

# **COMMUNICATION NOTES**

## 1. What is Communication?

- The term communication has been derived from the latin word “communicare” or “communis” which means to make common. Communication means to make common facts, thoughts, information and requirements. Therefore, Communication is the exchange of thoughts, information, message etc. by way of speech, writing or signal.

## 2. Definition of Communication

Many renowned scholars have defined the term as follows:

- Communication is the sum of all things, one person does when he wants to create understanding in the minds of another. It involves a systematic and continuous process of telling, listening and understanding.  
– *Allen Louis*
- Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.  
– *George Terry*
- Communication is the process by which information is transmitted between individuals and/or organization so that an understanding response results.  
– *By Peter Little*

## 3. Characteristics of Communication

- Two or More Persons: There must be at least two persons i.e. the sender of the message and the receiver.

- Exchange of Ideas: There must be an exchange of ideas, information, feelings, etc., among two or more than two persons.
- Mutual Understanding: Receiver should receive the information in the same manner with which it is being given.
- Continuous Process: Communication is an endless process. It never stops.
- Use of Words as well as Symbols: There can be many means of communication, like the oral, the written and symbolic.

#### 4. Process of Communication

- Sender: He is the person who sends the message which may be a thought, idea, symbol, a picture report or an order and postures and gestures, even a momentary smile. He is the initiator of the message.
- Message: It is the content the sender wants to convey to the receiver. It is the information conveyed by words as in speech and write-ups, pictures, signs, or symbols depending upon the situation.
- Encoding: Encoding is transforming the message into an appropriate medium which may be verbal or non-verbal depending upon the situation, space, time, and nature of the message to be sent to the intended receiver. The sender encodes the message into a series of words, symbols or pictures.
- Media: Media refers to the channel or medium through which the message is transmitted. The message may be written or oral and it may be transmitted via a computer, telephone, cell phone, apps or televisions etc

- Receiver: Receiver is the person or group of person for which the message is meant for. He is at the other end of the process. He may be a listener, viewer or a reader. He needs to decode the message sent in the best possible manner such that the true intent of the communication is attained.
- Decoding: Decoding refers to interpreting or comprehending the sent message. The receiver interprets the message and tries to understand it in the best possible manner.
- Feedback: It refers to the response given by the receiver after interpreting the message. It is necessary to ensure that the message has been correctly decoded and comprehended the way it was sent.

In short, the process of communication can be defined as:

- The sender has an idea/information.
- Sender encodes the idea in words, symbols.
- The sender transmits the message through the medium/channel.
- The receiver receives the message and decodes it.
- The receiver sends feedback to the sender.

### Seven C's of Effective Communication

These are 7 terms that help to improve the communication skills and increase the chance that the message will be interpreted in exactly the same way as it was intended.

Seven C's of Effective Communication
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CLEAR	<ul style="list-style-type: none"> <li>● Make the objective clear.</li> <li>● Avoid complex words and phrases.</li> </ul>
CONCISE	<ul style="list-style-type: none"> <li>● Keep it clear and to the point.</li> <li>● Avoid filler words and sentences.</li> <li>● Convey the message in the least possible words without forgoing the other C's of communication</li> </ul>
CONCRETE	<ul style="list-style-type: none"> <li>● Be specific, not vague.</li> <li>● Use facts and figures to support your message</li> </ul>
CORRECT	<ul style="list-style-type: none"> <li>● The message is exact, correct and well-timed.</li> <li>● Error-free communication.</li> <li>● Use the right level of language.</li> <li>● Use correct facts and figures.</li> </ul>
COHERENT	<ul style="list-style-type: none"> <li>● Does your message make sense?</li> <li>● Ensure the message is logical.</li> </ul>

COMPLETE	<ul style="list-style-type: none"> <li>• Does the message contain everything it needs to?</li> <li>• Include a call to action.</li> <li>• Convey all the facts and information required by the audience</li> </ul>
COURTESY	<ul style="list-style-type: none"> <li>• Being polite builds goodwill.</li> <li>• Ensure the message is tactful.</li> <li>• The sender should be sincerely polite, reflective, judicious, friendly and enthusiastic</li> </ul>

### Four S's of Communication

These are 4 terms starting with letter S, which add to the value of the message in Communication. These are as equally important as 7 C's.

Four S's of Effective Communication	
Short	<ul style="list-style-type: none"> <li>• Keep the message short and to the point.</li> </ul>
Simplicity	<ul style="list-style-type: none"> <li>• Reveal clarity in the message by using simple terminology and simple concepts.</li> <li>• Easier to understand.</li> </ul>

Strength	<ul style="list-style-type: none"> <li>● If the sender himself believes in a message that he is about to transmit, there is bound to be strength and conviction in whatever he tries to state.</li> <li>● Strong enough to create an impact.</li> </ul>
Sincerity	<ul style="list-style-type: none"> <li>● If the sender is genuine, it will be reflected in the manner in which he communicates.</li> </ul>

### **Purpose/Objectives of Communication**

The objectives of communication are numerous depending on the situation. Some of the common objectives of official communication are:

- to get or provide information,
- to ask for or give instructions or suggestions or advice
- to make requests,
- to persuade other people to agree with us.

## UGC NET: Communication Notes (Part - II)

Communication is the exchange of thoughts, information, message, etc. by way of speech, writing or signal. Communication can be classified/divided on the basis of the following criteria:

### **1. Classification on the basis of receivers:**

It classifies communication according to the number of persons (receivers) to whom the message is addressed:

- **Intrapersonal Communication:** It refers to talking to oneself in one's own mind. It is a communicator's internal use of language or thought. Examples: Asides or soliloquy in dramatic works.
- **Interpersonal Communication:** It is the exchange of facts, information and messages between two persons. For example, a conversation, an interview, letter or a dialogue, in which two persons interact (others may also be present as the audience). An author is also an example where he/she interacts messages with the reader, who is a silent audience in the author's mind.
- **Group Communication:** It is an extension of interpersonal communication where more than two persons are involved in the exchange of ideas, messages, skills, and interests. Examples: Meeting in an organization, club or classroom, Committee meetings
- **Mass Communication:** It refers to imparting and exchanging of information on a large scale to a wide range of people. It occurs when the information is shared with large groups of people. There are fewer chances of direct feedback as there is no personal contact between the senders and receivers. Examples: It can be done through various mediums such as newspaper, radio, or television, social networking etc.

### **2. Classification on the basis of the medium employed**

Communication can be classified on the basis of the medium, channel or source used to share the ideas, information etc.

- **Verbal Communication:** It is a type of communication where the messages or information is exchanged through words either oral or written. It consists of speaking,



listening, reading, writing and reading. It can be classified into two categories: Oral Communication and Written Communication. Examples: Face to Face Conversation, Telephonic Conversation, Emails etc.

- **Non-verbal communication:** It is a type of communication where information is exchanged by using signs, facial expressions, body language, and gestures. It is a wordless communication. It is done through sign language, object language, or an action language. Further, non-verbal communication can be categorized into:
  - *Facial expressions*- smile, frown, sad, angry, confused, surprised
  - *Gesture*- a movement of the hands, face, or other parts of the body.
  - *Paralinguistic*
  - *Body Language and Posture*
  - *Proxemic*
  - *Eye Gaze*
  - *Haptics*
  - *Appearance*
  - *Artifacts*
- **Meta Communication:** It is a secondary communication about how a piece of information is meant to be interpreted. Most of the time, the speaker's choice of words unintentionally communicates something more than what the actual words state. It is actually the combination of verbal and non-verbal communication. For example: If I say "Glad to see you" and roll my eyes at the same time, you will not feel that I am actually glad to see you.
- **Informal Communication:** It is a type of communication that doesn't use any formal channel or structures in a company. The information flows through an informal communication channel that exists in a workplace is often termed -the grapevine. Communications travel in all diverse directions through which the employees get to know each other, know each other well and interact socially. It isn't confined to following the typical hierarchical flows of information, such as up and down the chain of command.
- **Formal Communication:** This communication is formally and mostly controlled by managers or people occupying positions in a particular organization. The communication passes through a formal channel, i.e. officially recognized positions along the line in the organization. This ensures that the information flows timely, orderly and accurately. Any information, memo, decision, reminder etc. will follow this path. It can be categorized into the following types:

**(i). Downward Communication:** The communication that flows from top to bottom i.e. from top management to subordinates in a hierarchy. The subject-matter of this communication includes instructions, policies, orders, rules, information, etc.

**(ii). Upward Communication:** The communication that flows from bottom to top, i.e. from lower hierarchical level (subordinates) to the higher level (managers). The subject-matter of this communication includes reports, complaints, suggestions, reactions etc.

**(iii). Horizontal/Lateral Communication:** The communication that takes place when two individuals of the same level exchange information. It is significant for the reviewing of the activities assigned to subordinates having identical positions. The subject-matter of horizontal communication includes mutual problems, information, requests, suggestions, and coordination-related information.

**(iv). Diagonal /Crosswise Communication:** The communication that includes the flow of information among persons at different levels who have no direct reporting relationships. It is used to speed up information flow, to improve understanding, and to coordinate efforts for the achievement of organizational objectives. Example: Communication between the marketing manager and training supervisor, regarding the Training of the selected employees of the Marketing Department, is Diagonal Communication.

## **Barriers to Communication**

Communication plays a vital role in our lives. Every entity around us communicates, be it plants or the micro-organisms. The need to communicate is not just a mere exchange of information between entities or groups but it's a vital part of our existence. The dictionary meaning of communication is to "exchange (thoughts) or convey (information or feelings) by oration, writing or other means to disseminate data."

Communication in the modern age is characterized by its meaning, speed, effectiveness and its all-pervasive ability to transcend the boundaries, geographical, physical or even psychological. Effective communication has many characteristics, and there could be several factors that could not let the receiver get the correct

message or also interpret it. Few of the barriers to effective communication are as follows:

1. Organizational Barriers: - These barriers are seen within an organizational structure and could be attributed to the following factors:

1. The culture and structure of the organization
2. The physical distance between the employees
3. Specialization of jobs
4. Inadequate facilities and opportunities
5. The organizational dynamics in terms of power structure and distribution

2. Physical barriers: - The physical barriers are the ones where the geographical location and distance between the sender and the receiver comes into the picture. Communication is best when it is face to face. The communication is easier over shorter distances. When modern technology is used like online media or the internet, these barriers are reduced considerably. The most common physical barriers are:

3. Psychological Barriers: These are the barriers that are created inside the psyche of a person; they may be a result of a person's thought or preconceived notions. Some important ones are: -

1. Cognitive dissonance: this occurs when the receiver purposely chose to ignore the message, due to dissonance or conflict in his thought process and the signal he received. Example, statutory warning on alcohol bottles.
2. Stereotyping: these are the result of a person's ego or his thinking about knowing everything.
3. Mismatch in the field of experience: This happens when the sender is of a different domain than the receiver. Example, the teacher of philosophy delivers lectures to the history class.

4. Defensive attitude and closed brains: This barrier arises when the person has a strong urge to maintain the status-quo or the state of ignorance which he has. It can also include fear, anxiety, tension and distorting.
5. Self – image: This is the most common barrier to communication; the people are receptive to only those messages that boost their self-image and neglect those messages which are opposite to it.
6. Filtering: A sender's content could be filtered to suit the needs of the receiver.

4. Linguistic and cultural barriers: These barriers are the oldest existing barriers and the most popular ones. They arise due to verbal or non- verbal language barriers. The symbols can be wrongly or even differently comprehended. It could be due to excessive use of technical words, jargons, financial or psychological words. The languages are culture-specific, region-specific or even the country-specific languages are used to ease the sending and receiving the messages.

Some of the most common Linguistic barriers are:

1. Semantic barriers: A general disagreement about the words being used between the sender and the receiver, they might not agree on the language used where one comes from a different language and cultural setting.
2. Cross-Cultural: this deals with the communication between varied cultures and society. A person from Japan willing to break the barrier and communicate with someone from India.
3. High Context and Low context cultures: Societies that are high context use the words heavily, whereas the people belonging to the low context societies use words seldom, and communication is carried mainly through non-verbal routes.

5. Mechanical Barriers: Mechanical barriers are those that can arise in both interpersonal and intrapersonal communication. The various causes of the mechanical obstacles could be technical barriers, disturbances in the communication channel, illegible hand-writing, or noisy telephonic lines. The mechanical walls can create difficulty in the reception of either some parts of the messages or the entire message.

These are the critical barriers to communication both interpersonal and intrapersonal. We have other barriers too that form a subpart of these are not relevant to the exam point of view.

## Classroom Communication

- It is a form of interaction between the teacher and students.
- In this sharing of information and experience take place.
- The objective of classroom communication is developing knowledge, application, analysis and evaluation abilities.
- It is useful when it is two-way.
- One-way communication hinders students abilities to ask questions and clear their doubts.
- Feedback plays an important role: it is used to plan future activities and make improvements.

According to Cole and Chan, Classroom communication include

1. Message formulation.
2. Encoding of Message.
3. Transmission of Message.
4. Decoding and interpretation of Message.
5. Feedback and Evaluation.

## Message Formulation

- The sender initiates the communication process through a message.
- It is transmitted to the targeted audience.
- The message could be spoken words, gestures, movement, etc.
- Knowledge level, communication skill and attitude of the communicator is most important in this.

- In Classroom communication, the teacher must conceptualize ideas to be conveyed to students by arranging them in coherent and meaningful sequence.

### Message Encoding

- In this, Communicator transforms his ideas into a message and mode of communication.
- Receiver understanding of the mode of communication is essential, therefore communicators must choose only those medium of communication which the receiver would be able to understand.
- This helps in creating a clear and meaningful message.
- In Classroom communication, teachers encode their ideas in different ways according to the demands of the curriculum.

### Message Transmission

- In this channel of communication is essential: a form of delivery of the message.
- The sender selects an appropriate channel or mode of communication.
- Channel is the means through which receiver receives the message from the communicator.
- It could be written, spoken, verbal, non-verbal, mass media, etc.

### Message Decoding

- In this receiver interprets the message.
- The receiver looks in the message and tries to identify the meaning that is common to the sender and receiver.

- Receiver background becomes most important in this. If the receiver has background information and is familiar with the medium of communication, then decoding becomes easy.

## Feedback

- It is the response to the sender's message by receiver.
- It provides an opportunity to evaluate what is right and wrong about the communication.
- It could be verbal and non-verbal. Example- raising an eyebrow, facial expression, asking for explanation.

## Noise

- It is the interruption in the communication.
- Interruption could be verbal and non verbal.
- Example- constant chattering, loudspeakers, roadside noises, faulty transmission, poor handwriting, etc.
- Noise is considered as the barrier in effective communication.
- For smooth and effective communication, it is important to eliminate this barrier.

## How to effectively manage classroom communication

- Teachers must encourage student's participation by making them listen actively.
- Teachers must understand facial expressions of students because some students may not be able to share their queries and problems with the teacher.
- Teachers must ask questions to students to test their understanding.

- Teachers should always motivate students and develop cordial relationships with them.
- Teaching communication should be precise and clear.
- While a teaching teacher should always take a pause or short breaks after finishing a topic.
- Humour helps students enjoy the class. Therefore, a teacher should be humorous.
- Students should be encouraged to ask questions and a teacher should not insult them or criticise them because it discourages the students from asking questions.
- A teacher should not be biased towards any students. For teachers, all students must be equal.
- A teacher should be empathetic towards students.

### Some Key terms

- Narrowcasting is when the service is streamed for limited people. Example- only subscribers of gradeup super could watch all structured courses.
- Broadcasting is when there are no restrictions on who could watch. Example- UGC NET gradeup sessions on Youtube are free for everyone.
- Synchronous Communication- In this communication, messages are streamed in real time. There are no delays. Examples- videoconferences, chat room discussion, voice calls, etc.
- Asynchronous Communication- In this communication, messages are delayed. Example- email, letters, forums, etc.
- Semiotics- It is a branch of linguistics which studies how signs are interpreted in different languages.



- Kinesics- In this certain body movements and gestures serve as a form of non-verbal communication.

**Classroom communications are of three types: verbal, nonverbal and written.**

1. Verbal communication

- It is spoken words from teachers or students.

2. Nonverbal communication

- It is the body language used by teachers and students to express themselves.

3. Written communication

- It is in the form of writing directed by a teacher towards students. It could also be in the form of assignments or report cards.
- Teachers and students interact with each other using all the above-given communications.

**Teacher/Class Communication**

- It exists when the teacher communicates with the class.
- Verbal communication is the most important medium here.
- The teacher tells students about the subject or any specific topic that is being taught.
- For example- If a teacher scolds the whole class for talking. This is a direct form of verbal communication.
- Teacher communicated with the class through non-verbal ways as well.
- Through postures, gestures or coming close to students.
- Example- Instead of scolding the student by shouting, a teacher could move toward the student who is disturbing the most. Through this, the disruptive student receives the message. Also, other students of the class observe the teacher's intentions as well.

### **Teacher/Student Communication**

- This occurs when a teacher interacts directly with the student.
- Teachers act one-on-one with a particular student in front of the class.
- This type of communication is effective when a teacher wants to point out the inappropriate behaviour of a student privately instead of in front of the class.
- Also, if a teacher wants to point out the performance of the student, this is effective.

### **Student/Teacher Communication**

- This form of communication is also direct. But this student initiates the conversation.
- This also occurs during whole class participation.
- For example- a student asking a question from a teacher during class discussion. This form of communication engages a single student with a teacher in front of the class.
- If the teacher starts the communication then it is Teacher/student and if the student starts the communication then it is Student. teacher communication.
- When students write emails to their teacher to ask questions or on assignments, then this form of communication is a written form of student/teacher communication.

### **Student/Student Communication**

- This form of communication occurs when two or more students interact with each other.
- A successful whole class discussion requires students to communicate with each other.
- There could be agreement and disagreement between students.
- This form of communication also occurs when students work in pairs to complete assignments.

### **Student/Class Communication**

- This form of communication occurs when the message is directed towards the entire class by a group of students.

- Discussion in the classroom is the best example of this.
- If any student asks the class a question during a discussion, the message of that student is directed towards the entire class.
- Group presentation also constitutes this type of communication because it is also directed towards the entire class.
- The students feel most self-conscious and nervous while participating in this form of communication.
- Nonverbal communication often includes fidgeting or looking away.

Communication on the basis of direction can be categorized into Horizontal, Vertical, and Diagonal.

### 1. Horizontal Communication

- In this, Exchange of information and message takes place with people at the same hierarchy.
- People involved in this communication are peers and colleagues at the same level.
- In this form of communication, a person of the same rank of the different organization or same organization is involved.
- The communication here could be both formal and informal.
- This communication helps in building teams in an organization because it is not stalled by any chain of command.
- This form of communication is also called lateral communication.

### 2. Vertical Communication

- This form of communication involves the exchange of information and messages between people of different ranks.
- In this, there is a hierarchy involved in exchanging messages.
- One communicator will be superior to another within the same department or organization.

- This form of communication can be further divided into upward and downward.

#### Upward Communication

- In this form of vertical communication, message, or information flow to higher authority from lower authority.
- It makes the organization effective because the upper authority is open to communication with lower authority.
- Feedback, suggestions, and grievances are asked from lower authority by higher authority.
- This form of communication becomes ineffective when Higher authorities do not encourage or hesitate to communicate with lower authority.

#### Downward communication

- In this form of vertical communication, message, or information flow from Higher authority to lower authority.
- In this communication goes in the form of instructions, directions, assessment, performance, explaining, etc.
- This communication becomes ineffective when there is a loss of information or if it consumes time.

### 3. Diagonal Communication

- In this form of communication, there is no hierarchy involved.
- The free flow of communication takes place between different departments and organizations.
- This form of communication is effective because it helps in building bonding and relationship in the organization across all departments.

#### Communication on the basis of purpose

##### 1. Formal Communication

- This form of communication takes place in offices, government departments, and any other professional organization.

- Certain rules, regulations, and conventions are followed for transmitting orders, instructions, plans, policies, etc.
- Information flows in the most systematic way.
- In this communication, language and etiquettes matter the most. The right language has to be used.
- It could be time-consuming because of all the formalities.
- This form of communication direction could be Horizontal, Vertical, and Diagonal.

## 2. Informal Communication

- This form of communication takes place with friends and family.
- There are no formal rules and regulations and communication is mostly free-flowing.
- This is termed as Grapevine because it can lead to the spread of rumors, as the source of origination of the message is difficult to trace.
- This form of communication is efficient and it saves time.
- This form of communication direction could be Horizontal, Vertical, and Diagonal.

## **Communication Networks :**

### 1. Chain network

- In this communication, communication takes place through a formal chain of command.
- Members communicate with each other in a pre-planned sequence.

### 2. Wheel network

- In this communication, information flows from one center member to the rest of the members.
- It is also known as a star network because the information is flowing from the centre to all members like a star.

### 3. Circle Communication

- In this communication, members communicate with their fellow members about their experience, beliefs, expertise etc.
- In this, interaction is horizontal.

#### 4. All-channel network

- In this communication, information flows in all directions.
- Frequency and interaction among members are high.

Questions on the above topics

1. Which of the following is/are true about Grapevine Communication?

A. Bosses usually welcome its existence

B. It is an informal communication

C. It is a kind of horizontal communication

D. It consists of a complex network

Definition: According to A. Kumar, "Communication is the process of making a message understood by satisfying the need sets and ego sets of a receiver".

- Communication is the instructing procedure that encourages understudies to append ideas to their own lives, as these studies will be applied to their general surroundings.
- Communication is an exchange of ideas and meanings between two persons or groups.
- Signs, expressions, utterances, gestures, sounds, noises are the silent form of languages used by human beings.

#### 2. Characteristics of Communication

1. Communication encompasses sharing and distributive justice, the basis of communitarianism and communion since its root is communism or communicare.

2. Communication is social interaction through messages.
3. Its basic process is intrapersonal, which is wholly individualistic.
4. Communication is constructed for the people and by the people.
5. Communication is the language of life.
6. It creates a common pool of ideas and strengthens the feeling of togetherness.
7. It serves to contribute to the liberation of mankind from want, oppression and fear and to unite it in community and communion, solidarity and understanding.

### 3. Types of communication

#### a. Classification on the basis of the relationship element

##### (i) Intrapersonal communication

- It is communication inside an individual practically every one of the occasions, including conversing with oneself, turning in to oneself and relating one to oneself.
- It includes individual reflection, meditation contemplation and even praying to God. We conceptualize and formulate our thoughts or ideas before we actually indulge in overt communication.

##### (ii) Interpersonal communication

- It is also named as dyadic communication.
- It is an all-inclusive type of close and personal routine communication between two individuals, both sending and receiving the message.
- It may be formal or informal, verbal or non-verbal. It takes place anywhere by means of words, sounds, facial expression, gestures and postures.
- It is an effective communication process as you can get immediate feedback. It has greater scope for grapevine.
- Due to the proximity between the sender and the receiver, interpersonal communication has emotional appeal too.

##### (iii) Group communication

- Group communication situations are quite common in day-to-day life.
- A group is a number of people that have a common goal, interact with one another to attain the goal, recognize one another's existence, and see themselves as part of the group.
- Characteristics of the group in relation to an individual are on the basis of membership, dependence, acceptance, attraction, volition, innate pressure, change and flexibility and leadership.
- Group communication is influenced by several heterogeneous factors, like age, sex, education, economic, social, linguistic, religious, national, regional and racial differences.
- Group communication is viewed as effective as it gives a chance to coordinate connection among the individuals of the group and it helps in bringing about changes in attitudes and beliefs.

#### (iv) Mass communication

- Mass correspondence and broad communications are for the most part thought to be synonymous.
- At a different level, mass communication has three characteristics:

(i) The audience is large and heterogeneous: Radio and television are assumed to have a larger audience in comparison to the newspaper.

(ii) The source is a foundation or a gathering of individuals.

(iii) Some kind of mechanism is used to reproduce information. It is also termed as mediated communication.

- Channels for mass communication are termed as mass media. Examples of mass media include radio, TV, newspapers, magazines and films.

#### b. Communication on the basis of Expression

##### (i). Verbal communication

- Verbal means the use of words in the communication process and in the design and formulation of messages. In verbal communication, the message is transmitted verbally, i.e. by making use of words, such as oral and written.



Verbal communication is further divided into the following types:

1. Oral Communication: In oral correspondence, verbally expressed words are utilized. It includes face to face conversations, speech, telephonic conversation, video, radio, television and voice over the internet. Oral communication is influenced by the following factors:

- Pitch & Volume
- Rate
- Clarity in Speaking & Articulation

2. Written communication: In written communication, written signs and symbols, both in printed or handwritten form can be used.

- Pictures, graphs, etc. are used to complement the written text.
- The communicator's writing skills, style and knowledge of grammar affect the quality of the message.
- In written communication, the message can be transmitted through email, letter, report, memo etc.
- This is the most commonly used communication in a business organization.

(ii). Non-verbal communication

- It is the procedure of communication through sending and accepting silent messages.
- There is a famous quote, 'action speaks louder than words'. Here action stands for our body movements.
- This communication is all about the body language of the speaker and does not make use of words.
- Communication, other than body language, posture, tone of voice or facial expressions is called non-verbal communication.

c. Classification based on purpose and style

(i) Formal Communication

- In the formal communication, certain rules, regulations, convention and protocols are followed while formulating and communicating a message.
- It follows an organizational structure.
- It tends to be upwards or downwards crosswise over the chain of importance or expert lines.
- In formal communication, the use of the right language and correct pronunciation is required.

(ii) Informal communication:

- Informal communication channels exist along with formal communication channels in any organization.
- It primarily addresses the social needs of the students.
- It is relational and essentially up close and personal and with utilization of body signals.
- It happens among friends and family.
- In informal communication, there are no formal rules and regulations for communication.
- It is termed as grapevine.

d. Communication on the basis of direction

a. Vertical Communication:

- This is fundamentally formal communication.
- This can be upwards (base up) and downwards (top base).

b. Lateral communication:

- Communication with individuals at the same level in the chain of command that are companions and partners is named as lateral communication.
- This may join both formal and informal communications.

c. Diagonal Communication:

- Diagonal Communication is effective as hierarchical buildings are removed and there is a free flow of information, cutting across positions or status.

- It encourages building relationships between the superior and the subordinate.

### **Question time**

Q.1. Communication with oneself is known as:

- (A) Group communication
- (B) Grapevine communication
- (C) Interpersonal communication
- (D) Intrapersonal communication

Ans: D

Solution: Communication with oneself is known as intrapersonal communication. Interpersonal communication is between two people. Grapevine communication is also known as informal communication. And group communication exists between a group of people.

Q.2. Which of the following are the characteristic features of communication?

- (a) Communication involves the exchange of ideas, facts and opinions.
- (b) Communication involves both information and understanding.
- (c) Communication is a continuous process.
- (d) Communication is a circular process.

Select the correct answer from the codes given below:

- (A) (a), (b), (c) and (d)
- (B) (a), (b) and (c)
- (C) (a), (b) and (d)

(D) (b), (c) and (d)

Ans: A

Solution: Communication involves the exchange of ideas, facts and opinions. It involves both information and understanding and it is a continuous process. Communication is a circular process because the receiver sends feedback to the sender.

Communication is a process through which an individual can communicate common views, ideas, thoughts, and other sorts of information pieces to other members of society. There are different types of communication and some of those different types of communications are:

#### 1. Formal Communication

- This type of communication takes place through official channels within the formal body of the organization.
- It can take place both in writing or through oral forms.
- There are also two different types of formal communications.
- These are horizontal and vertical communication.
- Vertical communication is the type of communication which flows upwards to downwards or vice versa in a formal body of the organization.
- The horizontal or lateral conversation takes place across various divisions.

#### 2. Informal Communication

- This type of communication includes all sorts of communications which take place without the structure of a formal body of the organization.
- There are many experts who refer to this type of communication as having a 'grapevine' structure.
- This type of conversation is often distorted and takes place rapidly.

### **The 8 Stages of Communication**

#### 1. The Sender

- This is the first stage through which the transmission of information takes place.
- And during this stage, there is the sender whose main task is to generate the message and ensure that the message reaches the receiver through the process of transmission.

## 2. Official Message

- This is the second stage of the communication and this stage is just concerned with the message which needs to go through the processes of encoding, transmission, and reception.

## 3. Encoding

- The third stage of communication is encoding and during this stage, the message goes through the process of encoding by the sender.
- This means that the message is encoded symbolically in forms of words, pictures, gestures, or through other important means.

## 4. The Transmission through Choice Channel and Medium

- This stage refers to the manner in which the encoding of the information takes place.
- This can also be looked on as a stage which is concerned with the manner in which the information goes through the process of transmission.
- The medium of communication could be a post, telephone, fax, and many other means. It is important for the sender to choose an appropriate mean for proper reception to take place.

## 5. Decoding and Understanding

- Decoding is the process through which the receiver converts the message to understand the information which was intended to be communicated.
- And this stage of decoding and understanding always takes place after encoding.
- It is followed by the stage of reception.

## 6. The Receiver and the Reception

- The sixth stage is that of reception and during this stage, the receiver gets the message and tries to make proper sense of it.
- The receiver is also the last member which is involved in the chain of encoding, transfer of information, and reception.

## 7. Response and Feedback

- After the reception stage, the receiver sends across some sort of information which depicts that the information has been received and understood by the receiver.
- The stage of response and feedback is very important as it depicts whether the processes of encoding and reception have taken place properly or not.

## 8. Any Noise

- This is the last stage and this stage refers to any sort of disturbance or obstruction which might have taken place throughout the process of communication.
- For effective communication to take place, it is important for an individual to ensure that no external noise exists in the surrounding environment.

## **Meaning of Mass Communication:**

Mass media is an important force in modern culture- as it yields a kind of communication that reaches a large audience at the same time. In some of the previous notes, we have already discussed the meaning of interpersonal communication (communication that involves two or more people) and how it usually takes place face-to-face. However, beyond the realm of interpersonal communication exists another type of communication called mass communication- which addresses mass audiences and involves the use of medium or channels known as mass media.

Mass communication can also be defined as a process of exchanging information through mass media to large segments of the population. This includes dissemination of messages and information widely, rapidly and unceasingly to a large, diverse and anonymous audience.

To sum up, communication meant for large groups is mass communication and the media used for communication of this kind is mass media such as television, newspaper, radio, internet, computer etc.

Based on this meaning, a question was asked in UGC NET exam as-

*Question- The mode of communication that involves a single source transmitting information to a large number of receivers simultaneously, is called*

1. Group Communication
2. Mass Communication
3. Interpersonal Communication
4. Intrapersonal Communication

Answer- (B)

Solution- Because there is a single source sending messages, it cannot be group communication. Therefore, mass communication is the correct answer

### **Types of Mass Media-**

Mass media can be classified as per their nature and the kind of technology involved. These includes four categories-

1. *Traditional Media-* This is rooted in our oral tradition and is connected to some folk art such as folklore, folkdance, folkdance, etc.
2. *Print Media-* This was the brainchild of Johannes Guttenberg- who facilitated production of printed media. Print media includes newspapers, books, journals, periodicals, magazines etc.
3. *Electronic Media-* The term electronic media mainly include TV, Cinema and Radio. Electronic media are an important channel of communication as radio, television and cinema can also be enjoyed by people with audio-visual disabilities and the illiterates.

4. *New Media* – New Media became a popular term after the advent of the internet and World Wide Web. New media channels include internet, computers, social networking sites, podcasts, e-magazines and journals etc.

### **Characteristics of Mass Media-**

Some of the characteristics of mass media are:

- Mass media makes sense only when it involves a large audience.
- This audience can either be homogeneous or heterogeneous in character.
- Another important aspect about mass communication or mass media is that it is seen as a tool for cultural reproduction.
- Mass communication takes place rapidly and seamlessly.
- Mass communication is sometimes very informative and educational.
- Mass media communication is cost effective.
- In case of mass communication, there is no privacy. Messages are shared publicly and for everyone alike.
- Mass communication is meant for immediate consumption
- It can also be said that mass communication is a one way communication. Although, audience does respond to mass communication, the response is usually delayed and invisible.
- It is a dynamic process, more specifically after the emergence of new media.
- Messages disseminated through mass communication are usually regulated by owners of information (which can be the government, media house, business groups, educational institute etc.)

### **The Influence of Mass Media on Society**

Many political scientists, sociologists and media enthusiasts try to grapple with the idea of mass media and the relationship that exists between mass media and society. There are three main perspectives that exist to explain this relationship-

- ***Limited Effects Theory-***

Limited effects theory argues that the media has an insignificant role as people usually read and watch stuff based on their belief systems, prior experience and



knowledge. This theory was tested in the 1950s, the time when we had limited media options. So, a lot of people are also critical of this perspective.

- ***Class Dominant Theory-***

This theory states that the media projects the opinion and views of the dominant class (usually some economic elite or political elite). As per this theory, messages that are disseminated via mass media are hugely controlled and regulated by the dominant class. This happens in conjunction with the corporate mergers of media houses. In cases when ownership is restricted to corporations, the media becomes more about consumerism than information. Modern advertising is an example of such influence. This makes the relationship between mass media and society a complex web of economic relationships. Media also becomes a tool for political mobilisation in the hands of power elites.

- ***Culturist theory-***

This theory was a later development (1990s) and is a combination of the previous theories. This theory argues that the audience doesn't play a passive role in message reproduction. In fact, people interact with the media actively and create meaning as per their own cultural and social context. Thus, cultural theorists assert - though a few elite in large corporations may exert significant control over what information media produces and distributes, personal perspective and experience play a more influential role in how the audience members interpret those messages.

While we discuss the relationship between mass media and society, it is also important to throw light on the functionality aspect of mass media. Some of the functions that mass media play in society are-

1. Information Dissemination- This inarguably remains one of the main functions of mass media. Mass media helps to make citizens aware about their society, polity and economy.

2. Tool for socialisation- While family and school remain active agents of socialisation, mass media also acts as a tool of socialisation by disseminating messages that reinforce and reproduce social identities.
- Entertainment- A large array of mass media channels are a good source of entertainment and leisure. This includes cinema, books, social media, etc.
1. Development communication- It goes without saying that mass media is also a tool for development. Development messages include dissemination of messages related to social welfare schemes, other social groups, weather, national festivals, history, etc.
2. Cultural Reproduction- Mass media also produces messages that are carriers of certain cultures. Cultural reproduction often results in social reproduction, or the process of transferring aspects of society (such as class) from generation to generation.
3. Political Consciousness- Mass media also helps us to become democratic and informed citizens by making us aware about our constitutional rights and responsibilities.

## **Mass Media Study Notes for UGC NET Exam**

### **Role of Social Media in Our Society**

Social media has become the most remarkable and got media of correspondence in the public eye. The significant capacities of mass communication are that it informs, enhances, educates, and captivates.

- Web-based social networking has brought various individuals from various topographical territories on one stage on which they can share their inclination, thoughts, feelings, information, and so on.
- In the World of Science and Technology, people become closer to each other.
- However, every social media has become the source of erudition on its own, so people do not have to wait for the propagation process.
- The quotidian news and views are the topics and subjects, which are linked to the happenings of our surroundings.

- Social media has varieties of exciting features that makes our life comfortable, and we can connect with anyone from anywhere.
- The features of social media, which made our lives more secure and engaging are- tagging friends, photos & videos uploads, sending text messages, location sharing, search for the friend, video calling, etc.

## **Characteristics & Elements of Mass Communication**

Noise and Disturbance plays a vital role as an element of Mass Communication. We require the sender, a message, a channel, and a beneficiary, which returns to the sender through equivalent or some other channel.

*Following are the aspects of Mass Communication*

- A large number of audience
- Genuinely undifferentiated audience configuration
- Type of message replication
- Rapid dissemination and conveyance
- Minimal Effort to the consumers

*Characteristics of Mass Communication can identify from the following points*

- Wide and Vast Area- It covers the wide and vast area of all over the World. The World will shift too small due to this dissection of Mass Communication.
- Heterogeneous Audience- The audience is various in terms, namely- religion, sex, age, culture, race, etc.
- Distance Between Source and Destination- Beneficiaries of mass communication are disconnected and isolated from the first source or sender by a significant distance.
- Absence of Feedback- To make the communication effective, the feedback is essential in connection. As there is no direct feedback from the receivers.
- Professional Communication- To develop and design information about mass communication needs the help of a professional communicator.
- Use of Modern Technology- Modern technologies such as- computers, fax, mobile phones, printing devices, broadcasting media, etc. comes under the use of Modern Mass Communication for active formation and dissemination of the message.

- Intermediary Channels- There are intermediary channels like- radio, television, or newspapers, etc. to broadcast a letter to the receiver. Also, the report of such communication is made accessible to society if a person can bear the cost of several media.

## Types of Mass Media

Here is the table, we are providing the list of the inventions along with the invention of the year-

Invention	Year
First Newspaper	1690
Magazine Published	1741
Cinema	1900
First Radio Station	1910
Cathode Ray Tube	Late 1800s
Television Transmission	1950
Satellite & Cable	Late 1970-80s
Internet & Digital Media	1990
Mobile Phones	2000

In the below points, students will get to know the classification of Mass Media according to their physical form-

- Traditional Media- It is the oldest form of media, which transfers culture and tradition from generation to generation. The apparatuses of communication have been created over some time from customs, rituals, convictions, and practices of society. The different forms of Traditional Media are mentioned below-

1. Folks Songs and Music
2. Theaters and Drama
3. Fairs and Festival

- Print Media- It provides the printing form of pieces of information, which is offered to a large number of audience. In the Ancient Times, before the invention of the printing press, the report was conveyed to the broad audience through a manuscript, and the articles and printed matters were handwritten. The different form of Print Media is-

1. Newspapers
2. Journals
3. Books, Novels, Comics, etc

- Outdoor Media- In Outdoor Media or Out of Home Media comes under the transmitting information and news when the public is outside their nest. It provides information related to the new products, social intelligence, or advertising purposes to the crowds. The various forms of Outdoor Media are-

1. Signs and Placards
2. Posters
3. Banners and Wallspace

- Electronic Broadcasting Media- The history of the Electronic Media starts with the invention of cinematography (1895), the radio (1920), etc. It is useful to spread the news worldwide, even to the people who are illiterate, deaf, and blind. The Electronic Broadcasting Media includes-

1. Traditional Telephone
2. Television
3. Radio

- Transit Media- Advertisements that are displayed on any of the public vehicles and transport related to any Brand Promotion of the product ad services take place. It spins around the idea of promoting when clients are out of home and experiencing any vehicle or in a hurry to open spots. The different forms of Transit Media are-

1. Bus Advertising

2. Taxi/ Auto Rickshaw Advertising
3. Rail Advertising
- **Digital Media or New Media-** The online and digital means of producing, transmitting, receiving messages are known as New Media or Digital Media. The Internet has taken over all the mediums of communications through Speed and Higher Digital Technology.
  - Digital or new media can be content, sound, designs, and video.
  - This media is progressively getting the well-known medium of trade of information because of the simplicity of availability with a PC and Internet Connection.
  - Digital media is a two-path communication as users being dynamic makers of content and customers of content and data.

The Digital Media or New Media have various forms, which are mentioned below-

1. Emails
2. Websites
3. Social Media and Networking
4. Blogging and Vlogging
5. E-forums and E-books
6. Computer Animations
7. Digital Videos
8. E-Commerce
9. Virtual World and Reality
10. Webcast and Podcast

## **Functions of Mass Media**

Mass Media has played an essential functional role in fostering democracy, plurality, and communal harmony in our society, which mentioned in below points-

- Information and Education
- Socialization
- Entertainment
- Political Awareness
- Cultural Transmission
- Catalyst to Development

## Impact of Mass Media

The mass media communications, whether it is oral, written, or broadcast, relinquish a considerable audience. It has become one of the significant forces in our modern culture and society. Go through the following points to know about the impacts of Mass Media-

1. It plays a vital role in Indian politics and democracy.
2. Intensive use made it easy to reach each edge of the globe.
3. Act as a guard of the society.
4. It assists in the advancement of goods and services.
5. Acquaint, Instruct, and Entertain Masses is a Requisite goal of mass media.

## Mass Media

Mass Media or mass communication is a technology that is intended to reach a mass audience or a large group of people. It is a primary means of communication used to reach the general public.

The mass media is everything which is used to communicate or intend to send messages to a target audience, and it could be classified according to its physical form, technology involved and the type of communication process it means. The mass media has the following characteristics which make it different from the other modes of communication, they are: -

1. **The audience is usually large and heterogenous:** The messages in mass media are usually intended for a group of people. The sources like radio and television have a huge base of the audience, whereas magazines, journals and newspapers cater to a specific section of the society. These days with the emergence of social media, the mass media has reached every corner of the country and the world.
2. **The messages are of short duration and lack privacy:** The messages are of short duration spanning across a week or a day, at times they even last for a few hours due to the volatile nature of the information. For example, a viral

act of a policeman abusing his powers could be a hit in a few hours but lost the next day.

3. **The source is generally an institution or a group of people:** The mass media usually stems from an authentic or a large public/ private organisation. A classic example of this is the PIB (Press Information Bureau) which is the official website of the Ministry of Information and broadcasting. Another example is the large media houses like Times Now, NDTV that makes the information reach everywhere.
4. **The feedback is indirect and asynchronous:** The feedback mechanism of mass communication is not instant, neither direct. The reaction to any news or information could be subtle or in the form of group discussions and not directly to the source from where the information is coming from.
5. **It is the most important medium affecting the psyche of a person:** It is supposedly a media which has a deep both short term and long-term impact on the thinking and the overall perspective of a person about any topic or issue.

### **Categories of mass media**

The mass media is generally categorised based on the type of its physical form and technology involved:

**a. Traditional Media:** - The conventional media includes the oldest art, music and dance existing in the country and carried forward by the generations. In every country, the ancient art form is considered as a media to communicate as they inform, educate and spread knowledge through an oral form of communication.

1. The features of the traditional media are:
2. The performances are spontaneous

The content of the act is simpler and more comfortable to pass on

1. The performer can make changes in their acts
2. The audience and performance generally know each other.



**b. Print Media:** - The Print media has its origin in eighteen century Europe and since then had hugely affected the mass media. It is an ordered, logical and up to date collection of the happenings around the world, their culture, food and the tradition.

Print media includes the following: -

1. Newspaper:- These are the go-to channels for gathering information for many people, their diversity in content and variety of topics make it the largest availed media.
2. Magazines and Periodical: These became a sensation post-industrial revolution, due to mass production and hence the need to sell the goods and advertise them. These cater to different sections of society as per the preferences and requirements.
3. Books:- These emerged from the ancient manuscripts written on palm leaves to the later times when the Chinese discovered the paper. They have been a consistent source of knowledge.
4. Electronic media: - The electronic media started with the discovery of cinematography by Lumiere Brothers, who conducted the premiere show of cinema in 1895. Later the radio was invented by Guglielmo Marconi. Now they are the most important medium of communication. It includes television, radio and films.
5. Modern-day media: - The invention of the Internet and the World Wide Web opened up several new avenues for mass communication which include e-mail, websites, podcasts, kindles, blogging, social networking sites like Twitter, Instagram. The modern-day scenario of the instant and accessible on a single click mass media emerged during the 1990s. The social networking sites like twitter, facebook, Instagram and blogs are connecting the whole world.

#### **Functions of Mass Media in Modern-day society:**

- Information and sensitisation: one of the basic aims of the mass media is to inform and sensitise the society about the current happenings. Information being the first component and sensitisation the later and the more important aspect so that they are aware of their rights and issues.

- Political awareness: The people who are also the voters of the country should know everything about the issues and problems affecting them and the possible solutions to them. Mass media like radio, newspapers, news channels etc. are their go to the source.
- Cultural transmission: Mass media are the bridge between our past and present links to the future. They report day to day affairs which will become the history of tomorrow. The best records of modern history are newspapers of yesteryears. We get our cultural tradition from history, and we follow the best of them.
- The link between people and the government: The government uses the medium of televisions and social media to know what the people want, and the people are made aware of the happenings in the inner circle of the Parliament and bureaucracy through the mass media. It acts as a bridge between them.
- Agency of socialisation: the modern-day communication applications like facebook, twitter and Instagram have emerged as the best way to know about people situated miles apart.
- Entertainment: This medium breaks the monotony of the daily life of communication like films, televisions, social networking sites.

The mass media or mass communication is thus an essential aspect of society, affecting the people at large.