and writing were one and the same (Egyptian: 's-sh', Greek: 'graphein').

Petro glyphs

The next step in the history of communications is petroglyphs, carvings into a rock surface. It took about 20,000 years for Homo sapiens to move from the first cave paintings to the first petroglyphs, which are dated to around 10,000BC.

It is possible that the humans of that time used some other forms of communication, often for mnemonic purposes - specially arranged stones, symbols carved in wood or earth, quipu-like ropes, tattoos, but little other than the most durable carved stones has survived to modern times and we can only speculate about their existence based on our observation of still existing 'hunter-gatherer' cultures such as those of Africa or Oceania.

Pictograms

A pictogram (pictograph) is a symbol representing a concept, object, activity, place or event by illustration. Pictography is a form of proto-writing whereby ideas are transmitted through drawing. Pictographs were the next step in the evolution of communication: the most important difference between petroglyphs and pictograms is that petroglyphs are simply showing an event, but pictograms are telling a story about the event, thus they can for example be ordered in chronological order.

Pictograms were used by various ancient cultures all over the world since around 9000 BC, when tokens marked with simple pictures began to be used to label basic farm produce, and become increasingly popular around 6000-5000 BC.

They were the basis of cuneiform and hieroglyphs, and began to develop into logographic writing systems around 5000 BC.

Ideograms



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Pictograms, in turn, evolved into ideograms, graphical symbols that represent an idea. Their ancestors, the pictograms, could represent only something resembling their form: therefore a pictogram of a circle could represent a sun, but not concepts like 'heat', 'light', 'day' or 'Great God of the Sun'. Ideograms, on the other hand, could convey more abstract concepts, so that for example an ideogram of two sticks can mean not only 'legs' but also a verb 'to walk'.

Because some ideas are universal, many different cultures developed similar ideograms. For example an eye with a tear means 'sadness' in Native American ideograms in California, as it does for the Aztecs, the early Chinese and the Egyptians.

Ideograms were precursors of logographic writing systems such as Egyptian hieroglyphs and Chinese characters.

Examples of ideographical proto-writing systems, thought not to contain language-specific information, include the Vinca script and the early Indus script. In both cases there are claims of decipherment of linguistic content, without wide acceptance.

Writing

The oldest-known forms of writing were primarily logographic in nature, based on pictographic and ideographic elements. Most writing systems can be broadly divided into three categories: logographic, syllabic and alphabetic (or segmental); however, all three may be found in any given writing system in varying proportions, often making it difficult to categorise a system uniquely.

The invention of the first writing systems is roughly contemporary in with the beginning of the Bronze Age in the late Neolithic of the late 4th millennium BC. The first writing system is generally believed to have been invented in pre-historic Sumer and developed by the late 3rd millennium BC into cuneiform. Egyptian hieroglyphs, and the undeciphered Proto-Elamite writing system and Indus Valley script also date to this era, though a few scholars have questioned the Indus Valley script's status as a writing system.

The original Sumerian writing system was derived from a system of clay tokens used to represent commodities. By the end of the 4th millennium BC, this had evolved into a method of keeping accounts, using a round-shaped stylus impressed into soft clay at different angles for recording numbers. This was gradually augmented with pictographic writing using a sharp stylus to indicate what was being counted. Round-stylus and sharp-stylus writing was gradually replaced about 2700-2000 BC by writing using a wedge-shaped stylus (hence the term cuneiform), at first only for logograms, but developed to include phonetic elements by the 2800 BC. About 2600 BC cuneiform began to represent syllables of spoken Sumerian language. Finally, cuneiform writing became a general purpose writing system for logograms, syllables, and numbers. By the 26th century BC, this script had been adapted to another Mesopotamian language, Akkadian, and from there to others such as Hurrian, and Hittite. Scripts similar in appearance to this writing system include those for Ugaritic and Old Persian.



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The Chinese script may have originated independently of the Middle Eastern scripts, around the 16th century BC (early Shang Dynasty), out of a late neolithic Chinese system of proto-writing dating back to c. 6000 BC. The pre-Columbian writing systems of the Americas (including among others Olmec and Mayan) are also generally believed to have had independent origins.

Alphabet

The first pure alphabets (properly, "abjads", mapping single symbols to single phonemes, but not necessarily each phoneme to a symbol) emerged around 2000 BC in Ancient Egypt, but by then alphabetic principles had already been incorporated into Egyptian hieroglyphs for a millennium (see Middle Bronze Age alphabets).

By 2700 BC Egyptian writing had a set of some 22 hieroglyphs to represent syllables that begin with a single consonant of their language, plus a vowel (or no vowel) to be supplied by the native speaker. These glyphs were used as pronunciation guides for logograms, to write grammatical inflections, and, later, to transcribe loan words and foreign names.

However, although seemingly alphabetic in nature, the original Egyptian unilateral were not a system and were never used by themselves to encode Egyptian speech. In the Middle Bronze Age an apparently "alphabetic" system is thought by some to have been developed in central Egypt around 1700 BC for or by Semitic workers, but we cannot read these early writings and their exact nature remain open to interpretation.

Over the next five centuries this Semitic "alphabet" (really a syllabary like Phoenician writing) seems to have spread north. All subsequent alphabets around the world with the sole exception of Korean Hangul have either descended from it, or been inspired by one of its descendants.

Your birth was a matter of great joy to your parents. With your first cry you told everyone that you had arrived in this world. When you were hungry you cried and your mother understood that and gave you milk. As a baby your face told your mother that you were not well, or were uncomfortable. Months later when you uttered the first words your parents were thrilled. You also started waving your hands or nodding your head to say 'bye' or 'yes' or 'no'. Then slowly you started speaking. You asked questions because; you wanted to know about things around you. Later when you went to school you learned the alphabets. Today you can gesture, speak and write to express yourself or, for the purpose of this study, shall we say, 'communicate' with others. But what is communication? In this lesson, you will learn what it is, how and why we communicate and different types of communication.

However, early human beings expressed their feelings and experiences without using any words. Their face, expressions and use of head and other organs (body parts) like the hands, could tell others many things. Later language developed and people used words to speak to others or convey feelings. With alphabets, writing gave yet another powerful tool to convey thoughts, ideas and feelings.



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WHAT IS COMMUNICATION?

So far we have seen how we use communication. Now let's try and define communication. But defining communication is not very easy. It means many things to many people. Unlike definitions of a theory or some scientific term 'communication' has no definition accepted by all experts. We know that when we convey something by words, we may call it a message. If you are used to a mobile phone you would know the term 'SMS'. This SMS is the short form for 'Short Message Service'. Here the messages are short sentences or just a word or a phrase or a sentence like "I am in a meeting". "Please call me at 4:00 p.m" or "congratulations" or "see you at home". These are all messages. They are short and when someone receives them they 'understand' it. For example, take the message "I am in a meeting". Please call

"Communication is a message understood". Unless a message is understood we cannot say that communication has taken place. Let's send a message to someone else's phone, "where came first". The person who gets this message would wonder what it means. It does not make any sense. The receiver of the message just does not understand it. So for communication to take place, there are two conditions. First, there should be a clear message. Secondly, that message must be understood by the receiver, for whom it is meant. In society, we all interact with messages.. Without interactions, a society cannot survive. Social interaction is always through messages. So we can also define communication in the following words.

"Communication is social interaction through messages." Think of telling someone, "It is very warm today" or "I am bored with the history classes." In both these cases, we are communicating what 'we experience'. The weather being warm is what you feel or experience physically. Getting bored with a subject is a different feeling which needs some amount of education or experience in a class room. In both cases we are sharing our feeling or experience with someone else. So we may say that "communication is sharing of experience." Can you think of a situation where you cannot communicate with others? In society, we need each other for various things. Unless you communicate with a doctor how will the doctor know what your health problem is. If you want to buy something you have to tell the seller of the goods what you are looking for and you may also ask for the price. Think of a home where parents and children do not communicate with each other. Think of a classroom where the teacher cannot or do not communicate. Communication therefore is essential for our survival. For the person who touched the sharp tusk of the elephant it was a spear and for the person who touched its trunk it was like a snake. Like this, all others touched other parts of the elephant's body and decided what an elephant looked like. Ear as fan, tail as rope and legs like trees! The visually challenged have to depend on their sense of touch to find out things. Of course, touch is one of the five senses with which all of us communicate.

WHY DO WE COMMUNICATE?

We live in a society. Besides ourselves, there are others who may be rich or poor, living in big houses or in huts, literate or illiterate. They may also belong to different religions and communities, often speaking different languages. But still all of them can speak or interact with one another. Such interaction is essential for societies to survive. We ask questions and get answers, seek information and get it. We discuss problems and come to conclusions. We



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exchange our ideas and interact with others. For doing all these we use communication. Imagine a situation where we are not able to speak and interact with others or think of a family living in the same house without speaking to each other? Such situations can create plenty of problems. When we get angry don't we stop talking to our friends or family members at least for some time? Soon we talk it over or discuss matters and begin normal conversation. If we do not speak to each other we cannot understand each other. So communication can help us to understand each other and solve problems.

HOW DO WE COMMUNICATE?

Along with five senses of communication, there are many mediums to communicate through. Some are as follows-

Oral

Oral communication—language—allowed people to overcome the initial barriers of time and space imposed by a nonverbal world. When the earliest humans developed speech, they were able to communicate about things that they had seen and heard elsewhere. They were also able to develop a sense of history, passing information from generation to generation through stories and metaphors.

Even if we exclude extra organizational communication (such as, “How was your weekend?”), the bulk of communication activity in organizations is still oral and takes place between two people or in small groups. Most people working in organizations spend approximately 75 percent of their work day speaking and listening. Much of this oral communication is “preliminary” and concerns decision making. The results of this sort of oral communication usually end up in writing. Other oral communication helps build organizational morale. The work-related conversations people have with each other help satisfy social needs. Talking with others about how to solve common problems is important to most people.

The **advantages** of oral communication are based on its immediacy. In face-to-face situations (dyads and small groups), people have the opportunity to discuss an issue, receive immediate feedback on their comments, and change their views or messages accordingly. They also have a good opportunity to evaluate the nonverbal message that accompanies the verbal and to use that information to judge the credibility of the verbal message.

The **disadvantages** of oral communication are that it is relatively inefficient and that oral messages are more difficult to store and retrieve than those in writing. Compared with writing, oral communication typically takes more time to communicate an idea, as speakers are imprecise in the way they say things, and listeners need to ask questions to clarify meaning. Also, because most people have a poor memory for what they have heard, the content of most conversations is lost soon after the conversation ends. People tend to hear what they want to hear, so it is also easier to distort information received orally than that which is in writing.



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Written

For those of us living now, it is difficult to imagine what life was like before the advent of writing. Yet in the annals of human history, writing is a fairly recent phenomenon. When writing was first developed very few individuals—who were typically royalty or priests—were able to read and write, and writing was considered sacred. Also, written records were few because paper was scarce. Even after the invention of the printing press, books were expensive to produce and few were available.

Until the turn of the nineteenth century, very few people really needed to learn to read and write, and even for most of the nineteenth century, not many people needed anything beyond minimum levels of literacy. The average person needed to know little more than how to read street signs. The Industrial Revolution, especially in Western Europe and North America, created an increased need for literacy. More people needed to be able to read and write to be successful at work, and information—especially written information—was increasingly perceived as a valuable commodity.

The **advantages** of writing are that it facilitates the transfer of meaning across the barriers of time and space better than either nonverbal or oral messages. Writing provides a relatively permanent record of the information. Written documents are easy to store, retrieve, and transmit. Writing also allows the sender to prepare a message carefully at a convenient time of his or her choosing, and allows the receiver to read it at his or her convenience and prepare a carefully worded reply.

The principal **disadvantage** of writing—especially in the traditional formats of letters, memos, and reports—is that it is a much slower channel of communication than either the nonverbal or oral channel. For this reason, clarity is much more important with a written message than it is with an oral message. Also, because the absence of prompt feedback deprives the sender of the opportunity to modify the message according to the response observed in the audience, the psychological impact of a written message requires careful consideration.

Electronic

Electronic channels range from the electronic mail (email) to television and from the telephone to videoconferencing. When Samuel Morse invented the telegraph in 1835, no one imagined that electronic communication systems would have such a pervasive impact on the way people send and receive information. In general, electronic channels serve as transducers for written and oral communication. A fax machine, for example, converts text and graphic information into electronic signals to transmit them to another fax machine, where they are converted back into text and graphic images. Likewise, television converts oral and visual images into electronic signals for sending and then back into oral and visual images at the receiver's end.

Electronic channels usually have the same basic characteristics as the other channels, but electronic media exert their own influence. The most obvious of these are speed and reach.



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Electronic channels cover more distance more quickly than is possible with traditional means of conveying information. The speed and reach of electronic channels create new expectations for both sender and receiver, and while the fundamental characteristics of oral and written communication remain, the perceptions of electronic messages are different from those of their traditional equivalents.

The advent of electronic communication channels created an awareness of whether communication was **synchronous** or **asynchronous**. Synchronous communication requires both the sender and the receiver to be available at the same time. Face-to-face meetings, telephone conversations, “live” radio and television (most talk shows, sporting events, and anything else not prerecorded), videoconferencing, and electronic “chat rooms” are all examples of synchronous communication. Letters and other printed documents, electronic mail, electronic conferences, voice mail, and prerecorded video are all examples of asynchronous communication.

The **advantages** of synchronous communication are based on the immediacy of feedback. Because both sender and receiver are present at the same time (even if their locations are different), the receiver usually has the opportunity to comment on a message while it is being sent. The exceptions are, of course, with one-way media, such as radio and TV. The principal **disadvantage** of synchronous communication is the need to have sender and receiver present at the same time. A meeting or phone call may be convenient for one person but not for another. This is especially true when the people involved are from different time zones.

The **advantages** of asynchronous communication are that messages can be sent and received when convenient for sender and receiver. Also, because asynchronous communication requires a methodology for storing and forwarding messages, it automatically provides a relatively permanent record of the communication. The principal **disadvantage** of asynchronous communication is that feedback is delayed and may be difficult to obtain.

Telephone

The telephone was the first electronic channel to gain wide acceptance for business use. Telephones are everywhere—at least in the industrialized world. Most people raised in industrialized countries are familiar with the telephone and feel comfortable sending and receiving calls. Because they are so ubiquitous, people in industrialized countries have a difficult time comprehending that more than half the world’s population has never placed a telephone call.

The telephone offers many **advantages**. It is often the fastest, most convenient means of communicating with someone. The telephone is also economical in comparison with the cost of writing and sending a letter or the travel involved in face-to-face meetings. Although standard telephone equipment limits sender and receiver to exchanging vocal information, tone of voice, rate of speech, and other vocal qualities help sender and receiver understand each other’s messages.



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Modern telephone services expand the utility of the telephone through answering machines and voice mail, telephone conferencing, portable phones, pagers, and other devices designed to extend the speed and reach of the telephone as a communication device.

The telephone does have **disadvantages**. The most common complaint about the telephone is telephone tag. Susan calls Jim, only to learn that Jim isn't available. She leaves a message on his answering machine or voice mail system. Jim finds the message and returns the call, only to learn that Susan is not available. He leaves a message on her machine. Susan returns the call, and Jim is again not available. Telephone tag is time consuming, expensive, and—if it goes on long enough—irritating.

Telephones can also be intrusive. Senders place calls when it is convenient for them to do so, but the time may not be especially convenient for the receiver. This is especially true when the person placing the call and the one receiving it are in different time zones, perhaps even on different continents. Another disadvantage of the telephone is that they are so common that people assume that everyone is skilled in their use, when this is actually far from the case. Most people have had little or no training in effective telephone skills and are poorly prepared to discuss issues or leave effective voice mail messages when the person with whom they wish to speak is not available.

Radio

Although its business uses are limited, radio is an effective means of broadcasting information to many people at once. For this reason, radio is a form of mass communication. The mass media also include newspapers, popular magazines, and television. Radio and other forms of mass communication do not allow for convenient, prompt feedback. Receivers who wish to provide feedback on a particular message typically need to use some other communication channel—telephone, email, or letter—to respond to a sender. The most common business use of radio is for advertising, primarily at the local level.

The **advantages** of radio are that it is a relatively inexpensive medium for both sender and receiver, and vocal qualities can be used to help clarify the meaning of messages. Radio messages may be prerecorded for a later broadcast, and receivers may record messages to listen to them at a more convenient time or for repeated play. The **disadvantages** are the absence of a convenient means of feedback and the use of radio to provide background entertainment, which leads receivers to pay less attention to information delivered by radio than to that delivered by other means.

Television

Television, another of the mass media, is also an effective means of broadcasting information to many people at once. In addition to using commercial television for advertising, business has been making increasing use of TV for education and training programs and videoconferencing. Because it combines auditory and visual images, TV provides a fairly effective substitute for



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face-to-face communication when time, distance, or cost of travel would make face-to-face communication difficult.

The **advantages** of television—video—are that it combines both audio and visual information in a way that approximates face-to-face communication. Receivers can see facial expressions and other nonverbal signals as well as hear tone of voice, rate of speech, and other paralinguistic elements that contribute to the interpretation of the verbal message. Messages may be prerecorded and checked to ensure that they communicate the intended message before delivery at a later time. They can also be recorded by the receivers for viewing at a convenient time or viewing repeatedly to ensure that the message has been understood.

The principal **disadvantage** of television is that it is expensive, especially when it is done well. Videoconferencing rooms, which serve to send and receive video images of meetings, are sufficiently expensive that typically only large organizations have them. Organizations that have installed videoconferencing rooms use them to avoid the costs of travel. In recent years, the cost of such equipment has been coming down, and inexpensive desktop-to-desktop video designed for use with computers connected to the Internet has become available.

Recording and broadcasting equipment are expensive. Recording, duplicating, and distributing videotapes (or DVD disks) is also expensive, so the message needs to be important to the organization and to those whom it wishes to reach. Training videos, for example, are produced to show members of an organization how to perform a specific task. Once produced, they can be shown to hundreds and perhaps thousands of people, which keeps the “cost per view” at an acceptable level.

Television is also difficult to do well. Broadcast quality video requires good cameras, trained operators, and usually a trained producer. Those who will be on camera require sufficient training to be comfortable speaking to the camera lens, which has been called “the eye that never blinks.”

Electronic Mail

Email has recently become the most common form of business communication, substituting for letters, memos, and many telephone calls. It is quick, convenient, and—once the appropriate hardware and software are installed—inexpensive. Most organizations in the industrialized world now have email and access to the Internet, a world-wide network connecting most of the world’s major computer networks. Although email permits most of the advantages of other forms of written communication, email users tend to prepare email messages quickly and with less attention to detail, including grammatical and mechanical correctness, than they do when preparing paper documents.

The **advantages** of email are that it is both quick and convenient. It can be printed, saved electronically, or forwarded to multiple recipients. Email lists—whether maintained by an individual or by special software designed for the purpose (such as listserv,



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listproc, and majordomo)—simplify the process of exchanging information with groups of people who share common interests.

The **disadvantages** of email are that because speed often seems more important than correctness, email messages often contain egregious errors in spelling, grammar, mechanics and content. Messages containing such errors may be saved or forwarded and/or printed, duplicated, and sent to a number of people. If such a message were sent to a large mailing list, hundreds or perhaps thousands of people would see it and form an opinion about the person who sent it.

Electronic Conferencing

Although mailing lists enable large numbers of people to participate in discussions about issues of common interest, they are not well-suited to organizing that information in a logical way. Messages are sent and received in chronological order rather than by topic. Also, even though mailing lists store or archive messages, retrieving information about a particular topic from the archives may not be easy. Electronic conferences eliminate those problems by categorizing subjects by topics or threads. Access to such conferences can also be easily restricted to qualified individuals, making them useful for discussions of proprietary matters.

Individuals who belong to an electronic discussion group can read about and respond to the subjects of most interest to them and skip those in which they have no interest. Someone who joins an existing electronic conference can review everything that has been said about a particular subject without reading the comments about irrelevant subjects.

The principal **advantages** of electronic conferences are that the information is categorized by topic and the channel is asynchronous, allowing sender and receiver to access the information when convenient.

The principal **disadvantages** of electronic conferences are that they require deliberate access. Whereas messages from an email list arrive in a person's mailbox automatically, he or she must deliberately access an electronic conference to see what new topics or responses have been added since his or her last access. If the person forgets to access the conference regularly, he or she might miss an important message. Also, those posting responses to items on the conference may not stick to the subject of the item. Such deviation from the topic is usually called drift, and if the amount of drift on a conference is significant, the usefulness of the conference is diminished.

Web-based Communication

Since its inception in 1992, the portion of the Internet known as the World Wide Web—or more simply as the Web—has grown at virtually an exponential rate. Most organizations of any size and thousands of individuals have Web sites, which consist of one or more pages of information. One of the reasons that the Web has grown at such a phenomenal rate is that it provides many of the advantages of the other communication channels with very few of their disadvantages.



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Information presented on the Web can include text, graphics, sound, and video. It can be prepared quickly or carefully, depending on the purpose of and audience for the message. It can also allow for immediate feedback by providing email addresses or special forms for feedback on specific topics. Web sites can be designed for access by anyone with an Internet connection or for a limited audience on an organization-specific Intranet. Materials for the Web use a special computer programming language known as Hypertext Markup Language, or HTML, for formatting text and graphics for online readability. The inclusion of feedback forms and other types of interactivity requires additional software. While programs, such as Microsoft's FrontPage and Netscape's Composer, can help individuals prepare acceptable Web pages, effective Web site design and management usually requires special training.

The **advantages** of the Web as a communication channel is that Web pages can communicate quickly using text, graphics (including animated graphics), sound, and video with anyone with an Internet account and allow for immediate feedback. Web page authors have considerable control over the appearance of their material using HTML and other programming languages.

The principal **disadvantage** of using the Web to communicate is that the receiver must want the information badly enough to look for it. Most communication channels allow the sender to initiate the process, perhaps even at times inconvenient for the receiver. To communicate on the Web, however, the sender places the information on a Web site and then must wait for the appropriate receivers to access it. Another disadvantage is that the sender forfeits some control over the appearance of a Web-based document. Receivers have the option of choosing not only when they access the information but the appearance of the document as well. Receivers can, for example, choose to view or print the document using a typeface and/or type size different from the one selected by the author.

An additional disadvantage of Web-based communication is that the same information will display differently depending on the computer platform, the size of the monitor, and the Web browser being used. For this reason, Web designers need to test materials on common computer systems and with different Web browsers

FIVE SENSES OF COMMUNICATION

Those six men who went to see the elephant touched and found out as they could not see. But most of us who have eyes can see and find out how an elephant really looks like. Touch and sight are channels of communication, so are taste, hearing and smell. We really use these senses or channels to communicate. Remember how your mother used a spoon and picked a bit of curry and tasted it to check whether it had enough salt or other required spices. If she was satisfied with the result, the expression on her face would have told you whether the curry was just right or not. Listen to some sweet sound on the flute. You feel nice and happy. Your face would show joy and peace when you listen to the music. On the other hand if you listen to a loud crashing sound you cover your ears with your hands and your face would indicate the discomfort. Pass through an open public urinal. You will close your nose with your fingers and your face would show what you feel. So we use our five senses- taste, touch, hearing, sight and smell to communicate.



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Sight- We communicate messages through sight by using visual signals that include facial expressions, gestures and posture (or body language). We receive these signals by using our sense of sight.

When we look at something, light bounces off the object and onto the pupil in the eye. The light crosses the lens of the eye; the picture becomes focused, and then turns upside down. The picture then shines on the retina, at the back of the eye. A retina contains rod cells and cone cells, which are both photoreceptors. These cells let your eye see colours and details. The optic nerve sends a message of this picture to your brain, where the picture is turned the right way up. Your brain then tells you what response you should make to the object that you can see.

Your two eyes help you to judge distances and see much more than you would with just one eye. Some people who cannot see short or long distances wear glasses or contact lenses to correct their vision. This is different from people who are partially (not completely) or completely blind because their vision cannot be fixed by wearing special glasses. People who are blind may use a cane or guide dog to help them get around.

Hearing- The most common way for humans to communicate is by the sound made through speech. One person speaks and the other person receives the message by hearing it with their ears.

The ear has three parts: the outer ear, the middle ear, and the inner ear. Sounds reach the outer ear first, then travel into the ear canal and finally reach the eardrum. The eardrum is a thin piece of tissue that separates the outer ear and the middle ear. There are three tiny bones in the middle ear that make sounds louder. Sounds from the middle ear travel to the inner ear, where they make tiny hairs inside the cochlea (which looks like a snail) move around. The receptor cells then send signals along the auditory nerve to the brain. The brain changes these signals back into meaningful sound that we can understand. We have two ears because it helps us to tell which direction that sounds are coming from. People who cannot hear through their ears may be partially deaf, which means they still have some hearing, or completely deaf. People may be born deaf or may have lost their hearing through an accident or illness.

Taste- We can communicate by receiving messages through taste. Babies make good use of communicating with their world by tasting things around them.

Taste lets you enjoy the flavor of your favorite foods. You can tell if food has gone off because it tastes unpleasant. Taste also tells you if something is dangerous or poisonous, although you should never taste anything if you think that it might be unsafe. If you look carefully at your tongue you will see tiny little bumps all over it - these are called taste buds. There are four different types of taste buds on your tongue. At the front of your tongue you can taste sweet, on both sides of the tongue you taste sour, at the back you taste bitter, and all over your tongue you taste salty.



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Touch- We communicate with touch by feeling things. People hug to show that they are happy to see each other, shake hands to show that they agree, or put their arms around a person who is upset. We feel messages that are communicated to us by touch through touch receptors. These are located in groups around the skin and look a bit like tiny onions. When they are squeezed, the layers rub against each other and send electrical signals to the brain. Some touch receptors are more sensitive than others. Sensitive touch receptors can be found on different parts of your body, including your face and your fingers.

Smell- We send and receive messages through smell. We can smell dangerous things like smoke from a fire or poisonous gas. We can also smell pleasant things like flowers or a freshly baked cake. Smell communicates powerful messages to our noses. When we breathe, air goes into the nose through the nostrils. The air then travels down the back of the mouth and into the throat. Any smell, or odour, that passes through the nasal cavity is stuck to the mucus in your nose. The tiny hairs in your nose, called sensory hairs, sense the odour and send messages to your brain where the smell is identified. The smell receptor cell, which responds to the chemicals in the mucus in your nose, is positioned high up behind the nose.

NON VERBAL COMMUNICATION

So far in all the above examples, we probably never used any word or speech. The five senses are natural to us. Speech, on the other hand, is learned. Similarly we use our eyes and hands to convey our feelings, approval or disapproval. Someone asks you, "Are you going to the market"? You nod your head and say 'yes' or 'no'. The way you nod would make the other person understand. What can you make out from the above? They are different facial expressions conveying happiness, anger, grief, fear etc. Look at a policeman at the traffic point. He doesn't speak a word but uses his hands to signal 'stop' or 'go'. what you mean. In all the above cases, we express our feelings or experiences without using any words. Here we are communicating messages through the following means: -

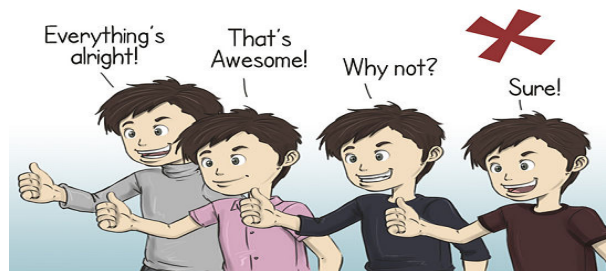
(a) **By eye contact-** . These include a smile, a nod, looking at the eyes of the other person, for listening or showing interest or narrowing of eyes or raising our eyebrows.

(b) **By body language-**. Think of signaling 'bye' when we leave or pointing fingers or what a cricket umpire does when he raises his finger to tell that a batsman is out. In games like cricket there are plenty of such nonverbal signals or think of Gandhiji's three monkeys - speak no evil, see no evil, hear no evil. Shaking hands is common all over the world. But the handshakes may convey different meanings. For example, you extend your hand to shake hands with someone and that person does not respond to you or just touches your palm or tightens the grip. This means that the person wants to keep away from you. Just touching your palm would mean that the person does not consider you as an equal. A warm right hand shake would mean expression of closeness or friendship. In India and countries like Nepal or Sri Lanka a 'NAMASTE' or folding both the hands together is a sign of welcome or respect. Almost all around the world

Folding of hands while praying is practised. All the above examples show how we communicate without using any words or by using gestures or what may be called body language. Such

communication is called 'non verbal communication' because no words are used to communicate. According to experts, almost 80% of all communication is nonverbal. Nonverbal communication is also practised by people who are physically challenged as far as their faculty of sight or speech is concerned. . We have already seen the example of the six men who could not see 'seeing' an elephant. Haven't you seen people who cannot speak using the sign language or gestures to communicate? Their ability to communicate nonverbally is worth mentioning. On the other hand, people who can speak also use nonverbal communication when they speak to others. Think of someone who speaks to a large number of people, like a political leader, (like Sonia Gandhi or L. K. Advani) spiritual or religious leader (like Shri Shri Ravi Shankar or Swami Ram Dev) or social activists (like Medha Patkar or Aruna Roy). All of them use a lot of nonverbal communication. Look at speakers pointing fingers or raising hands or counting on fingers or moving their arms. Nonverbal communication is not universal or done in the same way by everyone in the world.. Nodding of head may have different meanings for people from different parts of the world. We Indians fold hands to welcome somebody, or to pray. People in Europe fold hands only to pray and saying "NAMASTE" as we do by folding hands is not known to them. They also do not welcome people the way we Indians do in India.

- c) **By Gestures- Emphasize a point.** Have more than one gesture. This will help you better get your message across. If you want to make sure you're not misunderstood, repeat both gestures when you speak the idea aloud. If the listener doesn't pick up on one gesture, he or she will likely be familiar with the other. You don't have to use a body language gesture (or two) for every word, but it's a good idea to have a toolbox of gestures you can use to reinforce very important, yet easily misinterpreted concepts.



- 1. Direct the most positive gestures toward the listener.** This lets you more clearly indicate that you are offering a favorable outcome to the listener. Direct the most negative gestures away from yourself and the listener. This way you clearly indicate that you wish that no obstacle stands in the way of your intended message



- 2. Use hand gestures carefully.** Be conscious of what your hands are saying as you speak. Some hand gestures can be very effective in highlighting your points (open

gestures), while others can be distracting or even offensive to some listeners, and can lead to the conversation or listening being closed down (closed gestures). It also helps to watch other people's hand gestures to see how they come across to you.



- 3. Keep a check on other body language signals.** Watch for wandering eyes, hands picking at fluff on your clothing and constant sniffing. These small gestures add up and are all guaranteed to dampen the effectiveness of your message. Don't worry about if you accidentally perform a few of these in any given setting. The point here is to be certain that your body language is not distracting for your listener and for you to pay attention to what your body is doing



Development of Speech- From Nonverbal to verbal

(Covered in the topic of history & evolution mentioned above)

ORAL COMMUNICATION

After man developed speech we started communicating orally. It is like a child who learns to utter words first, and then speak. Oral communication is a skill that is developed or evolved. It uses language. This would mean words and sentences. Words do not stand independently to communicate. If you say 'sky' or 'blue' or 'high' they may not mean much. These words are just symbols. The moment you say the word 'sky' the listener would be able to imagine this. 'Blue' would mean colour and 'high' would mean much above our head. In oral communication we group words into what we call sentences which can convey meanings. Observe the following:

“The sky is high”

“The sky is blue”



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“The sky is both high and blue”

In the above groups of words or sentences we have arranged words in such a way that they make some sense. When we say a full sentence where the right word is placed at the right place, using grammar or the rules that govern language, it would result in understanding. Otherwise it will just be using some words without any meaning. When we talk about India’s ancient wisdom or ‘Vedas’, ‘puranas’ and ‘Shasta’s’, they were initially spoken, given orally and passed on from one generation to another. In India, we have this very strong oral tradition. The advantages of oral communication are:

- i. It is spontaneous and natural.
- ii. It is, therefore, easy for others to understand.
- iii. Choice of words generally suits the listeners.
- iv. It is supported by nonverbal communication.
- v. The communicator or the person who communicates, is always physically available.
- vi. It can develop close relations between the speaker and the listener.

Disadvantages of oral communication: -i. Words spoken disappear into thin air. The words are temporary.

- ii. Words are not permanent unlike say written communication.
- iii. What is heard is often forgotten.
- iv. Nonverbal communication that supports oral communication may not be understood by people from other cultures. Modern modes of communication like telephone invented by Graham Bell in 1876 and radio invented by Marconi in 1901 use oral messages. These inventions have helped in communicating instantly over long distances. You will learn more about radio in a later module.

WRITTEN COMMUNICATION

Language and writing developed much later in man’s early history. The earliest script is supposed to be found in China. Until paper was invented by the Chinese and later in Egypt, there was no written communication except on leather scrolls and palm leaves. Today when we talk about written communication it is limited to people who can write and read. For this one should know the alphabet, script and grammar of the language. For someone to write, say the language English, one should know various parts of speech besides a good knowledge of words or vocabulary. Writing, invention of paper and later invention of printing by Johan Gutenberg in the 15th century, made knowledge available to many more people. Books were the first to appear. Newspapers, magazines and journals slowly became popular. Such written matter helped people in communicating ideas to a larger number of people. Newspapers helped people to be informed about what is happening around the country and the world. Newspapers also inform about the



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activities of the government. Writing unlike speech, involves thoughts, correction, editing or rewriting and occurs in isolation. That means for a writer it is an individual activity involving lot of preparation and hard work, unlike speech, which is a shared activity. Advantages of written communication:

- i. Written communication gives words and thoughts permanence.
- ii. Knowledge and information became available to people who could read.
- iii. It led to the spread of ideas.

The biggest disadvantage of written communication, however, is that one has to be literate to use written communication.

Forms of written communication

Written communication has many forms. It varies from an intimate personal letter to books and newspapers. All the forms have their own special features. Here is a list of some written forms of communication:

LETTERS

CIRCULARS

ORDERS

REPORTS

FORMS AND QUESTIONNAIRES

MANUALS

NEWSLETTERS

NEWSPAPERS

MAGAZINES

HANDBILLS

POSTERS

BOOKS

BULLETIN BOARDS

For modern man writing is an inseparable tool. Almost everything is written and preserved. Writing has given man history as all human activities and developments are written down by people who write history or historians. The worldwide web and internet have given a new meaning and style to writing. However, unlike speech, written communication tends to be formal



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and difficult to follow. The person interested in written communication has to be literate to receive messages. Often writings are not very user friendly unless the writer is a good communicator. You may enjoy a story, a novel or a play but may feel bored when you read essays or books on intellectual issues. are many processes taking place inside the body to receive messages through the senses.

Nonverbal communication is the process of communication through sending and receiving wordless (mostly visual) cues between people. Messages can be communicated through gestures and touch, body language or posture, physical distance, facial expression and eye contact, which are all types of nonverbal communication. Speech contains nonverbal elements known as paralanguage, including voice quality, rate, pitch, volume, and speaking style, as well as prosodic features such as rhythm, intonation, and stress. Likewise, written texts have nonverbal elements such as handwriting style, spatial arrangement of words, or the physical layout of a page. However, much of the study of nonverbal communication has focused on face-to-face interaction, where it can be classified into three principal areas: environmental conditions where communication takes place, physical characteristics of the communicators, and behaviors of communicators during interaction.

Evolution of languages with special emphasis on Indian languages

The history of the Indian language branch is often divided into three main stages

1. Old, comprising Vedic and classical Sanskrit
2. Middle which embraces the vernacular dialects of Sanskrit called Prakrits, including Pali.
3. New or Modern, which comprises the modern languages of the northern and central portions of the Indian subcontinent?

- Vedic Sanskrit, the language used in the Vedas, the sacred Hindu scriptures, is the earliest form of Sanskrit
- A later variety of the language, classical Sanskrit, language of literary and technical works
- Today, it is widely studied in India and functions as a sacred and learned language
- The Middle Prakrits existed in many regional varieties, which eventually developed literatures of their own
- Pali, the language of the Buddhist canonical writings, is the oldest literary Prakrit
- It is used in Sri Lanka, Myanmar (formerly known as Burma), and Thailand
- Two major varieties of Hindi are spoken; Western Hindi, which originated in the area around Delhi, includes literary Hindi and Urdu
- Eastern Hindi is spoken mainly in central Uttar Pradesh and eastern Madhya Pradesh; its most important literary works are in the Awadhi dialect (or Hindustani)
 - Despite their separate names, Hindi and Urdu are actually slightly different dialects of the same language
 - The main differences lie in their vocabulary sources, scripts, and religious traditions
 - Hindi vocabulary derives mainly from Sanskrit, while Urdu contains many words of Persian and Arabic origin
 - Hindi is written in the Devnagri script, and Urdu in a Persian Arabic script
 - Hindi is spoken mainly by Hindus; Urdu is used predominantly by Muslims—in India as well as throughout Pakistan



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- About 23 Dravidian languages are spoken by an estimated 169 million people, mainly in southern India.
- The 4 major Dravidian tongues are recognized as official state languages—Tamil in Tamil Nadu, Telugu in Andhra Pradesh, Kannada (Kanarese) in Mysore, and Malayalam in Kerala.
- Telugu is spoken by the largest number of people
- Tamil has the richest literature, is thought to be extremely ancient, and it is spoken over the widest area, including northwestern Sri Lanka
- The Dravidian languages have acquired many loan words from the Indic languages, especially from Sanskrit
- conversely, the Indic languages have borrowed Dravidian sounds and grammatical structures.
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- Sanskrit was the spoken language of India, there may have been some people who spoke a localized form of less perfect Sanskrit. As time went on a new language developed in the Bihar area of North India which was a combination of the localized dialect with the apbhransh words of Sanskrit.
- These, partly mispronounced words, are called the apbhransh. Just like the words teen and sat are the apbhransh of the Sanskrit
- It was called the Pali language in which the teachings of Gautama Buddha were written around 1800 BC.



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UNIT-2

Facets of self: thoughts-feelings-attitude-needs-physical self

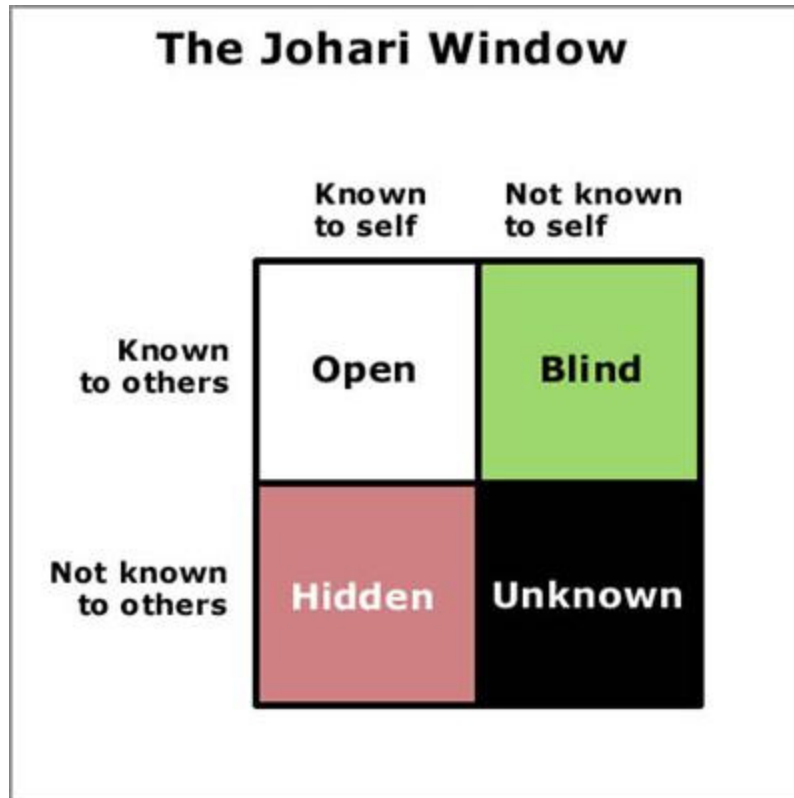
As we lie in bed at night before we fall asleep, we may review the events of the day. As we take a test, we may carry on a conversation with our self to arrive at the answers. In both cases, we are participating in the act of intrapersonal communication, internally communicating with our self.

The basis for communication with others is the ability to communicate with oneself. Those people who tend to know who they are, what they believe in, and what their attitudes are and have a clear understanding of their beliefs, values, and expectations are much more likely to be able to communicate these ideas to others. People who can internally process ideas and decide how to present them can communicate that information to others.

There is disagreement about where to draw the line as to what constitutes intrapersonal communication. For our purposes, assume that at times we talk to ourselves, such as when we debate during a test which of the multiple-choice answers is correct. Our bodies can “speak” to us nonverbally, as when muscles in the back of the neck tighten when we get emotionally upset. This nonverbal aspect of intrapersonal communication is an important part of the Gestalt theory of psychology, which centers on getting in touch with our feelings to gain awareness of our intrapersonal messages. Also, intrapersonal communication may occur below our level of awareness, such as when we daydream or dream.

One way of understanding your intrapersonal communication and, if necessary, improving your communication skills is by understanding your self-talk. There is a saying that it is okay to talk with yourself, but when you start answering back, it is time to worry! That tongue-in-cheek contention is basically incorrect. Indelible links exist between what we say to ourselves and what we accomplish.

Communicating with self-introspection



Johari Window is a reflection of the personality of the communicator while engaged in intrapersonal communication. The diagram shows four parts of a communicator while he communicates to the World. The first part of our personality is 'open' one i.e, it consists of our skills, capabilities and potential which we know and that the outside world also knows about. The second part of the window (from left) is 'Blind' one. It consists of those capabilities that are reflected to the outer world but not known to us. The part that is 'Hidden' includes that aspect of our personality that we hide from others and are not known to anyone. The last part of the window is that aspect of our personality that even we our self don't know. This 'Unknown' part is sometimes discovered while communicating with others.

Voice - Voice is GOD's gift and no one is born voice rich, it needs to be trained enough to modulate, variate and able to perform professionally for required time. Here i have few TIPS for you to regulate your throat to produce variation and modulation in your voice as and when necessary. Basically, **Voice Modulation** is a change in stress, pitch, loudness, or tone of the voice and an inflection of the voice. Which gives your voice mood meaning and sounds attractive? You can utilize this too.

Voice Modulation refers to the adjustment of the pitch or tone of voice to become enough to be clearly heard and understood by the audience.

Here are few components of voice modulation.

Pace or Speech speed: It must always be at a speed that the listener can understand. Put the pace at that speed where the listener can understand you properly.



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Pitch or Depth of voice: Keep it at a level that is comfortable for you and don't strain your vocal cords.

Pause: Pauses should be given at required intervals like where there is punctuation. It is given to let the listener absorb your information. It is given for emphasis and dramatic effect.

Power: In order to create power in your voice you should not speak from your mouth but from inside from the abdomen, make it commanding by generating intensity in your voice.

Volume: Try and match your listener's speech volume, unless they are shouting. Try dropping your volume so that they have to drop their volume to hear you. Maintain your volume according to the listener decrease or increase (do not shout to increase it be loud).

Emphasis: Put emphasis by putting some pressure or focus on the key words or syllables in order to provide contrast to your words bring out their desired meaning.

Inflection: Inflection means ups and downs of words. In combination inflection links meaning and feeling with your words.

It is an adjustment of the pitch or tone of voice to become enough to be clearly heard and understood by folks....

Voice modulation (to breathe life into words) also includes the following:-

- Pitch
- Identifying your optimal pitch
- Pacing (Rate of speech)
- Voice Projection and Volume
- Tone
- Inflection and pausing effectively
- Rhythm and Melody
- Voice sensitization activities moving your voice forward
- Working on pure vowels, Diphthongs and Triphthongs
- Exercises with consonants
- Pronunciation-Impediments and speech habits

These are explained in detail as follows-

Speech (Speech personality) - There are various elements of speech personality. Your speech personality basically denotes the way you use your voice to speak or rather we say, to communicate. Some essential elements of speech personality are mentioned below-

Tone- The tone of your voice is equally important when it comes to understanding what a person is really trying to say. If the facial expression expresses one emotion, but if the tone conveys a different one, neural dissonance takes place in the brain, causing the person confusion. The result: trust erodes, suspicion increases, and cooperation decreases.

Researchers at the University of Amsterdam found that expressions of anger, contempt, disgust, fear, sadness, and surprise were better communicated through vocal tone than facial expression,



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whereas the face was more accurate for communicating expressions of joy, pride, and embarrassment. And in business, a warm supportive voice is the sign of transformational leadership, generating more satisfaction, commitment, and cooperation between other members of the team.

You can easily train your voice to convey more trust to others, and all you have to do is slow down and drop your pitch. This was tested at the University of Houston: when doctors reduced their speaking rate and pitch, especially when delivering bad news, the listener perceived them “as more caring and sympathetic.” Harvard's Ted Kaptchuk also discovered that using a warm voice would double the healing power of a therapeutic treatment.

Tempo & vitality - If you want to express joy, your voice needs to become increasingly melodic, whereas sadness is spoken with a flat and monotonic voice. When we are angry, excited, or frightened, we raise the pitch and intensity of our voice, and there's a lot of variability in both the speed and the tone. However, if the emotion is incongruent with the words you are using, it will create confusion for the listener

Volume, Timbre and Enthusiasm - When you speak, slow down! Slow speech rates will increase the ability for the listener to comprehend what you are saying, and this is true for both young and older adults. Slower speaking will also deepen that person's respect for you, Speaking slowly is not as natural as it may seem, and as children we automatically speak fast. But you can teach yourself, and your children to slow down by consciously cutting your speech rate in half. A slow voice has a calming effect on a person who is feeling anxious, whereas a loud fast voice will stimulate excitement, anger, or fear.

Try this experiment: pair up with a partner and speak so slowly that ... you ... leave ... 5 ... seconds ... of ... silence ... between ... each ... word. You'll become aware of your negative inner speech that tells you that you should babble on endlessly and as fast as possible. It's a trap, because the listener's brain can only recall about 10 seconds of content! That's why, when we train people in Compassionate Communication, we ask participants to speak only one sentence at a time, slowly, and then listen deeply as the other person speaks for ten seconds or less. This exercise will increase your overall consciousness about the importance of the first 7 elements of highly effective communication. Then, and only then, will you truly grasp the deeper meaning that is imparted by each word spoken by others.

Using your voice-conversation to present-actions

Gestures, and especially hand movements, are also important because they help orchestrate the language comprehension centers of your brain. In fact, your brain needs to integrate both the sounds and body movements of the person who is speaking in order to accurately perceive what is meant. From an evolutionary perspective, speech emerged from hand gestures and they both originate the same language area of the brain. If our words and gestures are incongruent, it will create confusion in the listener's brain. Our suggestion: practice speaking in front of a mirror, consciously using your hands to “describe” the words you are speaking.



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Your degree of relaxation is also reflected in your body language, facial expressions, and tone of voice, and any form of stress will convey a message of distrust. Why? Your stress tells the observer's brain that there may be something wrong, and that stimulates defensive posturing in the listener. Research shows that even a one-minute relaxation exercise will increase activity in those parts of the brain that control language, communication, social awareness, mood-regulation, and decision-making. Thus, a relaxed conversation allows for increased intimacy and empathy. Stress, however, causes us to talk too much because it hinders our ability to speak with clarity

Communication with others...inter personal communication skills

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication. Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language. See our pages: Verbal Communication and Non-Verbal Communication for more information.

When two or more people are in the same place and are aware of each other's presence, then communication is taking place, no matter how subtle or unintentional. Without speech, an observer may be using cues of posture, facial expression, and dress to form an impression of the other's role, emotional state, personality and/or intentions. Although no communication may be intended, people receive messages through such forms of non-verbal behaviour.

Elements of Interpersonal Communication

Much research has been done to try to break down interpersonal communication into a number of elements in order that it can be more easily understood. Commonly these elements include:

The Communicators- For any communication to occur there must be at least two people involved. It is easy to think about communication involving a sender and a receiver of a message. However, the problem with this way of seeing a relationship is that it presents communication as a one-way process where one person sends the message and the other receives it. While one person is talking and another is listening, for example.

In fact communications are almost always complex, two-way processes, with people sending and receiving messages to and from each other simultaneously. In other words, communication is an interactive process. While one person is talking the other is listening - but while listening they are also sending feedback in the form of smiles, head nods etc.

The Message- Message not only means the speech used or information conveyed, but also the non-verbal messages exchanged such as facial expressions, tone of voice, gestures and body language. Non-verbal behaviour can convey additional information about the spoken message. In particular, it can reveal more about emotional attitudes which may underlie the content of speech. See our page: Effective Speaking for more on how you can use your voice to full effect.



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Noise- Noise has a special meaning in communication theory. It refers to anything that distorts the message, so that what is received is different from what is intended by the speaker. Whilst physical 'noise' (for example, background sounds or a low-flying jet plane) can interfere with communication, other factors are considered to be 'noise'. The use of complicated jargon, inappropriate body language, inattention, disinterest, and cultural differences can be considered 'noise' in the context of interpersonal communication. In other words, any distortions or inconsistencies that occur during an attempt to communicate can be seen as noise. See our page: Barriers to Effective Communication for more information.

Feedback- Feedback consists of messages the receiver returns, which allows the sender to know how accurately the message has been received, as well as the receiver's reaction. The receiver may also respond to the unintentional message as well as the intentional message. Types of feedback range from direct verbal statements, for example "Say that again, I don't understand", to subtle facial expressions or changes in posture that might indicate to the sender that the receiver feels uncomfortable with the message. Feedback allows the sender to regulate, adapt or repeat the message in order to improve communication. Our pages: Clarification and Reflecting describe common ways to offer feedback in communication, our page: Active Listening describes the process of listening attentively.

Context- All communication is influenced by the context in which it takes place. However, apart from looking at the situational context of where the interaction takes place, for example in a room, office, or perhaps outdoors, the social context also needs to be considered, for example the roles, responsibilities and relative status of the participants. The emotional climate and participants' expectations of the interaction will also affect the communication.

Channel-The channel refers to the physical means by which the message is transferred from one person to another. In face-to-face context the channels which are used are speech and vision, however during a telephone conversation the channel is limited to speech alone.

Uses of Interpersonal Communication

Most of us engage in some form of Interpersonal Communication on a regular basis, how well we communicate with others is a measure of our Interpersonal Skills. Interpersonal communication is a key life skill and can be used to:

1. Give and collect information.
2. Influence the attitudes and behaviour of others.
3. Form contacts and maintain relationships.
4. Make sense of the world and our experiences in it.
5. Express personal needs and understand the needs of others.
6. Give and receive emotional support.



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7. Make decisions and solve problems.
8. Anticipate and predict behaviour.
9. Regulate power.



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UNIT-3

Mass Communication

It is impossible not to communicate. Everybody communicates, everything communicates. Communication is not a process limited to human beings only. All creatures on the earth, from worms to humans, are communicating each other for their better existence. It is a universal phenomenon.

Communication is a process which includes transmission of information, ideas, emotions, skills, knowledge by using symbols, words, gestures, and visuals and so on. Thus, the act of communication is referred to as 'transmission'. As communication being a universal phenomenon that defines all human behavior, it is important to have a clear understanding of the concepts of communication. What is communication? Why is it important to human beings? How does it work? What are the elements involved in the process of communication? How do they relate each other? What are the different types of communication? We should answer these questions to have a better understanding of the subject. Let us look into each of them.

Meaning of Communication

The word communication was originated from the Latin word 'communis' which means 'Common'. Communion, community, communism, commonality, communalism etc. are some related words having the same linguistic roots. Similarly, newer and newer terms are being coined as the concept of communication assumes importance day by day. Communication technology, communication media, communication age, communication management are just a few. As the very term indicates, the ultimate aim of the communication process is to create commonness between communicator and receiver of the message. Through communication, both communicator and receiver enter into a mental agreement. Thus, they achieve their goal, which may be expression of an emotion or transmission of an idea.

ORIGIN OF MEDIA

The term 'mass communication' may be considered as a 20th century development. Sending messages to a large number of people and at greater speed was what man was always looking for. There was a time when men on horseback travelled long distances to convey news about say, a war.

Pigeons were used as postmen to deliver messages. You may have heard of Kalidasa who was one of the greatest Sanskrit poets. In his poem 'Meghdoot', a Yaksha (celestial singer) sends messages to his beloved through the clouds. The invention of paper and printing, and later newspapers, were the first steps towards mass communication. But it was only through the telegraph, invented by Samuel F. B. Morse in 1835, that messages could be sent to long distances using a code. The next step was to send messages through human voice. Alexander Graham Bell in 1876 succeeded in using wires to send the human voice across long distances. However, it was the invention of the radio by Marconi in 1901 which made sending of human voices over long distances possible. In 1947 the invention of the transistor made radio the most popular medium



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for sending voice messages. Today television, which can send voice as well as pictures, is found almost everywhere. This was invented by Baird in 1920.

FUNCTIONS OF MASS COMMUNICATION

News and discussions may inform you; radio and television programmes may educate you; films and television serials and programmes may entertain you.

INFORM, EDUCATE AND ENTERTAIN

These are the functions of media. Let us learn more about these functions of media. Those who write, direct or produce programmes are people who give us messages. Let us consider the example of a news bulletin on radio or television or a news item in a newspaper. They inform us of some event or happening.... "A new President is elected", "The country has developed a new missile", "and India has beaten Pakistan in cricket", "25 killed in a bomb blast"... All these **inform** us. These are properly designed or written messages given by people who are communicators.

A doctor speaks on radio or television or writes in a newspaper about how to prevent a disease. Experts tell farmers on radio or television about a new crop, seed or agricultural practice. Thereby, the farmers are **educated**.

All the commercial cinema, television serials and music programmes are **entertaining**.

The **channels** are the means through which messages are sent. These may be newspapers, films, radio, television or the internet. Mass media have tremendous impact on their readers, listeners and viewers. That is the **effect**. People watch an advertisement on television and buy the product. They are motivated to buy the product to satisfy their needs.

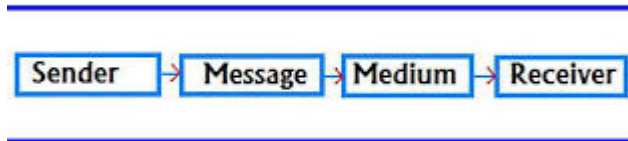
When India became independent agriculture in the country was not developed. We did not produce enough rice or wheat to feed our people. We were importing food and the population was also growing fast. There were too many mouths to feed. So the government used the media, especially radio to change this situation. The farmers who were mostly illiterate were told to use the right seed, fertilizers and new techniques on farming. The effect was remarkable. We went through a revolution in agriculture and that was called the Green Revolution. Similarly, the media stressed on the need for small families. Many people followed the small family norm and decided to have only two or three children. Take for example, the campaign on polio. The mass media informed and educated the people about the polio vaccine to eradicate polio. Messages are created using creativity and film stars deliver these messages. Have you seen Amitabh Bachhan saying "Doh boond zindagi ki" on television meaning "two drops of life"?



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Elements of Mass Communication



It is communication with mass audiences and hence named as mass communication. The kind of channels through which it takes place is called mass media. It is unique and different from interpersonal communication as it multiplies the message to a large number of audiences.

Various elements of Mass Communication are-

- A. **Sender-** In mass communication, sender is not one person. It is generally a team of producers of message. For example, Editorial and Reporting team in Print and Electronic media. Generally, the sender of such messages is anonymous to receivers of the message.
- B. **Message-** It is the content that is conveyed in this process from sender to receiver. It is in glossy format with glamour and finesse of production. It is designed keeping in mind the preferences of general audience as there is no specific audience framework in front of the sender in this process.
- C. **Channel-** The vehicles in mass communication are various mechanical mediums that have power to multiply the messages to million sof people at the same time across geographical boundaries. For example, TV, Radio, Newspaper etc.
- D. **Receiver-** The receivers of these messages belong to various sections, regions and communities. So, they don't have their single uniform identity. Also, all the mediums and their messages do not necessarily reach all the mass audience at the same time. It is not even necessary that all of them get exposed to it and get affected by it.
- E. **Feedback-** There is no feedback generally in mass communication. As the receivers (audience) of the messages do no necessarily receive messages, they also don't have any channel to send feedback to the sender. Generally, it ios sent through SMS, Exit poll, or calls of audiences and tweets during the programme concerned.
- F. **Noise-** Noise or communication barrier is anything that distorts message. Noise may originate in any of the components of communication like source, message, channel, context, receiver etc. Noise is present when there is difference between the message sent and received. Communication is not possible without noise, but its effects may be reduced through various methods such as using good grammar, clear voice, simple language, quality signal etc. Noise is of different types depending on the nature and reasons of the distortion.



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They are:

Psychological noise: Any communication error due to the psychological reasons. Eg. Fearful audience can't enjoy the musical programme.

Semantic noise: Language related problems in communication. E.g. Poor grammar, complex sentence structure, rare vocabulary etc.

Contextual noise: If communication takes place in inappropriate time or place, message is not conveyed well. E.g. wishing compliments during a funeral function. Or An outdoor meeting at noon in a hot summer.

Channel noise: Medium related communication barrier. Eg. Poor signal affecting picture clarity of television.

Brief introduction to Mass Media

Different forms of mass media-

Means of communication is also called channel of communication. Mass communication can therefore also be defined as 'who', 'says what', 'in which channel', 'to whom', 'with what effect'.

Look at the following figure.

'Who': refers to the communicator.

Says 'what'? Here 'what' means the message? What the communicator has written, spoken or shown is the message.

'In what channel': This refers to the medium or channel like the newspaper, radio, or television.

'To whom': This refers to the person receiving the message or the receiver.

"With what effect": This refers to the impact of a message on a channel or medium. Let us assume that you have been informed about an event in a newspaper, or on radio of a social message. If this has changed your attitude towards a social evil like dowry or if a film song on television has entertained you, it may be called "the effect".

People who make films, write news, produce radio and television programmes or advertisements are all communicators who have a message for you. The medium through which messages are communicated such as newspaper, radio or television are the channels. That brings us to the functions of mass communication.

Various Mass Media-

1. Newspapers
2. Magazines
3. Advertising
4. Films
5. Radio
6. Television



7. Internet

You may be wondering what actually the difference between mass communication and mass media.

The moment someone mentions the term mass media, you would probably think of television because that is the most popular mass medium today. When we discussed mass communication we used the word 'channel' or 'medium'. Media, as you have already learnt is the plural of medium. A medium is just a means used to send messages. When we meet someone and speak to that person, it is face to face communication. But when we talk about a mass medium like television it is not face to face communication. There is a mass or a very large number of people watching it.

The first medium used to communicate with a large number of people was the newspaper. Then came a truly mass medium, the radio invented by Marconi. Newspapers had limitations like the time factor. News had to be collected, compiled, edited and printed in advance and then sent for people to read them. All these took plenty of time. For example, what you read in your morning newspaper was printed around midnight. That means it does not contain anything that happened after midnight. Of course, those who read a newspaper have to be literate. You will learn more about different forms of mass media in the subsequent modules.

NEWSPAPERS AND JOURNALISM

You have already studied that the invention of paper and printing led to the development of newspapers. Newspapers are printed and published for providing information of public interest, advertisements and views. These publications are usually issued daily, weekly or at other regular intervals. Newspapers were first published in countries like Germany, Italy and the Netherlands in the 17th century. Later it spread to countries all over the world. Early owners of newspapers were people who took up journalism to fight social problems. You may now ask what 'journalism' is. Journalism involves the collection of information and communicating it. It also involves the selection and editing of information and printing and presentation of events, ideas, information and controversies in their proper context.

Journalism was started in India during the British days by Englishmen and later by national leaders and social reformers like Raja Rammohan Roy, Bal Gangadhar Tilak and later Mahatma Gandhi. They used journalism to fight the British during our freedom movement. Gandhiji started the Indian Opinion in 1903 in South Africa to fight for the rights of the Indians there. Later in India he started the 'Harijan' and wrote for 'Young India'. Today in India, a large number of newspapers in various languages reach millions of people every morning.

Wireless communication is the transfer of information between two or more points that are not connected by an electrical conductor.

The most common wireless technologies use electromagnetic wireless telecommunications, such as radio. With radio waves distances can be short, such as a few meters for television or as far as thousands or even millions of kilometers for deep-space radio communications. It encompasses various types of fixed, mobile, and portable applications, including two-way radios, cellular telephones, personal digital assistants (PDAs), and wireless networking. Other examples of



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applications of radio wireless technology include GPS units, garage door openers, wireless computer mice, keyboards and headsets, headphones, radio receivers, satellite television, broadcast television and cordless telephones.

Less common methods of achieving wireless communications include the use of light, sound, magnetic, or electric fields.

Morse code is a method of transmitting text information as a series of on-off tones, lights, or clicks that can be directly understood by a skilled listener or observer without special equipment. The International Morse Code encodes the ISO basic Latin alphabet, some extra Latin letters, the Arabic numerals and a small set of punctuation and procedural signals as standardized sequences of short and long signals called "dots" and "dashes", or "dits" and "dahs". Because many non-English natural languages use more than the 26 Roman letters, extensions to the Morse alphabet exist for those languages.

Bluetooth is a wireless technology standard for exchanging data over short distances (using short-wavelength radio transmissions in the ISM band from 2400–2480 MHz) from fixed and mobile devices, creating personal area networks (PANs) with high levels of security. Created by telecom vendor Ericsson in 1994, it was originally conceived as a wireless alternative to RS-232 data cables. It can connect several devices, overcoming problems of synchronization.

Bluetooth is managed by the Bluetooth Special Interest Group, which has more than 18,000 member companies in the areas of telecommunication, computing, networking, and consumer electronics. Bluetooth was standardized as **IEEE 802.15.1**, but the standard is no longer maintained. The SIG oversees the development of the specification, manages the qualification program, and protects the trademarks. To be marketed as a Bluetooth device, it must be qualified to standards defined by the SIG. A network of patents is required to implement the technology and are licensed only for those qualifying devices.

Visual communication is communication through visual aid and is described as the conveyance of ideas and information in forms that can be read or looked upon. Visual communication in part or whole relies on vision, and is primarily presented or expressed with two dimensional images, it includes: signs, typography, drawing, graphic design, illustration, color and electronic resources. It also explores the idea that a visual message accompanying text has a greater power to inform, educate, or persuade a person or audience.

Types of Visual Aids

Objects

- The use of objects as visual aids involves bringing the actual object to demonstrate on during the speech. For example, a speech about tying knots would be more effective by bringing in a rope.



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- **Pro:** the use of the actual object is often necessary when demonstrating how to do something so that the audience can fully understand procedure.
- **Con:** some objects are too large or unavailable for a speaker to bring with them.

Models

- Models are representations of another object that serve to demonstrate that object when use of the real object is ineffective for some reason. Examples include human skeletal systems, the solar system, or architecture.
- **Pros:** models can serve as substitutes that provide a better example of the real thing to the audience when the object being spoken about is of an awkward size or composure for use in the demonstration.
- **Cons:** sometimes a model may take away from the reality of what is being spoken about. For example, the vast size of the solar system cannot be seen from a model, and the actual composure of a human body cannot be seen from a dummy.

Graphs

- Graphs are used to visualize relationships between different quantities. Various types are used as visual aids, including bar graphs, line graphs, pie graphs, and scatter plots.
- **Pros:** graphs help the audience to visualize statistics so that they make a greater impact than just listing them verbally would.
- **Cons:** graphs can easily become cluttered during use in a speech by including too much detail, overwhelming the audience and making the graph ineffective.

Maps

- Maps show geographic areas that are of interest to the speech. They often are used as aids when speaking of differences between geographical areas or showing the location of something.
- **Pros:** when maps are simple and clear, they can be used to effectively make points about certain areas. For example, a map showing the building site for a new hospital could show its close location to key neighborhoods, or a map could show the differences in distribution of AIDS victims in North American and African countries.
- **Cons:** inclusion of too much detail on a map can cause the audience to lose focus on the key point being made. Also, if the map is disproportional or unrealistic, it may prove ineffective for the point being made.

Tables

- Tables are columns and rows that organize words, symbols, and/or data.
- **Pros:** Good tables are easy to understand. They are a good way to compare facts and to gain a better overall understanding of the topic being discussed. For example, a table is a good choice to use when comparing the amount of rainfall in 3 counties each month.



- **Cons:** Tables are not very interesting or pleasing to the eye. They can be overwhelming if too much information is in a small space or the information is not organized in a convenient way. A table is not a good choice to use if the person viewing it has to take a lot of time to be able to understand it. Tables can be visual distractions if it is hard to read because the font is too small or the writing is too close together. It can also be a visual distraction if the table is not drawn evenly.

Photographs

- **Pros:** Photographs are good tools to make or emphasize a point or to explain a topic. For example, when explaining the shanty-towns in a third world country it would be beneficial to show a picture of one so the reader can have a better understanding of how those people live. A photograph is also good to use when the actual object cannot be viewed. For example, in a health class learning about cocaine, the teacher cannot bring in cocaine to show the class because that would be illegal, but the teacher could show a picture of cocaine to the class. Using local photos can also help emphasize how your topic is important in the audience's area.
- **Cons:** If the photograph is too small it just becomes a distraction. Enlarging photographs can be expensive if not using a power point or other viewing device.

Drawings/Diagrams

- **Pros:** Drawings or diagrams can be used when photographs do not show exactly what the speaker wants to show or explain. It could also be used when a photograph is too detailed. For example, a drawing or diagram of the circulatory system throughout the body is a lot more effective than a picture of a cadaver showing the circulatory system.
- **Cons:** If not drawn correctly a drawing can look sloppy and be ineffective. This type of drawing will appear unprofessional.

PHOTOGRAPHS

You may be familiar with a camera and of course photographs. In photography, images are produced using light. Photography was developed in the 19th century by two people from France, Nicéphore Niépce and Louis-Jacques-Mandé Daguerre. Till a few years back we were taking black and white photographs. Later color photographs could be taken using an emulsion. Newspapers, magazines and advertisements used photography. By the end of the 20th century photographers began using the digital technology, making photography easier and the cameras user friendly. Even cell phones today have such digital cameras.

FILMS

In the previous section, we discussed photography. The pictures or photographs taken using a camera may be called 'still photographs' because they are permanent and do not move. The logical development from still photography was what we call 'motion pictures' or 'movies'. In this technology, a series of still photographs on films were projected in rapid succession onto a screen. The camera used for this was called a movie camera. The motion picture machines used



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to project the films into moving images and later talking pictures were developed by Thomas Alva Edison in the USA and the Lumiere brothers in France. In fact the Lumiere brothers came to India and showed moving pictures in Bombay. Just as in Hollywood in America, India also developed the art and technology of motion pictures. First they were silent and then the talkies came in 1927. The first Indian motion picture was **Raja Harischandra** by Dada Saheb Phalke and the first talkie was **Alam Ara**.

RADIO

From mere curiosity and technical experiments radio became a truly powerful and popular medium of mass communication. After it was developed in the west we had radio by the 1920s and the first formal radio station was started in Bombay. You will learn about radio in detail in the module on 'Radio'.

TELEVISION

One of the technological marvels of the 20th century was television invented in 1920 by Baird. In India, television started in 1959 on an experimental basis and the first television station was set up in Delhi. The beginnings were modest and slow but television was popular and became available in color in 1982. Today Doordarshan has one of the largest television networks. From early 1990s satellite television also came to India and later Direct to Home (DTH) television.

NEW MEDIA

Development and widespread use of computers and information technology have resulted in the emergence of what is called 'new media'. It includes computers, information technology, communication networks and digital media. This has led to another process in mass communication called 'convergence'. Convergence means coming together of many forms of media and other formats like printed text, photographs, films, recorded music or radio, television etc. Though it is hard to separate old media from new media the World Wide Web or internet has changed the way in which we communicate.

TRADITIONAL MEDIA

Traditional media are a part of our country's rich heritage. They have as a base our strong oral tradition. They belong to our own land and are strongly rooted in our culture. They are as varied and diverse as our culture itself. Life in India is deeply influenced by agriculture and religion. So also are the seasons. From very ancient days we have been having fairs and festivals celebrated with spontaneous songs and dances. These songs and dances are traditional forms of media which inform, educate and entertain people.

The advent of faster forms of media has affected traditional media. However the performers or communicators and the audience in traditional media are known to each other unlike in radio or television. The environment in which the performances take place is natural, known and friendly. The messages are also simple; the content known and the language and idioms are familiar. Unlike other modern media, people never get tired of them.

Let us consider the example of the Ram Lila celebrated and performed all over north India. The story of Ramayana is known to everyone and so are the performers. They repeat the same story



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every year, yet people come in large numbers to see them. But can you see an ordinary Hindi film a number of times?

There are several forms of traditional media in our country. They are known by different names in different regions. Some common examples of traditional media are storytelling, folk songs, street theatre and puppetry.

Some forms of traditional media like traditional songs and mythological stories are written down as proper text. But different forms of folk media are generally spontaneous or are made on the spot.



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UNIT-4

Communication Theory

There is much discussion in the academic world of communication as to what actually constitutes communication. Currently, many definitions of communication are used in order to conceptualize the process by which people navigate and assign meaning. Communication is also understood as the exchanging of understanding. Additionally the communication theory investigates communicative processes within and among non- humans such as bacteria, animals, fungi and plants.

Communication Models

“Communication models are merely pictures; they’re even distorting pictures, because they stop or freeze an essentially dynamic interactive or transactive process into a static picture.”

Models are metaphors. They allow us to see one thing in terms of another.

Various communication Theories

1. **Cultivation Theory:** - This theory was developed by George Gerbner. Heavy TV viewing tends to induce audiences to adopt perception and values which were constantly portrayed in different programmes. **Cultivation theory** is a social theory which examines the long-term effects of television. "The primary proposition of cultivation theory states that the more time people spend "living" in the television world, the more likely they are to believe social reality portrayed on television." Cultivation leaves people with a misperception of what is true in our world. **This phenomenon was more dominant among heavy TV watchers than those who watched less.**
2. **Agenda Setting Theory:** - The first systematic study of agenda setting was conducted by Maxwell Mc Comb and Donald Shaw during the American Presidential Campaign of 1968: the duo focused on the 100 undecided voters of Chapple Hill who were susceptible to the media’s agenda

They made a content analysis of all the media channels used by residents of Chappell hill; and found an interlink between the priorities of issues identified by the media and those identified.

McCombs and Shaw focused on the two elements: awareness and information. Investigating the agenda-setting function of the mass media in the 1968 presidential campaign, they attempted to assess the relationship between what voters in one community said were important issues and the actual content of media messages used during the campaign. McCombs and Shaw concluded that the mass media exerted a significant influence on what voters considered to be the major issues of the campaign.



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3. **Multi-Step Flow Theory:**-The **multi-step flow theory** assumes ideas flow from mass media to opinion leaders before being disseminated to a wider population. This theory was first introduced by sociologist Paul Lazarsfeld et al. in 1944 and elaborated by Elihu Katz and Lazarsfeld in 1955.

According to the multi-step flow theory, opinion leaders intervene between the “media’s direct message and the audience’s reaction to that message.” Opinion leaders tend to have the great effect on those they are most similar to—based on personality, interests, demographics, or socio-economic factors. These leaders tend to influence others to change their attitudes and behaviours more quickly than conventional media because the audience is able to better identify or relate to an opinion leader than an article in a newspaper or news.

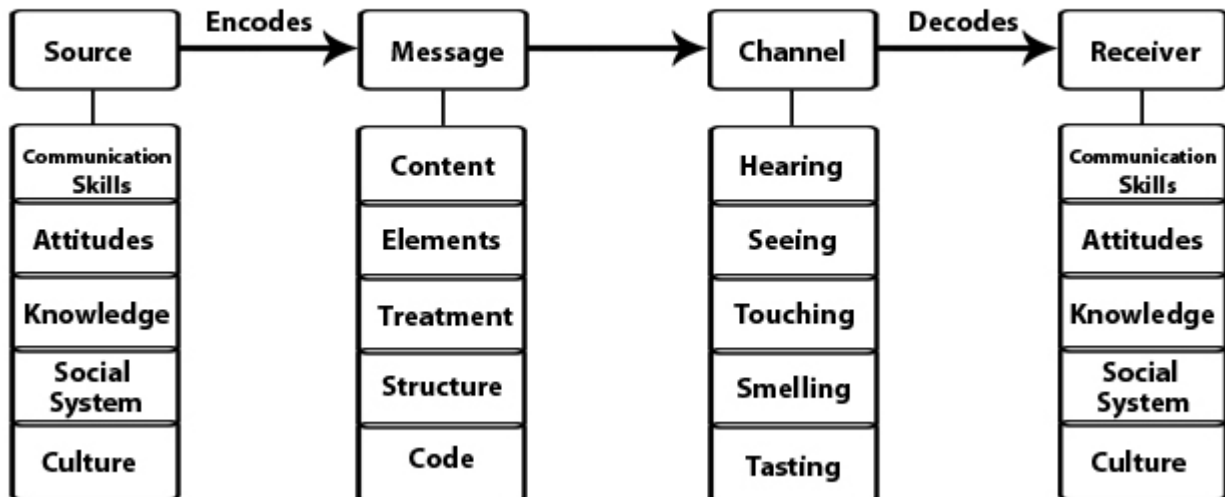
This media influence theory shows that information dissemination is a social occurrence, which may explain why certain media campaigns do not alter audiences’ attitudes.

4. **Selective Exposure:** - Basically, this theory states that people do not like to have previously-held beliefs challenged. When individuals encounter information that is discrepant from their own opinions, they seek to resolve the resultant disharmony somehow. People in general do not like to be wrong. A change or shift in attitude is sometimes interpreted as an admission that the original belief was inaccurate or inadequate. To avoid having their opinions challenged, research indicates that people tend to simply avoid information that might be discrepant in nature
5. **Selective Perception:** - Selective perception is the tendency for people’s perception to be influenced by wants, needs, attitudes, and other psychological factors. Selective attention is the tendency for individuals to pay attention to those parts of a message that are consonant with strongly held attitudes, beliefs or behaviours and to avoid those parts of a message that go against strongly held attitudes, beliefs, or behaviours.
6. **Selective retention:** - Selective retention is the tendency for information recall to be influenced by wants, needs, attitudes, and other psychological factors.
7. **Play Theory:** - The Play theory of Mass Communication has been developed by social scientist William Stephenson. The concept has been explained in his 1967 book "The Play Theory of Mass Communication" .The author developed the concept to contrast those who argued about the harmful effects of the mass media and the information-based vision of media. Play theory is based on the idea that media cannot have harmful effect because the audience uses them primarily for entertainment, rather than as serious sources of information Play Theory of Mass Communication is a theory that holds the first function of media is to provide entertainment
8. **Users and Gratification Theory:** - Bloomer and Katz’s uses and gratification theory suggests that media users play an active role in choosing and using the media. Users take an active part in the communication process and are goal oriented in their media use. The theorist says that a media user seeks out a media source that best fulfils the needs of the user. Uses and gratifications assume that the user has alternate choices to satisfy their need.

Various Communication Model

1. SMCR Model

Berlos's SMCR Model of communication



Sequence

The basic sequence of the model is Source => Message => Channel => Receiver

Source

The source is the start of the communication, the person who encodes the message and transmits it to the receiver.

Message

The message is the package or packages of meaning that contain the intent from the source. The message is what the source wants the receiver to hear and understand in a particular way. As we cannot connect minds together, we have to translate the intent of the source into an encoded message that (it is hoped) the receiver can translate with reasonable accuracy.

Channel

The channel is the medium through which the message is transmitted. This may be some form of controlled media such as television adverts or newspaper articles. It may also be a more direct channel, such as telephone or face-to-face. The channel can have several parts, for example where I ask someone to communicate something, who then emails a friend who tells the receiver the message. The channel must plug into the receiver's sensory system, and hence may use sight, sound, touch, taste or smell.

Receiver

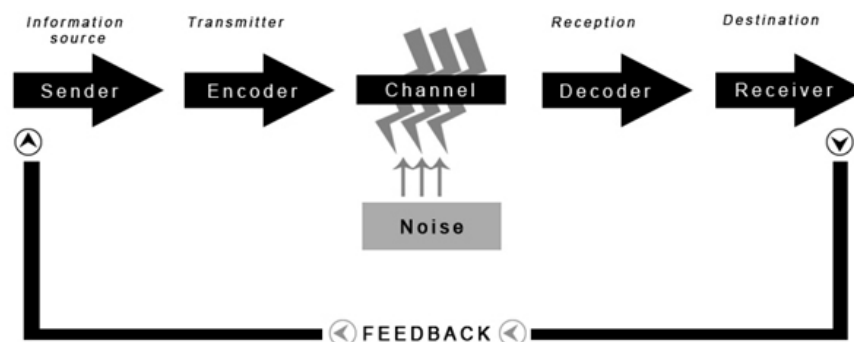
The receiver is the person who is at the other end of the communication. They may be actively seeking to receive the message or may be surprised by it. They may be the intended target or just someone who is within receiving range. They will decode the message and create their own meaning.

Criticism of Berlo's SMCR model of communication:

1. No feedback / don't know about the effect
2. Does not mention barriers to communication
3. No room for noise
4. Complex model
5. It is a linear model of communication
6. Needs people to be on same level for communication to occur but not true in real life
7. Main drawback of the model is that the model omits the usage of sixth sense as a channel which is actually a gift to the human beings (thinking, understanding, analyzing etc).

2. **Shannon-Weaver model of communication** : In 1948, Shannon was an American mathematician, Electronic engineer and Weaver was an American scientist both of them join together to write an article in "Bell System Technical Journal" called "A Mathematical Theory of Communication" and also called as "Shannon-Weaver model of communication". This model is specially designed to develop the effective communication between sender and receiver. Also they find factors which affecting the communication process called "Noise". At first the model was developed to improve the Technical communication. Later it's widely applied in the field of Communication.

The model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Sender: The originator of message or the information source selects desire message.



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Encoder: The transmitter which converts the message into signals. The sender's messages converted into signals like waves or Binary data which is compactable to transmit the messages through cables or satellites. For example: In telephone the voice is converted into wave signals and it transmits through cables.

Decoder: The reception place of the signal which converts signals into message. A reverse process of encoder. The receiver converts those binary data or waves into message which is comfortable and understandable for receiver. Otherwise receiver can't receive the exact message and it will affect the effective communication between sender and receiver.

Receiver: The destination of the message from sender. Based on the decoded message the receiver gives their feed back to sender. If the message distracted by noise it will affect the communication flow between sender and receiver.

Noise: The messages are transferred from encoder to decoder through channel. During this process the messages may distracted or affected by physical noise like horn sounds, thunder and crowd noise or encoded signals may distract in the channel during the transmission process which affect the communication flow or the receiver may not receive the correct message. The model is clearly deals with external noises only which affect the messages or signals from external sources. For example: If there is any problems occur in network which directly affect the mobile phone communication or distract the messages.

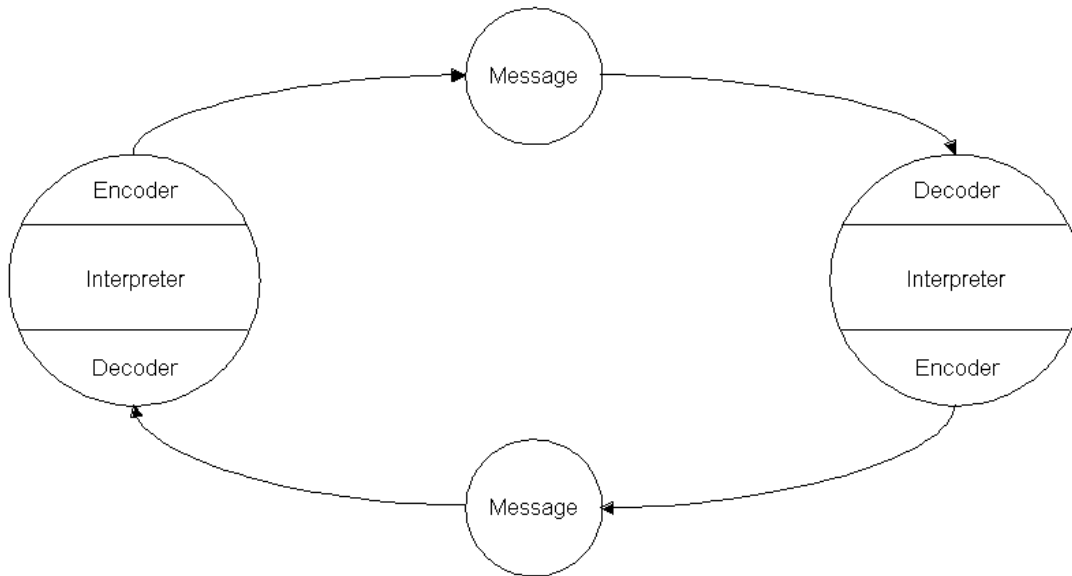
*The noise which affect the communication flow between them.

Criticism of Shannon-Weaver model of communication:

1. One of the simplest model and its general applied in various communication theories.
2. The model which attracts both academics of Human communication and Information theorist to leads their further research in communication.
3. it's more effective in person-to-person communication than group or mass audience.
4. The model based on "Sender and Receiver". Here sender plays the primary role and receiver plays the secondary role (receive the information or passive).
5. Communication is not a one way process. If it's behaved like that, it will lose its strength. For example: Audience or receiver who listening a radio, reading the books or watching television is a one way communication because absence of feedback.
6. Understanding Noise will help to solve the various problems in communication.

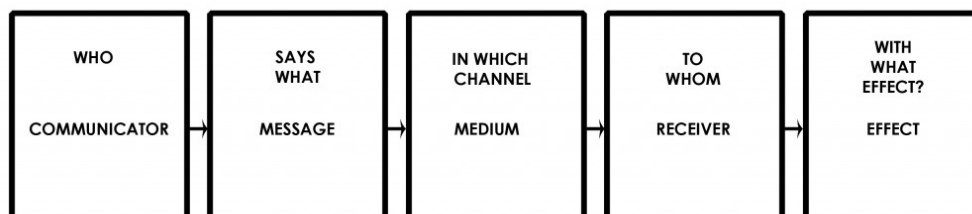
Wilbur Schramm Model:- Wilbur Schramm (1907–1987) introduced a model that illustrated the importance of interpersonal communication. In the first stage of Schramm's model, a source sends a message through an encoder; the message is received by a decoder and transmitted to its designation. The source is the mind of the person starting the communication process. The encoder is the process by which ideas are converted to symbols for transmission to another person. The decoder is the process by which symbols are received and converted into ideas by the person receiving the information. The signal is symbols that are produced and transmitted.

Schramm's Model of Communication, 1954



3. **Harold Dwight Lasswell** :- Harold Dwight Lasswell, the American political scientist states that a convenient way to describe an act of communication is to answer the following questions

- Who
- Says What
- In Which Channel
- To Whom
- With what effect?



This model is about process of communication and its function to society, According to Lasswell there are three functions for communication:

1. Surveillance of the environment



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2. Correlation of components of society
3. Cultural transmission between generation

Lasswell model suggests the message flow in a multicultural society with multiple audiences. The flow of message is through various channels. And also this communication model is similar to Aristotle's communication model.

In this model, the communication component that refers the research area called "Control Analysis", Says what is refers to "Content Analysis",

In which channel is refers to "Media Analysis",

To whom is refers to "Audience Analysis"

With What Effect is refers to "Effect Analysis"

Advantage of lasswell model:

- It is Easy and Simple
- It suits for almost all types of communication
- The concept of effect

Disadvantage of lasswell model:

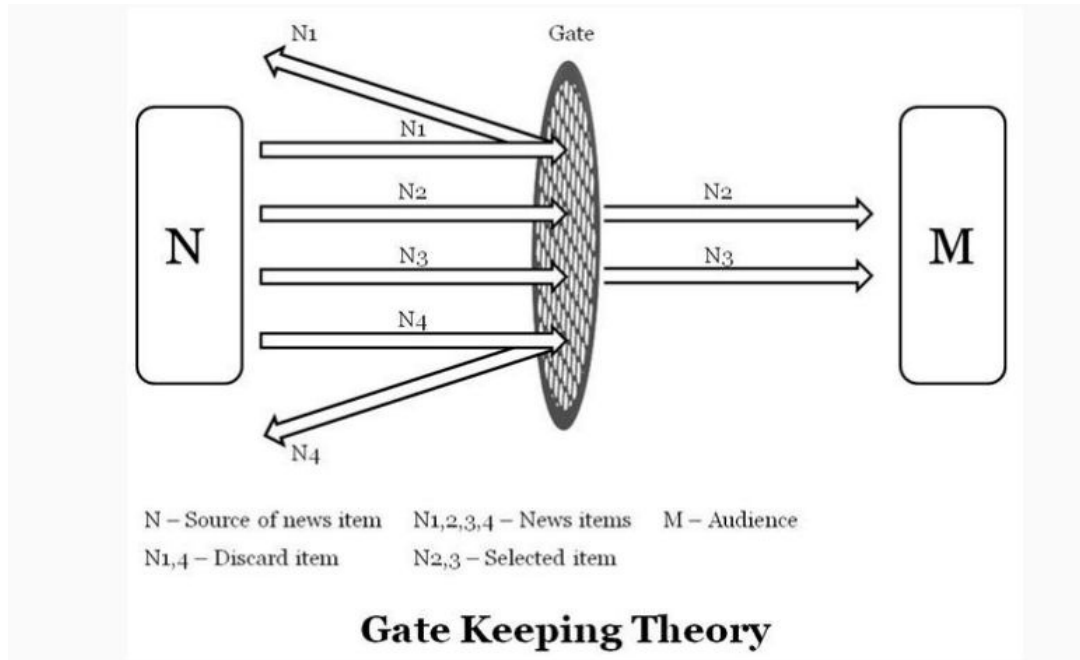
- Feedback not mentioned
- Noise not mentioned
- Linear Model

Gate keeping theory: - Gate keeping theory was first instituted by social psychologist Kurt Lewis in 1943. Gatekeeping is the process through which information is filtered for distribution, whether for publication, broadcasting, the Internet, or some other mode of communication. The academic theory of gate keeping is found in several fields of study, including communication studies, journalism, political science, and sociology.

The main concept of this theory is Gatekeeper decides what information should move to group or individual and what information should not. Here, the gatekeeper are the decision makers who hiring the whole social system. The gatekeeper is having its own power like social, cultural, ethical and political. Through this process the not needed, sensible and controversial information's are removed by the gate keeper which helps to control the society or a group and letting them in a right path. In home mother plays the very important role and she has to decide what their kid's needs and what should avoid.

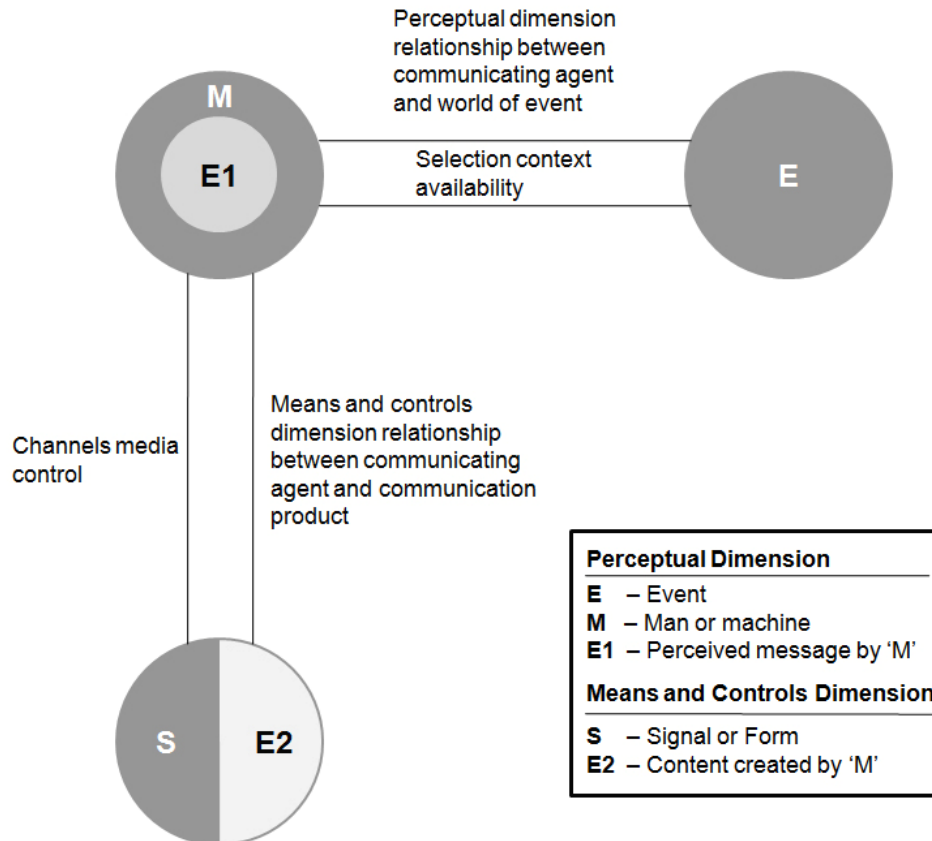
We take a Example of news channel. The news channel can't show whole part of the news because it has some bad things like religious abuses it may effect on people and can hurt them. But international terror issues and UN discussions are universal common news that won't affect the channel reputation in public and organizations policy.

Here I am providing the image of Communication theory of gate keeping as given below:-



Gerbner's General Model:- Mr. George Gerbner is one of the pioneers in the field of communication research. His works are descriptive as well as very easy to understand any other before. He is working as a professor and head of the Annenberg School of Communications in the University of Pennsylvania. In 1956, Gerbner attempted the general purpose of communication models. He stressed the dynamic nature of communication in his work and also the factor which affecting the reliability of communication.

Gerbner's General Model



(Note: This model can be best understood when read along with the diagram beginning at E – Event.)

(i) Perceptual Dimension:

An 'E' is an event happens in the real life and the event content or message is perceived by 'M' (Man or a Machine). After Perceives the message from "E" by "M" is known as "E1". E1 is not same as like 'E'. Because any man or machine can't perceives the whole event and they perceives only the part of the event (E1). This is known as "Perceptual Dimension".

These 3 factors are involves between 'E' and 'M'

- Selection
- Context
- Availability

M (man or machine) cannot perceive the entire content of the event "E". So M **selects** the interesting or needed content from the entire event and filtering the others. The **context** occurs in the event and **Availability** is based on 'M's attitude, mood, culture and personality. (For eg.



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How a journalist perceives the messages from the event and also can't focus the whole event so they filter the unwanted or unrelated content from the event. This filtered content is not same as like the actual event content because the journalist edits the content based on his attitude, mood and cultural background or press policies).

(ii) Means and Controls dimension:

E2 is the event content which is drawn or artified by M. Here M becomes the source of a message about E to send someone else. M creates a statement or signals about the message and Gerbner termed its Form and content as "SE2". S (Signal or Form) it takes and E2 (Man's content). Here Content (E2) is structured or formed (S) by 'M' and it can communicate in a different ways or based on the structured ways.

M has to use channels (or media) over to send the message which he has a greater or lesser degree of control. The question of 'control' relates to M's degree of skill in using communication channels. If using a verbal channel, how good is he using words? If using the Internet, how good is he at using new technology and words? This process can be extended to infinitum by adding on other receivers (M2, M3etc.) who have further perceptions (SE3, SE4 etc.) of the statements about perceived events.

Important Note:

Message at every level is altered or changed.

Example: In case of news reporting, E can be any event that has happened and the reporter (M) selects a particular part of event (E1) that may be provide his channel higher TRP ratings or the news may boost the particular party which his channel supports. This SE2 is sent through a medium to the mass audience. Then the audience distributed the message (SE2) and he (M1) sends to his friends with his interpretation and the process continues.

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