



## SYLLABUS

**Class – B.A. (HONS.) MASS COMMUNICATION**

**I Semester**

**Subject – Introduction to Mass Communication**

<b>Unit-I</b>	Journalism & mass communication: Nature, scope, definition of mass communication, Process, 7 C's of communication.
<b>Unit-II</b>	Types of communication, difference between communication & mass communication, use of communication.
<b>Unit-III</b>	Various media of communication: Books, magazine, newspaper, internet, satellite, television, films, traditional media, other media.
<b>Unit-IV</b>	Models of communication and mass communication – Lasswell's, Shannon Weaver and Osgood.
<b>Unit-V</b>	Mass media and modern society, Mass media and democracy.



## Topics and sub-topics for first Internal Examination

### Introduction to Mass-communication

- Definition of mass-communication
- Difference between journalism and mass-communication
- Nature and scope of mass communication,
- Process of mass-communication
- 7 C's of communication.
- Types of communication,
- Difference between communication & mass communication,
- Use/Functions of communication.

### Value-added topics - (General and current affairs)

- Nestle Case Study
- Points to remember while taking a journalistic interview (types of interviews)
- How to talk so that people listen
- How to have a better conversation
- GST
- Digital India Campaign
- Non-Performing Assets
- Censorship - Should the Media be censored? Or should there be any Censorship in the Indian Media and why?
- India China Relations and the CPEC

### Mass- communication

**Definition** - The distribution or dissemination or spreading of information to large groups of people is called mass-communication.

- Examples -  
TV, Radio, Newspapers, billboards or any other form of communication that is intended for the masses..
- Most important part of the process of communication.

#### • **The Mass**

The concept "*mass*" in mass communication is defined as a large, heterogeneous, assorted, anonymous audience.

'*Large*' means we can't exactly count the number of the members of audience. It is relatively large but it doesn't mean that the audience includes all people.

'*Heterogeneous*' means the audience of mass media includes all types of people - the rich, the poor, farmers, bureaucrats, politicians and so on.

'*Assorted*' means the audience of mass media is not necessarily limited to a particular geographical sector. They may be scattered everywhere. For example, a newspaper may have a reader in every nook and corner of the world.

'*Anonymous*' means we can't specifically identify a reader of a newspaper with his certain characteristics. Today he may be reader of a particular newspaper.

#### • **There's one downside of masscommunication -**

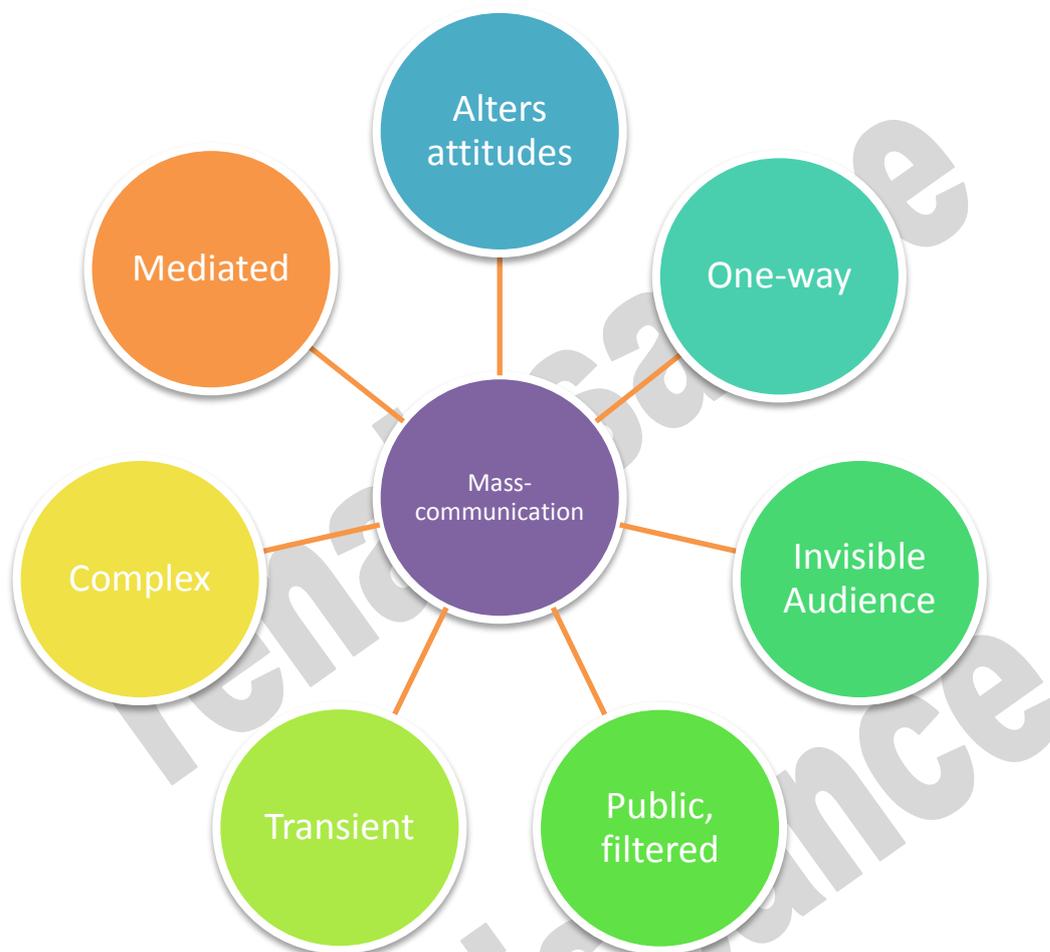
There has historically been little opportunity for a direct or immediate feedback in this type of communication..however in the ever-changing digital or wireless world, there are far more opportunities for feedback than there were in the past..



## Nature of Mass-communication

1. Mass communication **experience is public** one. It means that anybody can be a part of this communication process at any time **without much effort or permission**.
  - a. Example – anytime turn on the **TV and be an audience to it**.
  - b. Even if you need permission to download or you need to **pay for** it but still it doesn't require much **effort**.
2. Mass communication experience is **transient**. It means that once you used a message (for example, a news report or a film) you may not use it again. The message is meant to be used once and it is gone. Who will read yesterday's newspaper? There's a fad and it dies down.
3. It is a **mediated** communication act. Nature of the media involved in the process defines the mediation in mass communication.  
For example, television can transmit a news instantly as it is a fast medium, newspaper takes to bring the same news report to the public because of its limitations. This is how nature of the media defines the mediation process in mass communication.
4. Mass communication is **filtered** communication. This filtering processing is called **gatekeeping**. For example, a news report in a newspaper or on a television channel filtered or controlled at different level by reporter, sub editor, news editor, editor.
5. It is the most **complicated** form of communication as it involves complex technology like satellites digital networks, management structure, marketing chain etc.
6. Mass communication is most often remains as **one-way communication**. As receivers, how many of us write letters to editor? A very few.
  - a. But, in **interpersonal communication**, senders and receivers are in **active** conversation sending feedback to each other.
  - b. (You can write about differences between other forms of communications.)
  - c. Even on **social media** the feedback might be from customers (indirect consumers) not necessarily from consumers or from people who have obtained the feedback from others. **Also, not all** of the consumers are on social media.
7. **Alters attitudes** - Mass communication can alter the way the society thinks about events and can shape attitudes..**For example**, it can change the behavior towards a particular occurring.
8. **Invisible audience** - Unlike other communicators, mass communicators can't see their audience.

So in a nutshell,



### Journalism - Definition

- Derived from French word 'journal', which in turn is derived from the Latin word - 'Diurnalis' or 'daily'
- World's first newspaper was perhaps published in Rome in the form of bulletin..then came pamphlets, tracts (small pamphlets used for religious and political purposes), reviews, periodicals, letters and then the newspapers..
- Journalists were earlier known as news writers/ essayists and later came to be known as journalists..

### JOURNALISM AND NEWS LITERACY

- News, information/message - there is a difference between the two.
- Is the information from a branded source reliable?

**Many people think that even these are not reliable sources as they are driven by profits, they have biases and commercial interests.**

What kind of information can they rely on? That's a big question considering the fact that it is easy to pass on unreliable information and get it viral.

- Would you call yourself news literate if you are posting a self-shot video information on a social media platform like you-tube?
- It is easier to pass on information and make it viral..but that does not necessarily make you a news literate.



**Who are news literates?**

People who are able to sniff out news from a piece of information and mostly are able to differentiate between a reliable and a non-reliable source of information are called news literates.

- They analyze the news and critically look at it..you need special skills to be called as a news literate and these can be developed with time and experience..
- Examples - news analysts, journalists, editors, news broadcasters etc.
- Journalism is a part of news literacy

**DIFFERENCE BETWEEN MASS-COM AND JOURNALISM**

<u>Mass-com</u>	<u>Journalism</u>
The message can be in the form of entertainment or infotainment	Mostly fact-based
More influential in terms of shaping the culture	Keeps the public updated about the socio-political surroundings
Suppliers of information/senders have to be media literate	Suppliers have to be news literate
Accuracy is mandatory only in journalism part of Mass-com.	Accuracy needs to be tested
It's comprehensive	A part of mass-communication

<u>Mass-com</u>	<u>Journalism</u>
Accuracy is mandatory only in journalism part of Mass-com.	Accuracy needs to be tested
Suppliers of information/senders have to be media literate	Suppliers have to be news literate
Media literacy looks at the impact of media and its messages on the society..as also the impact of advertisements on it.. Audience Analysis etc.	News literacy deals with the factual information. It is a part of media literacy.
It's comprehensive	A part of mass-communication
The message can be in the form of entertainment or infotainment	Mostly fact-based
More influential in terms of shaping the culture	Keeps the public updated about the socio-political surroundings
We can rely on gatekeepers for educational/entertaining content	We cannot rely on gate-keepers. We are flooded with information. So we need to access the reliable information ourselves.
Being selective of which programs to choose from is a matter of choice.	It is inevitable to be selective.
User generated content can be entertaining and so unquestionable.	User generated news should always be questionable and should not be blindly followed.
There's a lot more scope for innovation and creativity	There's a continuous sorting and testing of information. Less scope for creativity.
Examples of Mass Media - TV, Radio etc.	Examples of News Media -news portals, bulletins, e-papers, news papers etc.
You can always sit back and enjoy a media product if it is not a news	You have to be very alert and participate in understanding the news



A media product, if not news, like TV show, documentary et. Has a little more shelf-life than a news item.	A news item is more transient/short-lived. It becomes stale faster.
Speed is important but comparatively less urgent.	Speed with which the information reaches to the consumer is crucial
Examples of Media designations other than News media – Executive Producer, Content developer, Director, Filmmaker, script-writer, film editor etc.	Designations specific to News Media – News Analysts, Editor for news, journalists, reporters, News Anchor etc.

### Scope/Importance -

Basically, **Technological advancement** has tremendously enhanced the scope of mass communication. Scope of mass communication is much **extensive**. Because of **advancement of world civilization**, the scope of **economic activities** is increasing day by day. Particularly after the **Industrial revolution** a rapid development happened in **trade, commerce, and industrial sector**.

- **Industrial revolution** – 1760 to 1820,40 – change in manufacturing techniques..from hand made to machine made..use of chemical processing and iron processing, water power and steam power.
- All these have given emphasis to the mass communication which is now so pervasive that it touches **social, commercial, national or international lives**. Areas covered by mass communication are highlighted below –

### 1. Trade and Commerce

A **large scale organization** needs a huge quantity of raw materials, tools, automatic machinery and various fuel or energy. It also requires a large number of human **resources** for production and other activities. Mass communication facilitates the organization to meet its various **purposes or functions**..tenders, advertisements, classified ads, generate employment opportunities.

### 2. Social Affairs

Mass communication also influences our social affairs. Unbearable sufferings caused by **natural calamities or disasters** get noticed by the help of such communication. People at home and abroad come forward and raise their helping hands to the victims. Other **social activities, events or problems** are highlighted through the channel of mass communication.

- Examples – **Olympics live coverage, miss universe pageant, Wars and strikes**.

### 4. Political Affairs

Any messages from the government is passed through mass media to the public and vice versa. The government policies might be altered or modified as per the public feedback.

### 5. State Affairs

The annual plan, policy, program & procedure of a state are circulated through mass communication, ladli laxmi youjna, kisaan bhaiyyon

### 6 . International Affairs

**Events and activities** occurring worldwide are communicated through the mass media. **The international policies** and the **functioning** of international bodies and their effects on the nation everything is better explained by mass-communication.



- Examples - **UNESCO or UNICEF** – agencies of United Nations, **WHO, Greenpeace** – how it's report ruined the image of Nestle worldwide

**7. Education**

It is the another way where mass communication is widely used. Education such as **primary, vocational or technical** are highly encouraged through television, radio and newspapers.

**8. Advertisement of Products and Services**

launching campaigns, establishing brand image, selling the product.

Mass communication is using widely for products and services publicity. There is no alternative of mass communication for products publicity.

For this reason business organizations use mass media like radio, newspapers and television.

**Functions of Mass-Communication**

- inform, educate and entertain
- generation of employment opportunities
- to advertise

➤ **To INFORM, EDUCATE AND ENTERTAIN**

It is important to **stay updated** about our surrounding and the things which directly or indirectly affect us. Here Mass-communication and its **technology** play an important role.

Also **Audience segmentisation** plays an important role to inform and educate specific categories of audience according to their needs and level of understanding.

Different formats of mass-communication programming play different, specific functions.

Examples of various Formats	Roles they play
News Programme for TV/Internet Radio	Inform, provide facts, help us stay updated
Films/TV serials/Radio Jockeying/ Music based shows on Radio	Entertain and sometimes educate too.
Documentary films, TV discussions, Radio Announcements/Interviews, etc.	Educate and Entertain. (Due to innovation in the programme packaging, these formats have become quite entertaining)
Feature writing/Editorial/Books/Certain Magazine formats	Help us to shape our opinion and affect our belief system/make us flexible in our thoughts, the more we are exposed to them.
Kids Programmes	Educate, entertain and inform (Kids programming have to take care of all the three components to keep the kids engaged to the show)

**\Note -**

The above are just a few examples from the enormous scope of mass-communication and the programme formats.

Due to constant innovation and competition in the field, there has been a growth in the content being dished out to the audience/consumers.

➤ **Generation of employment opportunities -**

Though this is not for which the process was originated, but Mass-communication is a major contributor to resolve the unemployment barrier to the country's growth. What with the growing scenario of the on-



line media, especially the social media, mass-communication has emerged as a major employment generation source.

### **Media's Role in India's History -**

**Green Revolution** - When India became independent agriculture in the country was not developed. The farmers who were mostly illiterate were told to use the right seed, fertilizers and new techniques on farming through Radio. The effect was remarkable. We went through a revolution in agriculture and that was called the Green Revolution.

**Population Control** - 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. "**Hum do humare do**" campaign

**The remarkable Polio campaign** - The mass media informed and educated people about the vaccine to eradicate polio. Creative messages were used to convey to the audience and film stars were fetched in. It was a delight watching Amitabh Bacchan giving a call for action, saying "*Doh boond zindagi ki*" on television screens across the nation meaning "two drops of life". It saw a massive positive effect on the public and drove them to heed to the message unflinchingly. It saved the lives of thousands of children from falling prey to polio.

#### ➤ **Advertise -**

People watch an advertisement on television and buy the product. They are motivated to buy the product to satisfy their needs. It's a major role of the media industry to promote the products, generate sales and grow various businesses.

### **Process of Mass-communication -**

#### **Five important aspects of masscommunication for defining the process -**

- Large audience
- Undifferentiated audience composition
- Some form of message reproduction
- Rapid distribution and delivery
- Low cost to the consumers

### **Process -**

**Sender - Message - mass media(channel) - gatekeepers - Noise - mass audience(receivers) - feedback - effect**

#### **Sender -**

- transmits messages
- Author, Reporter, producer, agencies
- Sender or source may be the same or different - scientist technologist may use masscom to propagate or propose its idea..sender in this case might be the media channel or the anchor or reporter..source is the scientist.

#### **Message -**

- Book content, news report, texts, visuals, images, sounds, advertisements
- Message is always reproduced or edited

#### **Mass media channels -**

- **Examples** - Books, newspapers, films, radio, tv or the internet
- **Traditional media channels** - folk songs, folk dance, theatre
- Encompasses vast boundaries -Marshall Mc Luhan's (Canadian philosopher

)term - **global village** - smaller world





- Fashion trends
- Books and magazines – Femina, readers’ digest
- Language, slang – desi swag,

**Foreign culture –**

- language, dressing, how they invest their time and money, etiquettes, customs, belief system, history
- Some conservative country in the Middle-East and to Amsterdam - feel the difference

Shape your feelings and ideas the more you are exposed to varied cultures and you might incorporate these into your own..

Helps you fitting into the mainstream

**Sophisticated culture –**

- An appreciation for opera
- A love of classical music
- Enjoying the ballet
- Attending art exhibits
- Reading fine literature such as the classics
- An appreciation for gourmet food and wine

Masscom helps in communicating various cultures to the general public.

We can spend almost our entire day communicating. So, how can we provide a huge boost to our productivity? We can make sure that we communicate in the clearest, most effective way possible.

This is why the 7 Cs of Communication are helpful. They provide a checklist for making sure that your day to day communication is more effective and the things get done efficiently.

The **7 C’s of effective communication** are applicable to both written as well as oral communication. The content needs to be well constructed and clear – so your audience gets your message in the most effective way.

**1. CLARITY**

- In effective communication, the message has to be clear so that the receiver/audience understands it easily
- Precise, familiar and easy words should be used. As in News broadcast
- Short sentences and paragraphs

• Examples	
• Familiar words	• Complex words
• Home	• Domicile
• Pay	• Remuneration
• After	• Subsequent
• Invoice	• Statement of Payments



### **How to keep the message CLEAR-**

Be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be sure either.

Try to minimize the number of ideas in each sentence. Make sure that it's easy for your reader to understand your meaning. People shouldn't have to "read between the lines" and **make assumptions** on their own to understand what you're trying to say.

### **2. Conciseness**

When you're concise in your communication, you **stick to the point and keep it brief**. Your audience doesn't want to read six sentences when you could communicate your message in three.

Are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean."

- Are there any unnecessary sentences?
- Have you repeated the point several times, in different ways?
- Conciseness is conveying the message in fewest possible words
- A Concise message saves time for both the parties.
- Avoid wordy expressions
- Include only relevant material
- Avoid unnecessary repetition

### **3. Concreteness**

When your message is concrete, then your audience has a clear picture of what you're telling them. There are details (but not too many!) and vivid facts, and there's laser-like focus. Your message is solid.

#### **Bad Example**

Consider this advertising copy:

**The Lunchbox Wizard will save you time every day.**

#### **Good Example**

How much time do you spend every day packing your kids' lunches? No more! Just take a complete Lunchbox Wizard from your refrigerator each day to give your kids a healthy lunch and have more time to play or read with them!

#### **Concreteness can be achieved by -**

- Using specific facts and figures
- Choose image-building words

#### **General sentence -**

He's a very intelligent student of the class and stood first.

#### **Concrete Sentence -**

Ali's GPA in B.Sc is 3.9/4.0 in 2008 session, he stood first in the class

### **4. Correctness**

- When your communication is correct, it fits your audience.
- It's an error-free communication.

#### **To check for correctness you must see that -**

- Do the technical terms you use fit your audience's level of education or knowledge?
- Have you checked your writing for grammatical errors? Remember, spell checkers won't catch everything.
- Are all names and titles spelled correctly?

#### **Bad Example**

Hi Daniel,

Thanks so much for meeting me at lunch today! I enjoyed our conversation, and I'm looking forward to moving ahead on our project. I'm sure that the two-week deadline won't be an issue.

Thanks again, and I'll speak to you soon!

Best,

Jack Miller



- The message is grammatically incorrect
- Accuracy of facts and figures is absent.

**Correct writing mechanics. -**

- It is exact, correct and well-timed.
- It boosts up the confidence level.
- Has greater impact on the audience/readers.

**5. Coherence**

When your communication is coherent, it's **logical**. All points are **connected** and relevant to the main topic, and the tone and flow of the message are consistent.

**Bad Example**

Traci,

I wanted to write you a quick note about the report you finished last week. I gave it to Michelle to proof, and she wanted to make sure you knew about the department meeting we're having this Friday. We'll be creating an outline for the new employee handbook.

Thanks,

Michelle

**Good Example**

Hi Traci,

I wanted to write you a quick note about the report you finished last week. I gave it to Michelle to proof, and she let me know that there are a few changes that you'll need to make. She'll email you her detailed comments later this afternoon.

Thanks,

Michelle

**6. Completeness**

- In a complete message, the audience has everything they need to be informed and, if applicable, take action.

**To check for Completeness, one must see that -**

- Does your message include a "call to action," so that your audience clearly knows what you want them to do?
- Have you included all relevant information – contact names, dates, times, locations, and so on?

**Bad example -**

Hi everyone,

I just wanted to send you all a reminder about the meeting we're having tomorrow!

See you then,

Chris

**Good Example -**

Hi everyone,

I just wanted to remind you about tomorrow's meeting on the new telecommuting policies. The meeting will be at 10:00 a.m. in the second-level conference room. Please let me know if you can't attend.

See you then,

Chris

**Features of a Complete Communication –**

- Complete communication enhances reputation of an organization.
- Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
- A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.



- Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
- It persuades the audience.

For example to order merchandise, make clear WHAT you want, WHEN you want and WHERE it is to be sent.

**7. Courteousness**

Courteous communication is **friendly, open, and honest**. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you're empathetic to their needs.

Tactless, Blunt	More Tactful
What a stupid letter, I can't understand it!	Can you please explain this letter to me once again, I should understand it.
It's your fault, you did not properly read my FAX	Probably my wording is not precise, let me try again.

Being thoughtful and appreciative helps in **image building, goodwill and public esteem**.

Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courteous message has following features:

- Courtesy implies taking into consideration both **viewpoints as well as feelings** of the receiver of the message.
- Courteous message is **positive and focused** at the audience.
- It is **not at all biased**.
- It is not only politeness with mechanical insertions like "sorry" or "Thank you", rather it is **politeness that grows out of respect** to others.
- It is a special tone in writing or speaking.

**There are a few variations of the 7 Cs of Communication:**

**Credibility** – Does your message improve or highlight your **credibility**? This is especially important when communicating with an audience that doesn't know much about you.

**Creativity** – Does your message communicate creatively? Creative communication helps keep your audience engaged.

**Consideration** - Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.

UNIT 2 –  
TYPES OF COMMUNICATION

**On the basis of method –**

The message in a communication is any verbal or non-verbal method that produces meaning in the mind of the receiver. Simply, it is the meaning transferred from sender's mind to receiver's mind. This happens mainly in two ways: **verbal and non-verbal methods**.

**VERBAL AND NON-VERBAL COMMUNICATION**

Verbal/visual – Written form, Language, Face to face

Verbal/non visual - Recorded messages, Announcements, Telephone

Non verbal/visual – cartoon, pictures, body language, gestures

Non-verbal/non-visual – alarms, ambience music at bars, clubs, hotels, tone of voice



## Types of communication on the basis of levels

1. Intrapersonal Communication
2. Interpersonal Communication
3. Group Communication
4. Mass /communication
5. Public Speaking

### Intrapersonal Communication

It is communication with the self. We talk with ourselves all the time. We hardly notice it. There are also people who talk out loud to themselves.

#### *Intrapersonal communication happens while -*

- ❖ Interpreting -
  - what you're reading,
  - maps, signs or symbols
- ❖ Determining somebody's non-verbal communication
- ❖ While writing thoughts or observations
- ❖ Gestures while thinking
- ❖ Dreaming while awake and while asleep.

### Interpersonal Communication

Between few people, in which people interacting are in close physical proximity between each other and the feedback between them is immediate.

Communication between 10 people would be Group communication

#### *Features of interpersonal communication -*

- People involved have close physical proximity
- Can be between two to 3 people
- But two people talking over the phone is also **Technology based interpersonal communication** though there is no physical proximity but it is still interpersonal communication because these people might be **interdependent, have some knowledge** of each other or there is a lot of scope for immediate **feedback**.

These conversations make up for the most of our day. As discussed they have the potential to be extremely complicated.

**Examples** - Discussions you may have with your best friend, your co-worker, your parent or your boss. Everybody involved is analyzing who the self and the other is and is interpreting his own image in front of the other.

With every conversation there are **underlined perceptions and non-verbal messages** that affect the overall interaction. That is why miscommunication is so prevalent in our day to day conversation

Take some time to analyze your next casual conversation and you'll notice all that goes into it. You'll be surprised.

#### *Group Communication -*

**Interactional process** that occurs between **three or more people** who are interacting in an attempt to achieve commonly recognized goals.

The key here that for an interaction to be considered a group-communication, is that it must be between a group of ppl who are all focused on one job or a task.

#### **For example -**

Perhaps you are asked to do one of those dreaded group projects where you have to work with friends and enemies alike to finish an assignment or maybe you are a part of a party planning committee of your neighbourhood. Each of these works as a group to complete one or more tasks.

The development of the group as well as the communication within the group is **inter-dependent and dynamic**.

#### **The Mass-communication -**

Described as distribution or dissemination or spreading of information to large groups of people.



### Examples -

TV, Radio, Newspapers, billboards or any other communication that is intended for the masses..

There's **one downside of mass-communication** -

There has historically been **little opportunity for a direct or immediate feedback** in this type of communication..however in the ever-changing digital or wireless world, there are far more opportunities for feedback than there were in the past..

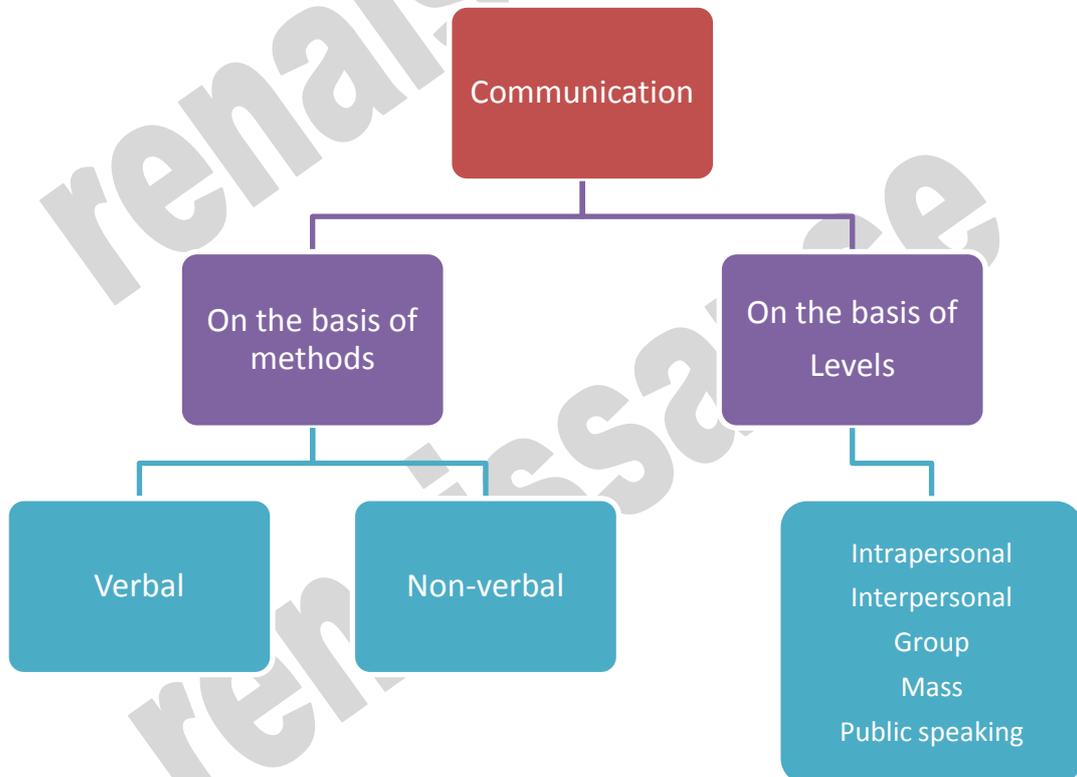
There's yet another form of communication which is -

### Public Speaking

**Formal speaking situation** in which one person **speaks in front of an audience of many individuals** to inform, to persuade or to entertain or to create a common bond with or among others.

It is a formal event and with this type of communication you need to have certain set of skills including speaking, analytical and creative skills. They can be learnt and improved. So even if you are not a strong public speaker now, you can become one if you choose to and put the work into developing these skills.

So Communication can be classified as -



### Differentiate between communication and Mass-communication.

Define both.

Describe the characteristics, nature and functions of mass-communication and communication.

### What is communication -

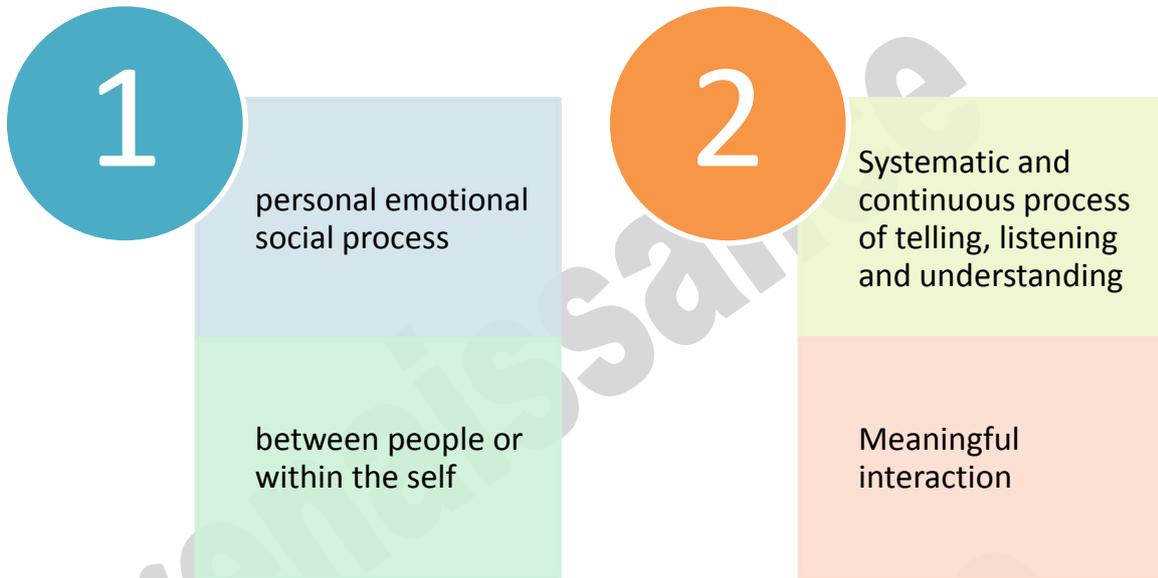
Everyone on this earth communicates..not only human beings but every creature on this earth communicates..it is impossible not to communicate..So it's a universal phenomenon..

Simply put, communication is transmission of a message from a sender to a receiver in an understandable manner.

Message can be of information, ideas, emotions, skills, knowledge by using symbols, words, gestures, and visuals and so on. Thus, the act of communication is a process of meaningful interaction.



## Characteristics Of Communication -



Personal, social and emotional process – Communication performs at all levels of human interaction. At individual level it helps to introspect, self-analyse and play an alter-ego. It helps in establishing family bonds and dealing with emotions. It helps to network and teaches us to survive and flourish in a civilized society.

Systematic and continuous process – Communication is usually a two way process where there is a continuous exchange of ideas /information between the parties involved. In one-way communication, because of lack of feedback, it's difficult to check if the true meaning of the message has been de-coded by the receiving end.

Meaningful Communication – Effective communication creates meaning and understanding.

Organizational Communication: It is more formal and can flow horizontally or vertically (upwards, downwards) depending on the hierarchy of designations.

Communication is media or channel based: The media involved can be physical or the natural medium of human sensory organs.

### **Meaning of Communication**

The word communication was originated from the Latin word 'communis' which means 'common' or to share.

Communion, community, communism, commonality, communalism etc. are some related words having the same linguistic roots.

### **Definitions of communication by some famous authors -**

1. Communication is the exchange of meanings between individuals through a common system of symbols. (I.A.Richards).
2. The transmission of information, ideas attitudes, or emotion from one person or group to another or others primarily through symbols. (Theodorson and Theodorson)



### Aim of communication

to create commonness between sender and receiver

to make a mental agreement between them

to help them achieve their goal

ex. -Transaction, interaction

ex. - dialogue, discussion

to transmit messages

### (here you have to explain the points in detail)

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.

Transaction, interaction, dialogue, discussion are some of the concepts that come up in our minds when we refer to 'communication'

The basic foundation of human society is communication and it takes place at different levels -

**within oneself** - like with your alter ego or like when you introspect

**between individuals** - personal talk or exchange of words or a text message

**between individual and a group** - a speech, lecture an announcement, a board meeting with the boss

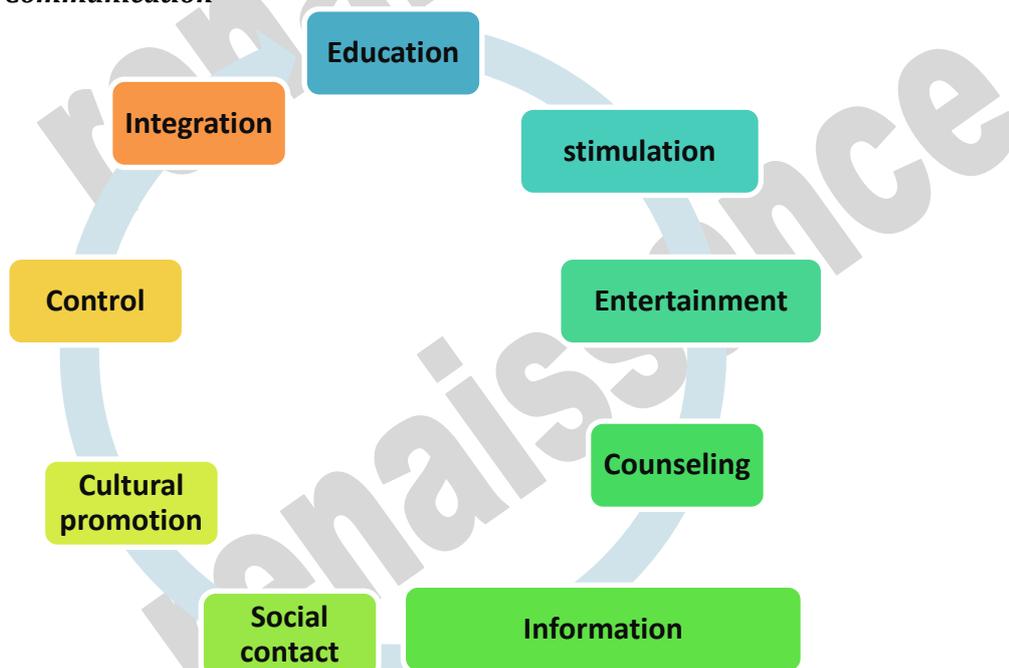
**between groups** - a group discussion on some topic, a parliamentary meeting,

**between countries** - while negotiations and so on..

(For short answer type question like - **What is communication ?**..Please do not explain the points of Aim and Characteristics in too much detail..Diagrams would do.)

You can add 'Functions' if asked in short answer...Do not write this point if asked about the nature of communication.)

### Functions of Communication -





- a) Education:** To transfer knowledge for the progress of the society. Interpersonal communication is the most beneficial form of communication when it comes to transfer of knowledge.  
(Example: class room communication)
- b) Information:** To find and explain something new (Example: News media)
- c) Cultural promotion :** To help foster social values and pass them from generation to generation  
(Example: Festivals, parties, celebrations)
- d) Social contact:** To help make enjoyable companionship (Example: Friendship, clubs, organizations etc.)
- e) Integration:** To create harmonious relationships among various social groups (Example: Political parties, conferences, meetings etc.)
- f) Stimulation:** To create interest and develop positive thinking /behavior(Example: Advertisements)
- g) Counseling:** To alleviate anxiety and lead to better ways (Example: guidance, consolation etc.)
- h) Expression of emotions** (Example: crying, smiling etc)
- i) Entertainment:** To help pass time and enjoy life (Example: drama, song etc.)
- j) Control function:** To get someone to behave in an appropriate way (Example: management, censorship etc.)