



SYLLABUS

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

I Semester

Subject – Introduction to Mass Communication

Unit-I	Journalism & mass communication: Nature, scope, definition of mass communication, Process, 7 C's of communication.
Unit-II	Types of communication, difference between communication & mass communication, use of communication.
Unit-III	Various media of communication: books, magazine, newspaper, internet, satellite, television, film, digital media, other media.
Unit-IV	Models of communication in mass communication – Lasswell's, Shannon Weaver and Ogburn's.
Unit-V	Mass media and modern society, Mass media and democracy.



UNIT-I

UNIT - I INTRODUCTION

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'

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.

DEFINITIONS

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)
3. Communication is the transmission and interchange of facts, ideas, feeling or course of action. (Leland Brown)
4. Communication is a social interaction through messages (Grabner, 1967)
5. The interchange of thoughts or information to bring about mutual understanding and confidence or good human relation. (American society of Training Directors).
6. 'One mind affecting another' (Claude Shannon)

CHARACTERISTICS OF COMMUNICATION -

1. *Communication is Information Transfer*
2. *Communication failures can be solved by restoring the connection*
3. *Communication is either on or off*
4. *Communication is passive*
5. *Communication success is defined in legal terms*
6. *If human communication is like machine communication, humans must be like machines*
7. *Communication Is Dynamic, not Static*
8. *Communication Is Irreversible*
9. *Communication Is Proactive, not Passive*
10. *Communication Is Interactive*
11. *Communication Is Contextual*
12. *Communication is grounded in perspective*

FUNCTIONS OF COMMUNICATION

Considering the essentiality of communication, scholars enumerated the following functions of it.

- a) Education: To transfer knowledge for the progress of the society (Example: class room communication)
- b) Information: To find and explain some thing 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)

Elements of Communication

Let us analyse Joseph A Devito's definition that 'communication refers to the act by one or more persons, of sending and receiving messages distorted by noise, within a context, with some effect and with some opportunity for feedback' to find out the essential elements of communication. According to his definition, communication has the following elements:

A) SENDER- Sender is the idea generating component in communication process. In human communication, sender may be a person or persons who create or formulate the message to be sent to the receiver. Being the primary source of the message, sender is also termed as source.

In mass media, for example, news reporter is the sender or source as he/she constructs the message (news story). In a musical performance, the singer is the sender as his message is enjoyed by the audience.

B) MESSAGE- The message 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 message means written or oral messages. They are composed of words.

Example: A newspaper report or a lecture by a teacher.

Non-verbal messages are those communicated through our behaviour, movements, actions, clothes, style of conversation, pitch of the sound etc. What is fundamental in message construction is the agreement between sender and receiver in the code used for it. If the receiver cannot identify the language or meaning of the message, the communication will be defective.

C) CHANNEL - The **channel** means medium by which sender transmits the message to the receiver. Our five senses such hearing, touching, smelling, tasting, seeing are basic natural channels of human communication. Communication can be classified on the basis of five basic natural channels. They are:

Tactile communication: Communication by touch or taste

Olfactory communication: communication by smell

Audio communication: Communication through sound waves

Visual communication: Communication through visual elements or properties.

D) RECEIVER - Idea receiving end in communication process is called **receiver**. A person or thing may be the receiving end. The receiver's role is as important as a sender's role. As in the case of a sender, receiver has also three roles to play:

a) To receive the message

b) To decode the message

Decoding is the process of extracting a message from a code and interpreting it. For this, sender and receiver should have knowledge about the code (for example: language) used in communication.

c) To respond to the message through feedback



Receivers may be audience watching movies, persons listening to music, students hearing a lecture or a computer getting e-mail from a remote server. Communication fails or remains faulty when message is rejected or misinterpreted by the receiver.

E) NOISE - Noise or communication barrier is any thing 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.

F) FEEDBACK - Information or message that is fed back to the source is called feedback. If you get clapping for your singing, clapping is the feedback. Questions raised by students in a class room for more information is another example for feedback. Feedback originated either from the source's own message is called **self feedback**. Example: When you talk to somebody, you hear yourself and evaluate your tone, pitch etc.

G) CONTEXT - Communication takes place in a context. At times it is noticeable and at other times not. In other words, time, place, culture, physical and social condition and psychology of the participants are important in determining communication effect. If we try to interpret a message out of its context, we may get an entirely different meaning which may result in communication error. Rules and roles are two important factors related to communication context.

H) EFFECT - Communication effects are of three types:

Cognitive effects: The consequences take place in the receiver's intelligence due to communication. Example : Knowledge acquisition

Affective effects: The consequences occurred in the emotions of the person/s due to communication. Eg. Compassion, love etc.

Behavioral effects: The change in the receiver's behavior or actions due to communication. Eg. Political campaign and change in people's voting behavior or purchasing new products inspired by the advertisements.

WHAT IS MASS COMMUNICATION?

AIR FM Gold, AIR FM Rainbow, Radio Mirchi, Doordarshan, Star, Zee, Dishnet, Tata Sky... The list is unending. Breaking news, flash, sting operation, live coverage of cricket... The way we communicate has changed in the area of mass communication or for most people in the mass media. We enjoy all that entertainment, music, reality shows, serials, beauty parades and fashion shows. From newspapers and magazines we have moved over to films, television and internet. All these are different forms of mass media and what they do is to communicate with the large unseen audiences nationally and internationally.

The simplest definition of mass communication is "**public communication transmitted electronically or mechanically.**" In this way messages are transmitted or sent to large, perhaps millions or billions of people spread across the world.

How are these messages sent ?

They are sent through different forms of mass media such as newspapers, magazines, films, radio, television and internet. Media is the plural for the word medium or 'means of communication'.

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?	Says what?	In what channel?	To whom?	With what effect?
Communicator	Message	Channel	Receiver	Effect
●	●	●	●	●
Control research	Content research	Medium research	Audience research	Effects research

'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 programs 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.

COMPONENTS OF MASS COMMUNICATION

For better understanding of the nature of mass communication, we should analyze its two basic components : the mass and the communication media.

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 of newspaper with his certain characteristics. Today he may be reader of a particular newspaper. Tomorrow, he may change his media habit. Anybody at any time may be a member of mass media audience.

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

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", "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.

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”?

ORIGIN OF MASS COMMUNICATION

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 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.

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.

Before the invention of paper, writing was done on rocks, leather, palm leaves etc. You might have seen some old writings on rocks or, say, some ‘stupas’ of Ashoka or some old Sanskrit or other Indian language documents written on palm leaves. Though the Chinese are credited with the use of some sort of paper in



105 AD, the word 'paper' is derived from the name of a plant Papyrus, that grows on the banks of river Nile in Egypt.

For us, today, paper of different kinds and colours is neither a wonder nor a rare thing. Can you think of a world without paper? Your studies are almost entirely dependent on paper.

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.
2. 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 news instantly as it is a fast medium, newspaper takes time 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.
3. Mass communication is filtered communication. This filtering process 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.
4. It is the most complicated form of communication as it involves complex technology like satellites digital networks, management structure, marketing chain etc.
5. Mass communication can alter the way the society thinks about events and attitudes.
6. 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?
7. Mass communication is most often remains as one-way communication. As receivers, how many of us write letters to editor (sender)? A very few. But, in interpersonal communication, senders and receivers are in active conversation sending feedback to each other.
8. Unlike other communicators, mass communicators can't see their audience. Karan Tapar or Pranoy Roy, the leading television personalities in India know that their programmes are watched by millions of Indians. But, they can't see how people respond or react while watching their presentations. That's why they can't change the style of presentation or mode of communication instantly as we do in interpersonal or group communication.

SCOPE OF MASS COMMUNICATION

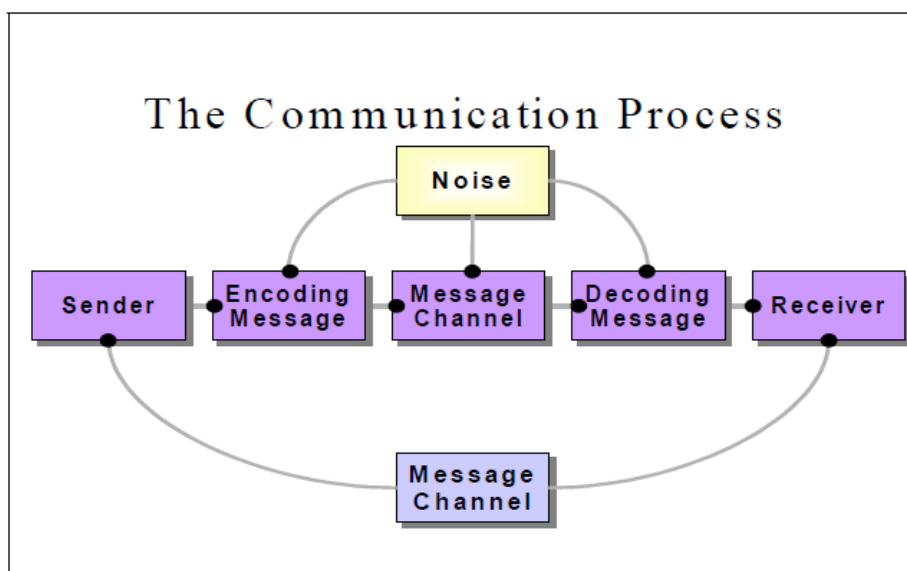
Scope of mass communication is wide in nature. For the advancement of world civilization, the scope of economic activities is increasing day by day. Specifically after, the industrial revolution rapid development is happening in trade, commerce and industrial sector. All these have given emphasis to the **mass communication** which is now so pervasive that it may go up to social commercial national or international levels. However, the scope of mass communication discussed briefly in below:

1. **Trade and commerce:** For massive production and sale mass communication helps through wide circulation and publicity facilitates the organization to reach these objectives in comparatively less time and expenditure.
2. **Social affairs:** Mass communication also helps to advance our social affairs. Unexpected sufferings of people are sometimes caused by severe drought, a terrible flood, war or any other natural calamities others will be known rapidly through mass communication and take quick decision.



3. **Human resources management:** By the help of **mass communication**, semi skilled workers become skilled and fit for the target job which is a scope of mass communication also.
4. **Political affairs:** It has power for access to political affairs. To form public opinion on some important political issue, political parties convey their feelings and arguments to the general public through mass media like television, newspapers etc. Even international politics also influence largely by mass communication through electronic media.
5. **State business:** The annual plan, policy, program and procedure of a state are circulated through mass communication and communication ministry of a state performs a vital role here and uses various electronic media to serve their purposes.
6. **Education:** Education is another area where **mass communication** is widely used. The mass education programmed undertaken by the Govt. Is being vigorously conducted through television, radio and newspapers.

PROCESS OF COMMUNICATION



7Cs of COMMUNICATION

There are 7 C's of effective communication which are applicable to both written as well as oral communication. These are as follows:

1. **Completeness** - The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication has following features:

- Complete communication develops and 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.

2. **Conciseness** - Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication has following features:

- It is both time-saving as well as cost-saving.



- It underlines and highlights the main message as it avoids using excessive and needless words.
- Concise communication provides short and essential message in limited words to the audience.
- Concise message is more appealing and comprehensible to the audience.
- Concise message is non-repetitive in nature.

3.Consideration - Consideration implies “stepping into the shoes of others”. Effective communication must take the audience into consideration, i.e, the audience’s view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience’s needs while making your message complete. Features of considerate communication are as follows:

- Emphasize on “you” approach.
- Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.
- Show optimism towards your audience. Emphasize on “what is possible” rather than “what is impossible”. Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.

4.Clarity - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:

- It makes understanding easier.
- Complete clarity of thoughts and ideas enhances the meaning of message.
- Clear message makes use of exact, appropriate and concrete words.

5.Concreteness - Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:

- It is supported with specific facts and figures.
- It makes use of words that are clear and that build the reputation.
- Concrete messages are not misinterpreted.

6.Courtesy - 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 makes use of terms showing respect for the receiver of message.
- It is not at all biased.

7.Correctness - Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:

- The message is exact, correct and well-timed.
- If the communication is correct, it boosts up the confidence level.
- **Correct message has greater impact on the audience/ readers.**
- **It checks for the precision and accurateness of facts and figures used in the message.**
- **It makes use of appropriate and correct language in the message.**

NOTE :Types of mass communication media with advantages and limitations please refer the image:



<p>PRINT MEDIA DISPLAY <i>Posters, calendars and wall charts</i></p>	<p>Advantages</p> <ul style="list-style-type: none"> • popular • visual • longevity • public relations potential 	<p>Disadvantages</p> <ul style="list-style-type: none"> • contains limited space for information • language and literacy (audience must be able to read and understand the language)
<p>PRINT MEDIA FOR READING <i>Newsletters, pamphlets, brochures, booklets and comic books</i></p>	<p>Advantages</p> <ul style="list-style-type: none"> • control of message • can communicate a more detailed/complicated story 	<p>Disadvantages</p> <ul style="list-style-type: none"> • language and literacy • require a lot of effort to produce • become outdated quickly • might be viewed as propaganda
<p>PRINT MEDIA FOR USE WITH GROUPS <i>Flip charts and flash cards</i></p>	<p>Advantages</p> <ul style="list-style-type: none"> • educational • potential to communicate across languages and classes 	<p>Disadvantages</p> <ul style="list-style-type: none"> • limited reach • labour-intensive to use
<p>MASS MEDIA NEWSPAPERS AND MAGAZINES <i>Feature or news stories, ads or columns</i></p>	<p>Advantages</p> <ul style="list-style-type: none"> • reach large audience • powerful • permanent • can explain issues in depth 	<p>Disadvantages</p> <ul style="list-style-type: none"> • language and literacy • may reach only a limited number of people who have access (urban audience) • price (may be expensive to produce)
<p>MASS MEDIA RADIO <i>Spots, announcement and shows</i></p>	<p>Advantages</p> <ul style="list-style-type: none"> • reach large audience • accessible (especially at grassroots level) • can be participatory and elicit immediate response (i.e., call in programmes) 	<p>Disadvantages</p> <ul style="list-style-type: none"> • require production skills • message may be transient • may not be sure of audience number • can send mixed messages; i.e., station may promote different message • price
<p>MASS MEDIA TELEVISION <i>Spots, announcements, shows or soap operas</i></p>	<p>Advantages</p> <ul style="list-style-type: none"> • potential to reach large audiences • dramatic and emotive • can be participatory and elicit immediate response (i.e., call in programmes) 	<p>Disadvantages</p> <ul style="list-style-type: none"> • require production skills • message may be transient • may not be sure of audience number • may reach only a limited number of people who have access (urban audience) • can send mixed messages; i.e., station may promote different message



UNIT-II ETHOS, PATHOS, AND LOGOS.

Ethos (Greek for 'character') refers to the trustworthiness or credibility of the writer or speaker. Ethos is often conveyed through tone and style of the message and through the way the writer or speaker refers to differing views. It can also be affected by the writer's reputation as it exists independently from the message--his or her expertise in the field, his or her previous record or integrity, and so forth. The impact of ethos is often called the argument's 'ethical appeal' or the 'appeal from credibility.'

Logos (Greek for 'word') refers to the internal consistency of the message--the clarity of the claim, the logic of its reasons, and the effectiveness of its supporting evidence. The impact of logos on an audience is sometimes called the argument's logical appeal.

[P]athos (Greek for 'suffering' or 'experience') is often associated with emotional appeal. But a better equivalent might be 'appeal to the audience's sympathies and imagination.' An appeal to pathos causes an audience not just to respond emotionally but to identify with the writer's point of view--to feel what the writer feels. In this sense, pathos evokes a meaning implicit in the verb 'to suffer'--to feel pain imaginatively.... Perhaps the most common way of conveying a pathetic appeal is through narrative or story, which can turn the abstractions of logic into something palpable and present. The values, beliefs, and understandings of the writer are implicit in the story and conveyed imaginatively to the reader. Pathos thus refers to both the emotional and the imaginative impact of the message on an audience, the power with which the writer's message moves the audience to decision or action.

TYPES OF COMMUNICATION

Communication occurs when at least two elements of a system are present. We often think of communication as an interaction between two people. However, we participate in several communication contexts or levels of communication. The major forms of communication are:

1. Intrapersonal Communication
2. Interpersonal Communication
3. Group Communication
4. Mass Communication
5. Verbal Communication
6. Non-Verbal Communication

The number of persons involved in the process of communication distinguishes these levels. These different forms of communication also differ in the degree of proximity or closeness among the participants in the communication process--both at physical and emotional levels.

Another differentiating feature is the nature of the feedback, which could be immediate or delayed.

1. Intrapersonal Communication: This is the most basic of the communication context or levels. It occurs when an individual sends and receives messages internally. We spend most of our time thinking and our thought process is nothing but intrapersonal communication where one person is sending messages and the same person receives them. Intrapersonal communication also has feedback. Here it is called self feedback. Intrapersonal communication is not just a level of communication; it is in fact the very basis of all communication. While participating in the higher levels of communication like interpersonal communication, group communication and mass communication we also indulge in intrapersonal communication. It takes place every moment that we are alive.

2. Interpersonal Communication: This is the universal form of communication that takes place between two individuals. Since it is person to person contact, it includes everyday exchange that may be formal or informal and can take place anywhere by means of words, sounds, facial expression, gestures and postures.



3. Group Communication: Group communication is an extension of interpersonal communication where more than two individuals are involved in exchange of ideas, skills and interest. A group is a number of people with a common goal who interact with one another to accomplish their goals, recognize one another's existence and see themselves as part of the group. Groups provide an opportunity for people to come together to discuss and exchange views of common interest. Group communication in a group, small or big, serves many goals including collective decision-making, self-expression, increasing one's effect, evaluating one's status and relaxation.

4. Mass Communication: Mass communication involves communication with mass audiences and the channel through which this kind of communication takes place is referred to as mass media. Both mass communication and mass media are generally considered synonymous for the sake of convenience. The media through which messages are transmitted include radio, T.V, newspapers, magazines, films, records, tape recorders, video cassette recorders etc. and require large organizations and electronic devices to put across the message.

5. Verbal Communication: Verbal communication refers to spoken messages that we transmit by producing sounds. Our spoken words have greater impact than that of the sword taken out of the scabbard. The speeches of famous leaders and revolutionaries have had the greatest impact on people resulting in movements and revolutions. Oral communication is vital to human relationships in every business organization as well as social gatherings.

6. Non-Verbal Communication: Non-verbal media has a very limited range. Especially, it communicates feelings of liking and disliking and reinforces the feelings expressed through verbal media. Occasionally, it contradicts those feelings, which are expressed verbally by the communicator. The following are the types of non-verbal communication:

1. Facial behavior
2. Kinesics or body movements
3. Postures and Gestures
4. Personal appearances
5. Clothing
6. Proxemics or distances between people as they interact

7. Dyadic Communication

The term 'Dyadic communication', in general refers to an interaction between two persons. Even if two persons are present in a situation, it is only two communicators that play a fundamental role. It is a person to person transaction and one of the commonest forms of speech communications. It provides an ideal condition for close range continuous feedback. The meaning exchanged between the sender and the receiver is marked by high fidelity.

High fidelity means a high degree of faithfulness to the original.

There is a frequent change of role of participants and body language acquires a greater significance.

This is so because the minutest reactions are mutually observable. The formal dyadic communication with which we are concerned demands artistry that can be acquired through practice. Dyadic communication may take a number of forms such as:

- Face to face conversation
- Telephone conversation
- Interview
- Instruction



Dictation

But we shall study only:

FACE TO FACE CONVERSATION:

- Conversation is the most common form of dyadic communication.
- It links people together, be it social or professional.
- Conversation may be defined as oral and usually informal or friendly exchange of views, ideas, etc.
- In a conversation a participant has to play the role of a speaker or a listener interchangeably.
- Very often we form an impression about an individual from the way he talks and the topic(s) on which he converses.
- Most of us find it easy to converse with our friends, relatives and colleagues whom we like or trust.
- Since every professional is required to participate in this form of dyadic communication let us briefly look at some of the important points to be borne in mind.
- However, the rule that 'the best practice for conversation is conversation itself', still holds good.
- It is useful first to analyze your own conversation habits and then try to change them for greater effectiveness.
- Ask yourself questions such as the following for self-analysis:
 - 1) Do I find it difficult to start a conversation?
 - 2) Am I unable to pick a topic?
 - 3) Am I unable to keep the conversation flowing smoothly?
 - 4) Do I always agree with what others say or disagree with them all the time?
 - 5) Do I frequently talk about myself, my family or my interests?
 - 6) Have I a tendency to dominate every conversation situation?
 - 7) Do I give the other participants a chance to speak?
 - 8) Have I any mannerisms like to annoy people?
 - 9) Do I respect other people's time and interest?
 - 10) Am I self-conscious about the language I use – grammar, pronunciation, articulation etc.

The answers that you get would prove useful both for formal and informal conversation.

The following are some useful tips:

- The conversation should be of interest to the participant and may begin with a topic in which both of you have some interest. As it flows into new channels adjust yourself to the comments and new points of view. Occasionally there would be spells of silence. These need not bother you because often during these spells new thoughts are generated.
- Be alert to the attitudes that others may have and don't be surprised when you realize that the attitudes are likely to change.
- Occasionally, call the person by name and look at him while speaking. If you speak the name aloud you would be generating a more friendly feeling. To cap it all, take care of your language and oral manner.
- Be always courteous and cheerful. Feel interested in what is being said.
- Being rigid and argumentative may spoil your conversation, but it is useful to have a point of view.
- Avoid pet and superfluous words and phrases. Often we develop a fancy for a particular expression. An analysis of your own speech may reveal that you have a fad for certain words or phrases (e.g. 'time frame', 'allergic')
- Avoid using them frequently in conversation.
- Similarly expression that smack of affectation and exaggeration should be avoided.
- The smooth flow of conversation is likely to be hampered if you deliberately use foreign words or use high-flown vocabulary to impress the listener. An overuse of words such as 'very lovely', 'wonderful', 'excellent' may also mar the pleasant informal atmosphere in which conversation ought to take place.



TYPES OF MASS COMMUNICATION

Mass media can be categorized according to physical form, technology involved, nature of the communication process etc. Given below are the major categories of mass media.

Print Media

Johannes Gutenberg's invention of the moveable metallic type in the fifteenth century paved the way for proliferation of the print media. The printing press using moveable types introduced the method for mass production of texts. Before the invention of the printing press, books were expensive materials affordable only for the aristocrats and royal families. Printing reduced the cost of books and made them available to the common men also. Rapid duplication of multiple copies of handy texts led to the innovation of modern newspapers.

Print Media include

- Newspapers
- Magazines
- books
- other textual documents

Electronic Media

The history of electronic mass media starts with the invention of radio by Marconi. The first radio station was set up in Pittsburg, New York and Chicago in the 1920s. Following the USA, European countries also started radio stations for broadcasting news and entertainment content. The colonial powers like Britain and France set radio stations in Asian and African countries in the early years of 20th century. The next step in electronic communication media history was the invention of cinema. Following cinema, television broadcasting was initiated in the US on experimental basis during 1920s. But, the dramatic impact of television as a mass medium began in 1950s. Parallel to these, recording industry was also boomed in the western countries. In short, the term electronic media mainly include:

- Radio
- Movies
- Television
- Audio and Video records

New Media

Online and digital means of producing, transmitting and receiving messages are called new media. The term encompasses computer mediated communication technology. It implies the use of desktop and portable computers as well as wireless and handheld devices. Every company in the computer industry is involved with new media in some manner. The forms of

Communicating in the digital world include

CD-Roms

DVDs

Internet facilities like World Wide Web, bulleting boarding, email etc.

DIFFERENCE BETWEEN COMMUNICATION AND MASS COMMUNICATION

Communication is a relationship between two or more than two persons, when they at a certain time & place, are engaged in the exchange of information through a mutually shared medium. For instance, language, facial expression, music, color etc.

Mass communication is a public communication that takes place through the use of mass media. (OR) Such act of communication in which information is made available without restricting who may be the receiver.

Difference between Communication & Mass communication

1. Technical device is used in Mass communication, where as, 5 senses of human are generally used in Communication.



2. In Mass communication, the audience is large, scattered & unidentified to the sender, where as, Audience is identified to the sender in Communication.
 3. Mass communication is controlled by many gate keepers (who can change or edit the message), where as, Communication is mostly face to face & gate keeping do not involve in it.
- Feedback is delayed in Mass communication, where as, Feed back is quick in communication.

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