

Chapter 6 :

Media and Communication Technology

2marks

1Q: What is communication technology?

Answer: Communication technology refers to the tools, systems, and processes used to transmit, receive, and exchange information. It includes various mediums such as radio, television, the internet, and mobile devices that facilitate communication between individuals or groups.

2Q: Define mass communication.

A: Mass communication is the process of disseminating information, messages, or content to a large and diverse audience through various channels such as newspapers, magazines, television, radio, and the internet. It involves the use of mass media to reach a wide range of people simultaneously.

3Q: What is the significance of inter-personal communication?

Answer: Inter-personal communication is significant because it involves direct interaction between individuals, allowing for proximity, persuasion, motivation, and immediate feedback. It is an ideal form of communication for building relationships, resolving conflicts, and conveying ideas effectively in face-to-face situations.

4Q: How does non-verbal communication differ from verbal communication?

Answer: Non-verbal communication involves conveying messages through gestures, facial expressions, body language, and other visual or auditory cues, while verbal communication relies on spoken or written words. Non-verbal communication can complement or sometimes contradict verbal messages.

5Q. Explain the concept of intra-personal communication.

Answer: Intra-personal communication refers to the process of communicating with oneself. It involves internal mental processes such as thinking, observing, and analyzing, which are meaningful to an individual's present, past, and future behavior and life.

6Q: What are the means or modes of verbal communication?

Answer: Verbal communication involves auditory means such as speaking, singing, and the use of tone of voice. It encompasses spoken or written words, facilitating the exchange of information, ideas, and emotions through language.

7Q: Provide an example of inter-organisational communication.

Answer: An example of inter-organisational communication is the communication system developed by one organization to interact and coordinate with other organizations. This can include collaborations between government agencies, international organizations, and non-governmental organizations to work together on common goals, often involving technical, financial, or administrative support.

4marks

1Q: Explain the role of traditional media in rural extension work. Provide examples of traditional folk media mentioned in the text.

Answer: Traditional media plays a crucial role in rural extension work by serving as effective communication channels. Examples include puppetry, folk dances, folk theatre (like Jatra, Ramleela, Nautanki), oral literature, fairs, festivals, and print media (charts, posters, newspapers). These traditional folk media are indigenous channels of communication widely used in rural and remote areas.

2Q: Differentiate between traditional and modern media. Give examples of each.

Answer: Traditional media, such as fairs, puppetry, and folk dances, relies on conventional communication methods. In contrast, modern media, like radio, satellite television, and the internet, utilizes advanced technology for dissemination. Examples of traditional media include Ramleela and Bidesia, while modern media encompasses radio, video conferencing, and mobile phones.

3Q: What are the functions of media mentioned in the text? Provide examples for each function.

Answer: Media serves various functions, including information dissemination (e.g., through radio and newspapers), persuasion/motivation (using suitable communication to influence ideas), entertainment (folk media to DTH telecasts),

interpretation (pictographic presentations), transmission of values (puppetry and cartoon films), education/training (interactive instruction videos), coordination (modern interactive technologies), and behavioral change (extension activities via media).

4Q: Discuss the impact of radio and television as communication technologies.

Answer: Radio and television have a universal reach, overcoming barriers of time and space. Radio, with small transistors, reaches remote areas. Television, introduced in India in 1959, employs various techniques to enhance its impact, such as visual magnification and sound amplification. Both technologies significantly contribute to mass communication.

5Q: Define communication technology and classify it into cable-based and wireless technologies. Provide examples for each category.

Answer: Communication technology involves various tools to handle information and aid communication. It is classified into cable-based (e.g., landline telephones, personal computers) and wireless technologies (e.g., radio, satellite wireless telephony). Cable-based technologies are cost-effective, while wireless technologies are more flexible but can be expensive.

6Q.Explain the role of micro-computers in extension work. What functions do they perform?

Answer: Micro-computers, based on microchip technology, play a crucial role in extension work. They perform functions such as processing, record-keeping, accounting, acting as repositories for cases and experiences, publishing information material at a reasonable cost, and facilitating global communication by linking computers.

7Q: Elaborate on the concept of teleconferencing. How has it transformed group communication?

Answer: Teleconferencing is an interactive group communication system facilitating dialogue among geographically dispersed participants. Advances in telecommunication allow meetings without physical travel. This technology has transformed group communication by eliminating distance barriers, making coordination more accessible, cost-effective, and efficient.

7marks

Q1: Explain the significance of communication in everyday life. Provide examples of different types of communication and discuss their importance.

A: Communication is essential for human survival and plays a crucial role in various aspects of everyday life. It encompasses processes like thinking, observing, sharing, and transmitting information. Different types of communication, such as verbal, non-verbal, and written, are prevalent in daily interactions.

Verbal communication involves speaking and listening, and it is crucial for expressing thoughts and ideas. Non-verbal communication, which includes gestures, facial expressions, and body language, conveys emotions and enhances the understanding of verbal messages. Written communication, through mediums like emails and letters, allows for formal documentation and sharing of detailed information.

In everyday life, effective communication fosters understanding and cooperation in relationships, both personal and professional. For example, a conversation with a friend about challenges faced while studying involves two-way communication, allowing mutual support and problem-solving.

Q2: Discuss the classification of communication based on the levels, types, forms, and modes. Provide examples for each classification.

Answer: Communication can be classified based on several criteria, including levels, types, forms, and modes.

A. Classification based on the type of interaction:

One-way communication: Examples include speeches, lectures, and listening to music on the radio.

Two-way communication: Talking on a mobile phone, discussing future plans with someone, and using the internet for chatting are examples.

B. Classification based on the levels of communication:

Intra-personal communication: Thinking, observing, and drawing conclusions within oneself.

Inter-personal communication: Sharing thoughts and ideas with others through face-to-face interaction.

C. Classification based on the means or modes of communication:

Verbal communication: Involves speaking, singing, and tone of voice.

Non-Verbal Communication: Includes gestures, facial expressions, and symbols.

D. Classification based on the involvement of the number of human senses:

Audio: Radio, audio recordings, CD players.

Visual: Symbols, printed materials, charts, posters.

Audio-Visual: Television, video films, multimedia, internet.

Q3: Explain the SMCRE model of communication. Discuss the role of each element (Source, Message, Channel, Receiver, Effect) in the communication process. Provide examples to illustrate the model.

A: The SMCRE model represents the communication process and consists of five key elements:

Source (S): The initiator of the communication process. It can be a person, organization, or entity conveying a message.

Message (M): The content or information that the source wants to communicate. It can be ideas, facts, or any form of information.

Channel (C): The medium or tools used for communication. It could be face-to-face interaction, radio waves, television, or written documents.

Receiver (R): The audience or individuals for whom the message is intended. They decode the message and provide feedback.

Effect (E): The impact or response generated by the communication. It signifies the outcome of the communication process.

For example, in a classroom setting, the teacher (source) delivers a lesson (message) using verbal communication (channel) to students (receivers). The students' understanding and engagement with the material represent the effect of communication. Feedback from students ensures the effectiveness of the communication process.

Q4: Explain the significance of communication in everyday life. Provide examples of different types of communication and discuss their importance.

Answer: Communication is the cornerstone of human existence, serving as the foundation for various aspects of everyday life. It is a dynamic process that involves the exchange of information, ideas, thoughts, and emotions between individuals or groups. The significance of communication in daily interactions cannot be overstated, as it influences relationships, understanding, and collaboration.

Different types of communication play distinct roles in enhancing our daily experiences. Verbal communication, encompassing spoken and written words, is fundamental for expressing thoughts and conveying information. In personal relationships, verbal communication helps articulate feelings, share experiences, and resolve conflicts. In professional settings, effective verbal communication is crucial for conveying instructions, facilitating teamwork, and building a positive work environment.

Non-verbal communication, including gestures, facial expressions, and body language, adds a layer of richness to interpersonal interactions. A smile, for

instance, transcends language barriers and communicates warmth and friendliness. Non-verbal cues contribute to the interpretation of verbal messages, enhancing the overall understanding of communication.

Written communication, through mediums like emails, text messages, and formal documents, is indispensable for conveying detailed information, maintaining records, and facilitating formal interactions. In academic and professional contexts, written communication ensures clarity, accuracy, and documentation

The importance of communication is evident in various scenarios. For instance, a family meeting where members openly discuss concerns and share updates relies on effective communication for fostering understanding and unity. In the workplace, successful projects hinge on clear communication of goals, expectations, and progress updates among team members.

In essence, communication serves as the lifeblood of relationships, enabling individuals to connect, understand, and collaborate in diverse personal and professional settings.

Q5: Discuss the classification of communication based on the levels, types, forms, and modes. Provide examples for each classification. (7 marks)

Answer: Communication can be systematically classified based on several criteria, offering a comprehensive understanding of its diverse nature.

A. Classification based on the type of interaction:

One-way communication: In this form, information flows from the sender to the receiver without direct feedback. Examples include public speeches, radio broadcasts, and announcements.

Two-way communication: This involves an interactive exchange of information between the sender and receiver. Examples include face-to-face conversations, telephone calls, and interactive workshops.

B. Classification based on the levels of communication:

Intra-personal communication: This occurs within an individual's mind, involving self-reflection, thoughts, and decision-making processes.

Inter-personal communication: This involves interactions between two or more individuals, encompassing conversations, discussions, and personal exchanges.

C. Classification based on the means or modes of communication:

Verbal communication: Utilizes spoken or written words to convey messages. Examples include speeches, conversations, and written letters.

Non-Verbal Communication: Involves gestures, facial expressions, body language, and symbols to convey messages without using words.

D. Classification based on the involvement of the number of human senses:

Audio: Relies on auditory means, including radio, audio recordings, and phone calls.

Visual: Utilizes visual elements like symbols, charts, and printed materials for communication.

Audio-Visual: Combines auditory and visual elements, as seen in television, video films, and multimedia presentations.

These classifications provide a nuanced framework for understanding communication dynamics across different contexts and forms.

Q6: Explain the SMCRE model of communication. Discuss the role of each element (Source, Message, Channel, Receiver, Effect) in the communication process. Provide examples to illustrate the model. (7 marks)

Answer:

The SMCRE model, consisting of five key elements – Source, Message, Channel, Receiver, and Effect – offers a comprehensive framework for understanding the communication process.

Source (S): The source is the initiator of the communication process, responsible for creating and transmitting the message. It can be an individual, organization, or entity. In an educational context, a teacher delivering a lecture is the source.

Message (M): The message is the content or information that the source intends to communicate to the receiver. It can be ideas, facts, or emotions. In a public service announcement, the message could be about promoting health awareness.

Channel (C): The channel is the medium or tool used for communication. It can include face-to-face interactions, written documents, or electronic platforms. For instance, a radio broadcast employs the auditory channel to convey messages.

Receiver (R): The receiver is the audience or individuals for whom the message is intended. They decode the message, extracting meaning and responding to it. In a classroom setting, students are the receivers of the teacher's message.

Effect (E): The effect represents the impact or response generated by the communication. It signifies the outcome of the communication process. Feedback from receivers helps determine the effectiveness of the communication. In a business presentation, the effect could be measured by the audience's understanding and engagement.

Illustratively, consider a political speech as an example. The politician (source) delivers a message (M) outlining their stance on a particular issue using the auditory channel (C) during a televised address. The viewers (receivers) decode the message and may respond with support or criticism, reflecting the effect (E) of the communication process.

The SMCRE model underscores the dynamic nature of communication, highlighting the interplay between different elements in conveying and interpreting messages.

Choose the correct answers

1. What is communication?

- a. The process of thinking, observing, understanding, analyzing, sharing, and transmitting feelings to others through various mediums in diverse settings.
- b. The act of writing and reading.
- c. The process of speaking loudly.

Answer: a. The process of thinking, observing, understanding, analyzing, sharing, and transmitting feelings to others through various mediums in diverse settings.

2. How can communication be classified based on the type of interaction?

- a. One-way communication
- b. Two-way communication

Answer: Both a and b. One-way communication and Two-way communication.

3. What is Intra-personal communication?

- a. Communication between two or more persons.
- b. Communicating with oneself involving observing, analyzing, and drawing conclusions.

Answer: b. Communicating with oneself involving observing, analyzing, and drawing conclusions.

4. What is the SMCRE model of communication?

- a. Source, Medium, Content, Receiver, Effect
- b. Source, Message, Channel, Receiver, Effect

Answer: b. Source, Message, Channel, Receiver, Effect.

5. What is the role of the "Source" in the communication process?

- a. Initiator of the communication process.
- b. The medium used for communication.

Answer: a. Initiator of the communication process.

Fill in the blanks

1. Communication is the process of thinking, observing, understanding, analyzing, sharing, and transmitting or transferring **feelings** to others through a variety of mediums in diverse settings.

Answer: feelings

2. One-way communication involves situations where the receiver receives information but is either never able to reciprocate to the sender or cannot respond immediately, resulting in communication remaining **one-way**.

3. In **Intra-personal** communication, individuals communicate with themselves, involving observing, analyzing, and drawing conclusions meaningful to the individual's present, past, and future behavior and life.

4. The SMCRE model of communication consists of five key elements: Source, **Message**, Channel, Receiver, and Effect.

5. Verbal communication involves auditory means or verbal modes like speaking, singing, and the tone of voice, while non-verbal communication includes gestures, facial expressions, disposition, posture, eye contact, touch, and even symbols and **sign language**.

6. The medium of communication through which information flows from a sender to one or more receivers is known as the **Channel**.