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B.A. (HONS.) Mass Communication I Year

Introduction to Mass Communication PAPER-I

Introduction to Mass-communication I Year

Paper 1

Unit 1 -	Communication - Meaning, Definition, Nature, Scope
Unit 2	Communication - Process, Importance



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Unit 1

Communication – Meaning, Definition, Nature, Scope

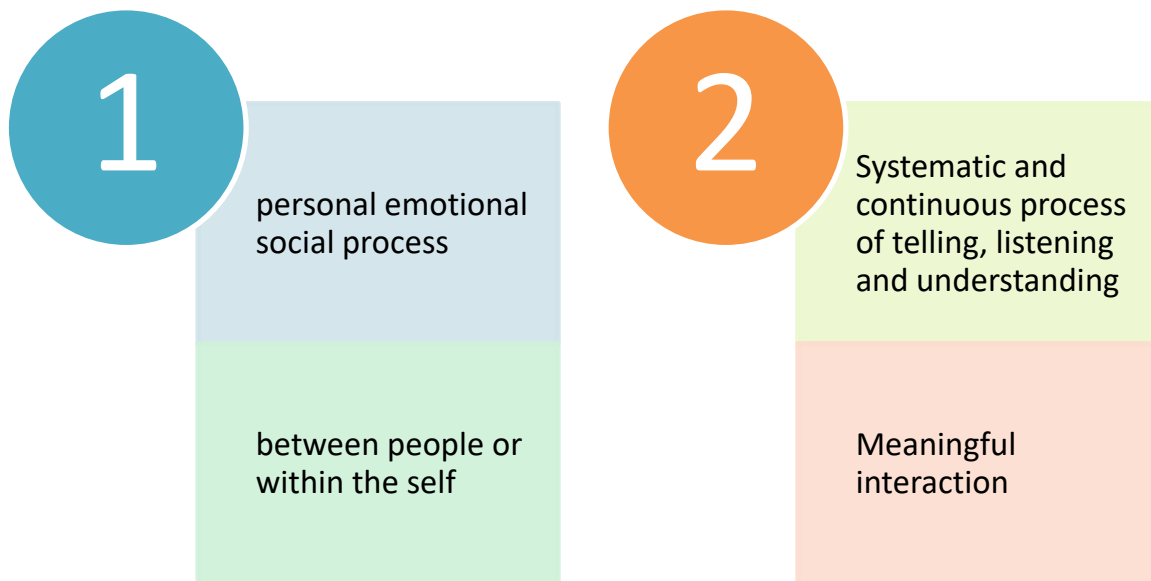
What is communication?

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.





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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



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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 –

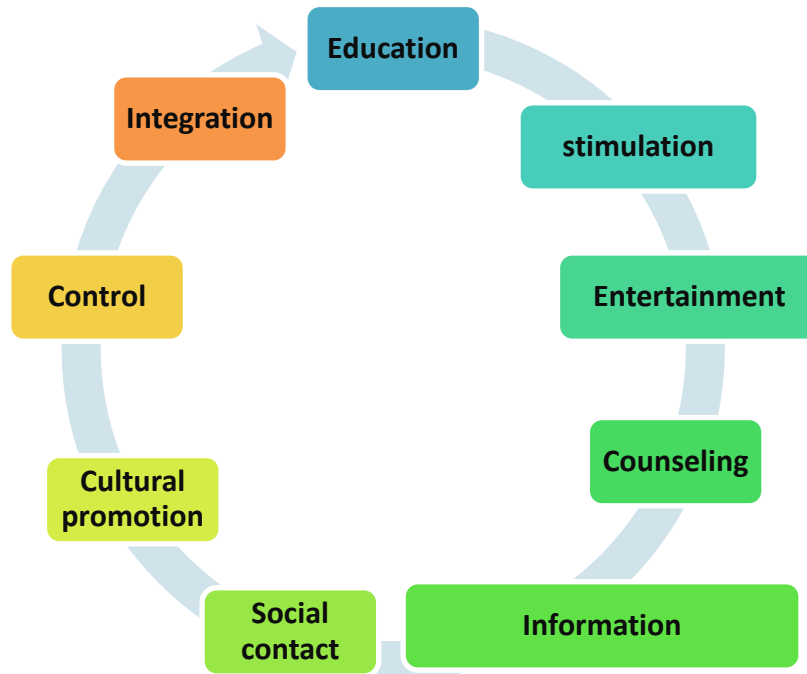


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a) Education: To transfer knowledge for the progress of the society. Interpersonal communication is the most beneficial form of communication when it comes to transfer of knowledge.

(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.)



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h) Expression of emotions (Example: crying, smiling etc)

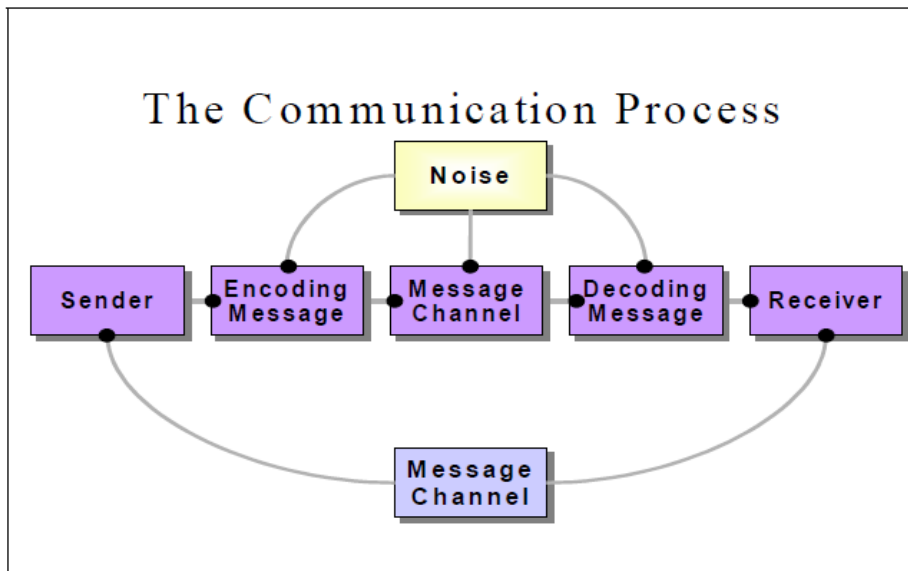
i) Entertainment: To help pass time and enjoy life (Example: drama, song etc.)

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



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“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



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- 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



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- ❖ 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.

Feedback

- ❖ Information or message that is fed back to the source is called feedback.
- ❖ Examples - 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.

From the receiver's end, the feedback may be –



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- Negative
- Positive
- Immediate
- Delayed

Noise

- Noise or communication barrier is anything that distorts the message.
- It may originate in any of the components of communication like source, message, channel, context, receiver etc.
- It 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.

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.
- Rules and roles are two important factors related to communication context.
- Rules are the norms we have to follow while communicating in different situations.
- For example, our communication behaviour is different when we are in class room, market or prayer hall, depending on the rules the situation demands.
- Roles are the character or part each participant in communication has to play.



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- For example, in family communication situation, father plays a leader's role. In class room, students play the receiver's role.

Effect

- Why do we communicate? It is a fundamental question. To make some effect on the receiver is the answer.
- Effect is consequence or result of communication. Every communication act makes some effect on the person/s.
- Effect may be positive or negative. Communication is said to be successful when we achieve the intended effect.

Importance of Communication –

- Communication is important for all beings that lead community life and form relationship. If you are living in the same house and not interacting, relationships will become sour and the differences will grow. Just think of a person kept in isolation without any chance for communication with his friends and relatives. It is really a punishment, a prison life. Communication helps us interact with our surroundings, thus create positive relationships, share love, build up friendship and depend on each other to enjoy life.
- For human beings communication is as essential as food, shelter and dignity. While animal kingdom uses low level symbols for communication, human beings have unique capacity to use language.
- We attain cultural, social and economic prosperity by sharing out experiences. So it is essential for the development of our society. Thankfully, we have got a globe-trotting PM at our rescue!



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- Communication is an important component of the team process because it serves as a **coordinating mechanism or supporting structure** for teamwork. Just like in a sport match, the captain instructs the team and the team follows suit..everyone co-ordinates with the captain and each other to perform.
- Communication skills interplay directly with leadership, situation monitoring, and mutual support. Team leaders provide guidance through verbal feedback. Effective communication skills are needed to convey clear information, provide awareness of roles and responsibilities, and explain how performance affects outcomes.