



SYLLABUS

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

I Year

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.
	Various forms of mass communication: Newspapers, Magazines, Radio, Television, Internet, Social media, etc.
	Mass communication: A process of communication that reaches a large, diverse audience through mass media.
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Notes - Introduction to Mass-communication

Paper 1

Unit 1 -

Communication - Meaning, Definition, Nature, Scope

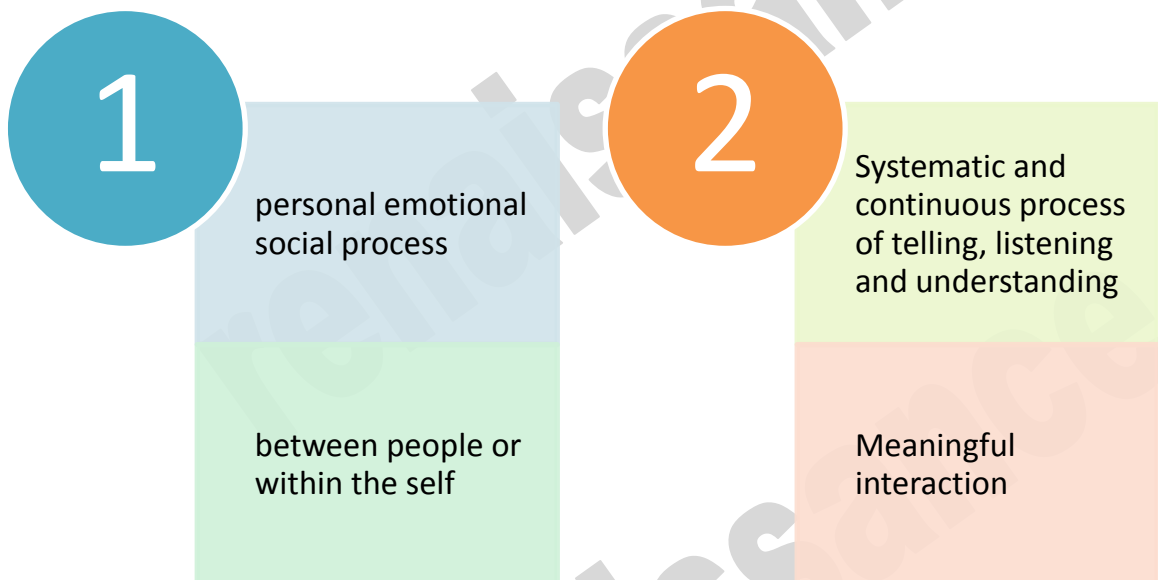
What is communication?

Nature/characteristics/features of communication -

Everyone 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.



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 -

Communication is the exchange of meanings between individuals through a common system of symbols. (I.A.Richards).

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

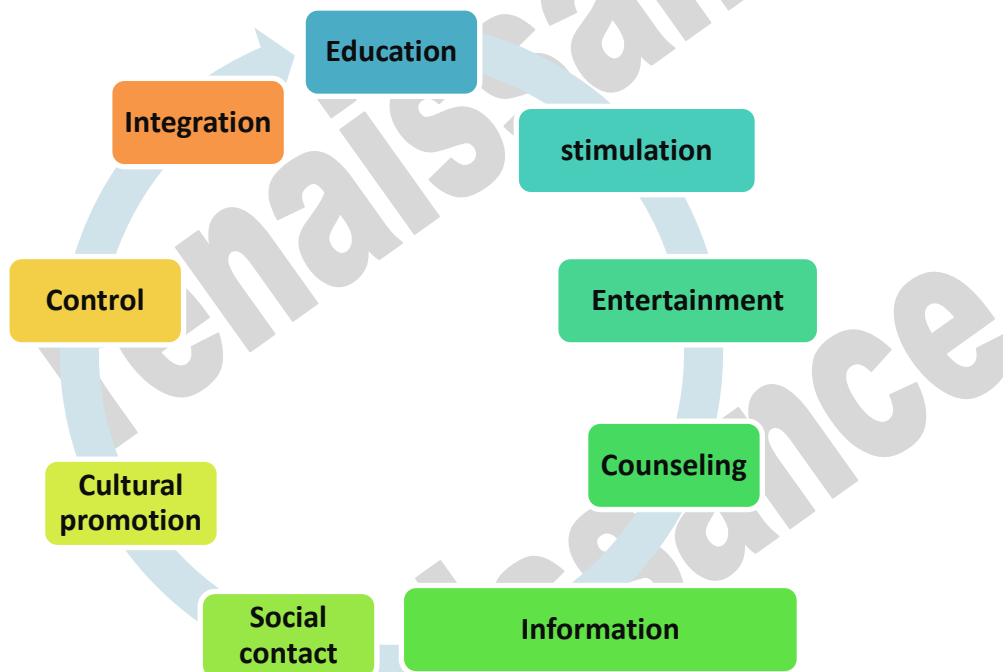
between groups – a group discussion on some topic, a parliamentary meeting,

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.)

Scope/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.)

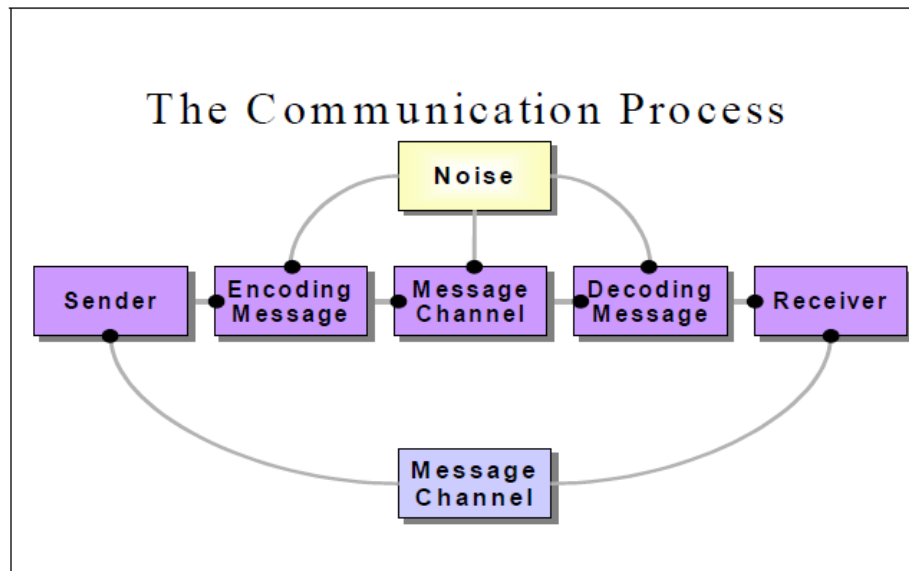
j) Control function: To get someone to behave in an appropriate way (Example: management, censorship etc.)



Unit 2 -

Communication - Process, Importance

Process of Communication -



Elements of Communication -

Joseph A Devito, a famous communication scholar from US gave a definition of communication "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."

According to his definition, communication has the following elements:

- Sender
- Message
- Channel
- Receiver
- Noise
- Feedback
- Context
- Effect

Sender

Idea generating component

Person or persons who create or formulate the message to be sent to the receiver.

Sender is also termed as source.

He is a critical component in communication as his/her social background, personality status, education etc influence the quality of the message he/she creates.

The message is created from the idea generated in the mind of the sender. The idea generation process is called encoding.



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.

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.

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.

Example – multi-media class room where teacher uses projector, blackboard, lecture, gestures etc. simultaneously.

Receiver

Idea receiving end in communication process is called receiver.

Receivers may be audience watching movies, people 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.

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.