

(USE OF ENGLISH I AND LIBRARY (Core, 3 Units))

GST 110 (3 credit load) is a first semester course of year one students of the Federal University of Technology Minna. The course covers two major aspects (i) The use of library and (ii) use of English

LEARNING GUIDES

Texts colored in GREEN are answers to repeated questions in GST 110 and it also highlights FAQ in GST 110

Text highlighted in RED forms headings or texts with likelihood of question(s) been asked in a GST 110 tests from the InfoMAS point of view.

However, the infoMAS should not be held culpable wherein the lecturer declined to ask questions from any of the predicted texts.

WE ACKNOWLEDGED THE OWNERS OF THIS LECTURE NOTE; LIBRARY SERVICES DEPARTMENT FUTMinna AND ANTICIPATE FOR THEIR SUPPORT AND COOPERATION

GST 110

USE OF LIBRARY:

STUDY OBJECTIVE

At the end of this course, students are expected to have good understanding of the followings;

1. Nature and Concept of Library (Introduction)
2. The library users.
3. The five fundamental laws of librarianship.
4. The importance of the course ♦Use of Library♦
5. Aims and objectives of user education. Types of Libraries.
6. The charging system.
7. Functions of a University Library .

INTRODUCTION

The library has undergone different stages in its development process through in consonance with its original purpose i.e. the preservation of records, history, culture wealth and renowned scholars in the society. Today libraries are not only depositories or store house or mere buildings for selected few but are agents of education, socioeconomic and political changes for all and sundry.

Thus with an expansion in scope and definition, the functions of library have expanded extensively, more also with increasing development in the printing media, it is now charged with acquisition, organization, preservation, storage, retrieval and dissemination of knowledge.

TYPES OF LIBRARY

Different types of library exist so as to serve different systems or organizations. Thus, libraries exist to aid in the achievement of the aims and objectives of the institutions and organizations which they are established.

There are about five types of libraries but more emphases will be laid on the academic/university library for the purpose of this course. The following are the different types of libraries.

1. Special Libraries : They are established in specialized institution like the school, for the handicapped, NNPC, etc
2. Private Libraries They are libraries that are owned or developed by renowned individuals e.g. Lt . Chief Awolowo Library, etc .
3. School Libraries They are libraries in the Primary/Secondary Schools set up.
4. The Academic/University Libraries They are libraries that are established in tertiary institutions. Their collections reflect the aims and the objectives of the institution which they are established e.g. Federal University of Technology Library, Minna.

FUNCTION OF THE UNIVERSITY LIBRARY

- ◆ Access : -Information requirements of the University community continuously through formal and informal means with all segments of the university
- ◆ To select from available information sources most needed items by the University Community.
- ◆ To interpret and publicize other range of information and educative services to benefit the University community.
- ◆ To acquire, organize and arrange these information sources in such a way to make physical usage easy and conducive to users
- ◆ To make available and publicize other information services through inter-library loan.
- ◆ To anticipate and provide information needs according to the changing pattern of the university.

FUTMinna Library

The library was established in 1984. It was set up to support teaching and research and has the following units

The Administrative Unit: This Unit houses the office of the University Librarian who is the Administrative head of the University Library and a Principal office in the University system. This Unit deals with records and things that pertain to the administration of the library. This Unit is the policy making of the University Library

The Collection/Development Unit : This deals with the selection and the buying of library materials

The Catalogue and Classification Unit: This unit deals with the processing of books i.e the cataloguing and classification of Library materials.

The Serials Unit:

This is where various journals subscribed for the library are processed and shelved for the library users.

Reference Units : This unit deals with the provision of specialized services.

Reserve Unit:

This is where study materials that are in short supply and are highly used are kept for consultation. They are not to be borrowed out.

The Circulation Unit:

For the purpose of this course, more emphases will also be given to this unit since the unit deals more often with the users in their day to day use of the materials in the library.

The Circulation unit of the library is the integral part of the library. It is a division or an arm of the reader's service section of the library which also include the reference and the reserve units.

Thus the unit carries out the following function;

- Registration of all new library users
- Keeping records of books borrowed and those returned
- Taking note of when the materials borrowed are due back the library
- Keeping the statistics of the units activities
- Sending over-due notice to defaulting library users who failed to return the borrowed library books after stipulated time.
- Checking users on their way out of the library to make sure that library books are not taken out unlawfully.

THE CHARGING SYSTEM

For registered user to borrow a book successfully from the library, the following process must

be followed:

- The user brings the book from the shelf
- Shows his/her ID and borrower's card to staff concern
- The staff stamps the date due stamp at the date due slip on the right hand side of the book
- Stamps the date due also on the book card
- Then the book card is put inside the borrower's card and filed according to the date due.

For students, only two books (2) books are allowed to be borrowed at a time and for two weeks only

AIMS AND OBJECTIVE OF USER EDUCATION

(a) Long Term Objectives

- o To ensure that the user can exploit resources adequately and to his own satisfaction
- o To established a link between the subject taught and the library resources available;
- o To develop in the user confidence in the use of library and in library staff
- o To enable students to be independent in his information seeking
- o Saving them (student) time by making them aware of the most useful reference source for their subject.
- o To develop skills in finding information, identifying and locating bibliographic references for specification purpose.
- o To teach effective method of approach to information library search situation.
- o To encourage users to ask for assistance.

(b) Short Term Objectives

- o To be aware of the existence of the university library, what it contains and when it is open;
- o To have the ability to locate books, handbooks, encyclopedia, dictionaries, periodicals and photocopying areas

ORGANIZATION OF KNOWLEDGE

Modern society is said to be an age of information or knowledge explosion. Some forces which led into this explosion are many and varied. They include progress made in science and technology improvement in printing and paper technology, speedy communications such as radio, television, telephone and others. It also includes world trade and industries, commerce

and various government activities from the local councils to the federal levels. For one to find the information one needs within the huge mass of information now available it becomes very difficult. If information or knowledge is to be easily accessible to those who need it, it must be organized.

Today, information is recorded in different and separately published media emerging from hundreds of thousands of sources all over the world.

To be able to track down particular information a prospective user needs tools or techniques used by information scientist and documents to make things easy for the users. This is known as RETRIEVAL DEVICE. Retrieval devices are carried out in two ways;

1) Classification

2) Cataloguing

CLASSIFICATION:

Classification is the putting together of similar things. It is the arrangement of things according to their likeness or unlikeness. It is sorting and grouping of things.

Book classification as defined by Arthur Maltby is

◆ the systematic arrangement by subject of books and other materials on shelves or catalogue and index in the manner which is most useful to those who need or seek a definite piece of information ◆

According to W. C. B Sayers classification is

◆ the arrangement of book on shelves or descriptions of them in the manner which is most useful to those who read ◆

TYPES OF LIBRARY CLASSIFICATION SCHEME

Library classification scheme or schedules include the following.

1. Dewy Decimal Classification Scheme (DDC)
2. Library of Congress Classification Scheme (LC)
3. Universal Decimal Classification Scheme (UDC)
4. Bliss Classification Scheme

5. Colon Classification Scheme

However, there are some classification schemes that are locally designed to suit a particular environment or library. These are sometimes called

Abridged Classification Scheme.

FUNCTION OF A LIBRARY CLASSIFICATION SCHEME

- It helps the reader to identify and locate a book through a classification mark or call number or call mark
- It helps to group all books of a kind together
- Through the medium of catalogue, analysis the content of books for readers.
- It is a time saving device for both the reader and the Librarian
- It is also useful in compiling bibliography

NOTATION

No book classification scheme can function without

notation. Notation is a shorthand system. It is a sign or symbol used in classification to represent the classes and subdivisions of classes in a classification scheme.

A notation may consist of any symbol(s), letters, figures or signs to represent the terms of classification scheme. There are two types of notation

a) PURE: Consisting of one kind of symbol e.g. Dewey Decimal Classification (DDC) has a pure notation, using only Arabic figures

b) MIXED : Consist of two or more kinds of symbols e.g. Library of Congress (LC) uses a mixed notation or letters and figures

The pure notation of numbers has advantages in that it conveys order and it is relatively simple. It has the disadvantages of being restrictive i.e. Knowledge has to be divided into a part (10 if the zero is used) and each subject has to be subdivided into (9 or 10 parts)

QUALITIES OF A GOOD NOTATION

A good notation should

- Convey order
- Be brief and simple
- Be easy to write and recall

d. Be flexible

LIBRARY OF CONGRESS CLASSIFICATION SCHEME (LC)

This classification scheme uses alphabets and figures to organize knowledge. This means that it can derive up to 26 letters. It uses simple alpha bets for main CLASSES and operating alphabets for its subclass and each of the subclass can be subdivided to specific topics.

OUTLINE OF LIBRARY OF CONGRESS (LC) CLASSIFICATION SCHEME

A: General Work

B: Philosophy and Psychology

C: Auxiliary Sciences of History

D: General History and Old World

E ♠ F: American History

G: Geography, Anthropology

H: Social Science

J: Political Science

K: Law

L: Education

M: Music

N: Fine Art

P: Language and Literature

Q: Science

R: Medicine

S: Agriculture

T: Technology

U: Military Science

V: Natural Science

Z: Bibliography and Library Science

SUBCLASSES

Each of the main classes with the exception of Classes E- F and Z is divided into subclass, representing disciplines or major branches of the class

Class Q for example is divided into the following subclasses

Q: Science

QA: Mathematics

QB: Astronomy

QC: Physics

QD: Chemistry

QE: Geology

QH: Natural History (General)

QK: Botany

QL: Zoology

QM: Human Anatomy

QP: Physiology

QR: Microbiology

Class T, for example is divided into the following subclasses;

T: Technology (General)

TA: Engineering (General)

TC: Hydraulic Engineering

TD: Environmental Technology

TE: Highway Engineering

TF: Road Engineering

TG: Bridge Engineering

TH: Building Construction

TJ: Mechanical Engineering

TK: Electrical Engineering

TL: Motor Vehicles

TN: Mining Engineering

TP: Chemical Technology

TR: Photography

TS: Manufactures

TT: Handcraft

TX: Home Economics

Class N for Example is divided into the following subclasses;

N: Visual Arts

NA: Architecture

NB: Sculpture

NC: Drawing, Design and Illustration

ND: Painting

NE: Printing Media

NK: Decorative Arts, Applied Arts etc.

NX: Arts in General

Class S is divided into the following subclasses:

S: Agriculture (General)

SB: Plant Culture

SD: Forestry

SF: Animal Culture

SH: Agriculture and Fisheries

DIVISION

Each subclass is further divided into division representing components of the subclass. For example, the subclass ♦Chemistry♦ has the following division

QD: Chemistry

23 ♦ 26 Alchemy Chemistry

71 ♦ 42 Analytical Chemistry

146 ♦ 197 Inorganic Chemistry

450 ♦ 731 Physical Chemistry

901 ♦ 999 Crystallography

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SUBDIVISIONS

Again each of the divisions in turn has subdivisions specifying different aspect of the subject such as Form, Time, Place and further subjects ♦ subdivisions for example

FORM:

English prose, drama, poetry

TIME:

Victorian English; 1800 Nigerian History

PLACE:

German Literature, American Encyclopedias

As stated earlier, the library of congress classification scheme notation is mixed. i.e. Letter and numbers. Usually, main classes are represented by a capital Letter and a second capital letter is used to show the subclass.

e.g.

T: Technology

TH: Building Technology and building engineering is a subclass of T.

But this is not the case with classes E, F, and Z which have only a letter and are used integrally from 1 ♦ 999 with gaps to accommodate new subjects or topics as they arise. Decimal points are used for further subdivisions and yet further arrangement is often alphabetical using cutter

number after a point.

CATALOGUE

A catalogue in librarianship is a retrieval device. It is a means through which information is stored and obtained from the library. Catalogue is the process of making entry into the catalogue. A catalogue can also be defined as a comprehensive list or collection of reading materials in a particular library or groups of libraries. It records all the bibliography information of each readings material within the library for easy identification and retrieval.

Cataloguing and classification are complementary retrieval devices. While one describes the item, the other puts them in an order that facilitates retrieval within a short time.

FORMS OF CATALOGUE

There are different forms of catalogue such as the Card , the Sheaf, the Book and the Computer Catalogue However , the most generally accepted and used forms are the card, the book and the sheaf.

CARD CATALOGUE: It comprises a set of slips held in specially manufactured loose binders. This type of catalogue is not however popular with the Nigerian libraries.

BOOK CATALOGUE: Is a conventionally printed catalogue containing several entries on each page and usually in two columns. They are printed and bound in a book form. Some special libraries use book catalogue. It is not suitable for rapidly changing collection, but it can be updated by producing new editions.

FUNCTIONS OF CATALOGUE

- It records each work that is received in the library
- It arranges all entries by the same author in the same place
- It provides call numbers that are used in retrieving information materials
- It arranges subject entries in such a way it all related topics are brought together.
- It provides cross-reference to guide the users.
- It describes each book or reading materials the library by a given author title and subject.

AUTHOR

This is the person responsible for the intellectual as well as artistic production of the contents of a document.

TITLE

This is a word or phrase appearing in publication, naming the production or work contain in it.

IMPRINT

This is dealing with the following

- Place of publication
- The name of publisher
- Date of publication

COLLATION

This has to do with

- (a) Pagination or number of volume
- (b) Information of pagination illustration diagram
- (c) Size of the book

SERIES

If the book is in series it has to be stated e.g. Library Science Series

NOTES

This refers to a brief description of the book and it comes after collection and series

ISBN

This stands for International Standard Book Number. It is important for ordering books

TRACING

There are added entry readings e.g. Joint author, subject, title etc.

There are three types of catalogue namely;

Author/Title Catalogue

The Classified Catalogue

The Subject Catalogue

AUTHOR/TITLE CATALOGUE

This catalogue exercise is applicable on the materials where the author's name or title is known. It is alphabetically arranged.

CLASSIFIED CATALOGUE

This is the type of catalogue where the entries are arranged using the notation of the library materials.

SUBJECT CATALOGUE

This is the type of catalogue that is arranged according to the subjects. This is equally arranged in an alphabetical order.

REFERENCE SERVICES

In every institution of higher learning, Library is regarded as the backbone of the Institution. Similarly, a reference unit of every library is regarded as the backbone of that library. Thus, one can argue that a reference unit of every library serves as that Library's mirror, because this unit is usually the first part of call of every Library.

However, in the 9 century, one probably would have been satisfied to define Library work as the process of answering questions. But because of the rapid changes that are taking place in information technology and indeed, in all fields of human endeavour, this definition is now simplistic. Hence, there may be as many definitions as there are Librarians. Nevertheless, we optionally define reference work as the personal assistance given by Librarian to individual readers who are in pursuit of information. This involves not only locating the material where the required information can be found but also locating the information and sorting out what information is relevant from a mass of relevant and irrelevant information.

In short, reference service is the springboard to the library and Librarianship wherein one is involved with all aspects of information both theoretical and practical. In Library services, failures to locate any required information have the same effect. A satisfied user on the other hand, serves as a public relations officer for the Library. Thus ◆assistant to reader◆ is a great big tent of a phrase that embraces an enormous range and variety of activities. Many users want to know more and more about less and less; they want to acquire more knowledge and they want more about their society and their historical culture.

TYPES OF REFERENCES SOURCES

Reference sources could be divided into two main classes◆ compilation of kind or another which furnish information directly and compilations that refer to other sources containing information which merely indicate places in which information may be found. Sources of the first type include dictionaries, atlases, encyclopedias, dictionaries, almanacs, newspapers, handbooks, geographical sources, biological sources, magazines and gazettes while sources of the second type include; catalogue, bibliographies and index.

REFERENCE TOOL/BOOKS

A reference book is an intellectual work that is to be looked up for specific information; that is not meant to be read through and that has an array of disjointed entries which are alphabetically arranged. Examples of such tools are;

- a) Encyclopedia
- b) Dictionary
- c) Geographical Sources

A. ENCYCLOPEDIA

It informs a user the origin and development of a particular subject or topic. It also helps a user to have a fair idea of any subject he/she is reading. There are two types of encyclopedia namely;

Subject and General Encyclopedia

The subject encyclopedias are usually detailed and comprehensive while the General encyclopedia carries shallow and basic articles. The subject encyclopedias are normally long articles and they concentrate on special fields of study. Thus they are meant for specialist, elites, students and researchers. On the other hand, the general encyclopedias try to cover general field(s) factual articles and they are meant for the general public, layman and the beginners. Finally, the subject encyclopedias cost more than the general encyclopedia.

Biographical Sources:

These are important reference materials where life histories of persons or individuals are documented. There are two types of biographies.

1. Special biographies e.g. *Who is chemistry?*
2. General biographies e.g. *The international who's who*

B. DICTIONARY SOURCES:

These are publications containing words or languages defining or explaining different terms of various professions. They are usually arranged according to a definite order *that is, in an A-Z order*. In other words, these reference tools carry the meanings, pronunciation, spellings etc. of various terms in different areas of specialization.

USES OF DICTIONARY

(1) They express usage of words in different contexts e.g. current slang

(2) They carry meaning of words, expressions etc.

(3) They contain pronunciation of words.

(4) They contain antonyms and synonyms, abbreviations, acronym, signs and symbols

(5) They contain major places or names e.g. politics, history etc.

- (6) They check spellings, syllables etc.
- (7) They carry meanings of foreign terms in a language and
- (8) They provide important quotations

C. GEOGRAPHICAL SOURCES

These are the reference materials that are mainly used by the travelers. The types of tourist, colours, surveyors, prospects for minerals e.t.c.

The kinds of geographical sources are atlas, maps, globes, travel guide and directories.

The types of maps are;

- a) Region
- b) Physical
- c) Historical
- d) Economics
- e) Social Maps.

The types of directories are;

- a) telephone
- b) address
- c) parks
- d) hotel directories

D. SERIAL

A serial is defined by the American Library Association as ♦ a publication issued in successive parts, usually at regular intervals and as a rule intended to be continued indefinitely.

There are different types of serials which include periodicals/journals, Newspapers, Magazines, Reports (Annuals), Memoirs, Proceedings, Treaties, Transactions of societies etc. Examples of journals are; Journal of Engineering mechanics, Crop Production and an International Journal of Pest disease and weed control; The Canadian Journal of Chemical Engineering, Nigerian Journal of Physics.

Periodicals/Journals (both can be interchangeably as they mean the same things. Periodical is for the Americans, while Journal is for British), are the most common of all the serials available in the library. This is so because all the latest researches made by the scholars in the areas of their specializations are first of all published in the journals. So in almost all the

branches of knowledge periodicals can always be published. Thus, periodical could be regarded as spearhead of current human knowledge.

TYPES OF PERIODICALS

Periodicals are of two types, primary and secondary or non primary type.

The Primary Sources/types

These are those periodicals exclusively devoted to carrying articles or reports on new discoveries or development. They are so called because the articles appearing in them represent the original thinking of the researchers.

The Secondary Source

They are those periodicals that are meant for news generation, recreation and entertainment they also specialize in interpreting and providing opinions on new developments.

CHARACTERISTICS OF PERIODICAL

They contain authentic articles by contributors especially scholars (the articles are usually signed).

The articles contain in the periodicals are the main means of communication for the exchange of scientific current information than books. Information on new processes or discoveries appears in a periodical within weeks of their formulation. This is contrary to books which take two to three years before they are published.

They help researchers to be up to date and well informed of the new developments.



They also help researchers to avoid duplication as new discoveries are promptly reported.

They help to bridge the gap between the books and the day to day developments.

Above all, they are mostly issued by the professional bodies/organizations.

ORGANIZATIONS OF PERIODICALS

When periodicals are acquired, they are processed for easy retrieval by the users.

The serials unit has a Kadex, where each title of a periodical is entered on a card. When the periodicals are received the date of receipt is indicated on the cards and the classification mark is assigned to them and they are then displayed on the periodical rack for library users to browse. To find out whether a library has particular periodical a  strip index  which is the list of all the periodicals in stock can be checked. In libraries where serials operations have been computerized, it is possible to use the computer terminals to figure out what journal is available, the latest issue and other information concerning the journals in the library.

In most cases, periodicals are not borrowed out of the library like books unless in exceptional

cases. They are used or referred to in the library. This is because of their fragile nature.

REFERENCE AND BIBLIOGRAPHIC CITATION

One Librarian has suggested that being able to use a library is in the first place that art of consulting authorities and comparing results. We would like to believe that this statement is a true summary at this stage, of our ability to use a library, otherwise the past few weeks would have been waste of your time and hours.

You should now be in a position to walk into the library and by using the catalogue, find a book of your choice provided that you can remember the author, title or the subject of the book. You should now know that information may be found in library materials other than books; for example, in periodicals, newspapers and other serials as well as in non-book materials.

On resumption, therefore, that you should be able to consult authorities and compare results, the present lecture is designed to provide a guide to the rules of citing.

Writing a research paper and producing a write-up for a newspaper are two different things. A newspaper reporter can avoid disclosing his sources of information by saying vaguely that sources close to the government house said or that usually reliable sources disclosed. The scholar cannot be obscure about these sources; otherwise he would not be taken seriously. If anything that scholar/researcher strives to identify his sources clearly as possible, so that some of his assertions or conclusion could be subjected to security and verification to do this successfully, the researcher must acquire the rudiments of bibliographical citation.

BIBLIOGRAPHICAL CITATION OR DESCRIPTION

This is the process of identifying a published work of literary composition giving particulars of authorship or others who have contributed to the work (e.g. edition, translator or illustrator). Title, edition, date, particulars of publication (place and name of publisher) number if pages etc. in the case periodical (title 2 volume and is sued number, date) and pages are necessary for be defined as putting a name to a source.

PURPOSE OF BIBLIOGRAPHICAL CITATION

- a) to pay homage to pioneers in ones subject area
- b) To give credit to related work
- c) To identify methodology, equipment etc.
- d) To provide background reading
- e) To correct ones own work
- f) To criticize previous work

- g) To substantiate claims
- h) To alert researchers to forthcoming work
- i) To disclaim work or ideas of others
- j) To dispute priority claims of others.

FEDERAL UNIVERSITY OF TECHNOLOGY MINNA

GST 110 - CONTINUATION

USE OF ENGLISH PART (II)

COMMUNICATION THEORY

Language in communication

Language has been described as ♦the vehicle of thought.♦ It is almost the only means of communicating thoughts and feelings available to man. There are other means of course, like the paralinguistic form (signs and symbols). Even so, in its spoken and written forms, language remains by far the commonest means of communication. By definition, language can be said to be a method by which a person expresses his thoughts and feelings in a way that they can be understood by others. The essence of language is to convey messages. Linguistic studies have discovered that the emergence and development of language has contributed more than any other factor in bridging the wide silence that would have characterized the existence of the early man. It still plays the same role today. It is the sole and life-blood of communication. Without the emergence and use of language, there can be no communication at all, whether written or oral. Life itself would have been paralyzed. For business purpose of every kind or for individual purpose, efficiency is liable to turn from time to time on communication cannot be eliminated. Rather, the need for higher standards of clear precise and purposeful expression grows constantly with the increasing complexity of life and society.

THE CONCEPT OF COMMUNICATION

According to Longman Dictionary of Contemporary English, communication means the act of sharing or exchanging opinions, news, information etc. in the opinion of Chappell and Reed, (1984) communication is any means by which a thought is transferred from one person to another. Undall and Undall (1979: 5) defined communication as the process by which one person (or a group) shares and imparts information to another person (or group) so that both people (and group) clearly understand one another.

The definitions above summarize the concept of communication as a process of giving and receiving information through previously familiar symbols and signs. It involves a transfer of opinions, attitudes, beliefs, ideas, thought and feelings from one person or group to another. Communication is the essence of life. No society or individual or firm can exist meaningfully without proficiently fulfilling communication roles relevant to it. Through meaningful interaction

between person and groups, better understanding is achieved. When there is understanding, there is harmony, oneness and peace.

THE PROCESS OF COMMUNICATION

A process is a phenomenon that is on-going, continuous and ever changing. If communication is a process of transferring information, ideas, thought and feelings it then follows that communication is a continuous action. It is a two-way affair involving sender and a receiver. For the process to be effective, there are basic elements that should be present. The elements are the sender, the receiver, a message, a medium (language that is understood by the sender and the receiver) and a feedback.

Communication can only be said to have taken place when the message sent by a transmitter is duly received and correctly interpreted by the receiver who also sends a feedback to the transmitter. The feedback will reflect how well a message has been understood because an incorrectly interpreted message will give a wrong message. It clearly manifests misunderstanding of a message. As process, encoding and decoding message and sending feedback could generate further encoding, and decoding and feedback between the communicants.

The elements of communication process and their meaning are presented below;

The Sender : - this is the initiator of the communication also called the encoder, the transmitter or the source. He receives stimulants and selects codes which his decoder must be able to understand. He then sends the message using appropriate language.

The Receiver: This is the decoder of the message, the target audience who receives, gives appropriate interpretation to the message and a feedback.

The Message: The message comprises the thoughts, ideas, attitudes, opinion, feelings which a sender sends to his receiver. As long as people exist and have need, there will be need for sending and receiving messages.

The Medium: This refers to the form in which the message transmitted is sent. It could be oral, written, or paralinguistic.

The Feedback: when the message sent by the sender has been decoded and understood, the receiver will send a response called feedback to the sender. If the message is not properly given, the receiver may have a problem understanding and interpreting it.

The Channel: Some people use channel and medium to mean the same thing. In this book, much difference may not be made between them, as their interpretations may be similar. While medium refers to the form, which a sender uses in sending a message, channel refers to any course or way along which information travels. Oral channels include letters, memos, report, telex etc.

THE IMPORTANT OF COMMUNICATION

The importance of communication both to individual and organization are obvious. For business purposes of every kind and for every level of performance and writing. In some profession as in religion, law, politics, communication is the essence of their activity. Communication is useful in establishing and keeping relationships (formal or informal)

In mass communication, some of the functions of communication are education, information and entertainment. Through organized and systematic dissemination of information these purposes are achieved.

In business, effective communication not only create awareness of goods and services available but also uses appropriate language of campaign to draw the appetite of the audience to the services.

Effective communication brings harmony and understanding

between human beings and societies because individuals and communities understand each other better and express mutual trust on each other.

In written communication, information can be stored and preserved since its form is very durable.

FORMS OF COMMUNICATION

Generally, communication falls into two basic categories, namely, verbal and non-verbal.

Verbal Communication: This is the type of communication done through the use of spoken words. It is used in intra-personal, interpersonal and group situation. Intra-Personal

Communication: This type of communication goes on within an individual. The thought process that go on in human minds during the consideration and weighing of situations in the mind and may become verbalized with no definite receiver in mind. This often is the case when people soliloquies.

Interpersonal Communication: This is the type where face-to-face contact is involved exchange of ideas, thoughts, feelings and information between two persons on personal contact basis. This is the commonest type of communication in human life. It helps to breaks the barrier of formal relationship and draws communication together in an atmosphere of warmth and harmony.

Group Communication: This involves the exchange of ideas and information among members of a group-at home, in the club or association, political party, in the office. Group may vary in size, intent and composition. Members in the same group share ideas and information with one another in their meetings in pursuance of their common objective. Thus, they concern themselves with their group affairs.

ADVANTAGES OF VERBAL COMMUNICATION

Immediate Feedback: In person-to-person communication situation, feedback is immediate. There is no delay in responding, as both persons are present on the spot. This will enable immediate scheduling or rescheduling or adjustments.

Reinforcement: The use of gestures, facial expression and other body language will help to reinforce a message because a speaker's feeling may be better expressed in these terms.

Message Clarification : In face-to-face contact issues are clarified as a message is given. This reduces misunderstanding and misinterpretation as all misconceptions are settled on the spot.

Interpersonal Rapport : A very sure method of establishing and maintaining interpersonal rapport is by face-to-face talking it over. This reduces mistrust and tension in offices, homes and organizations.

Participation: It allows for participation and contribution of everyone present during a discussion.

DISADVANTAGE

Temporary: Verbal communication has no permanence since it is not recorded in any form. As a result, a speaker can be misquoted. In fact, oral information can be forgotten or denied anywhere, anytime.

Inconvenient: It is often not convenient to reach a large number of people on a face-to-face and individual basis. Similarly, highly placed person may not be easily reached in this form.

Imprecision: During the course of an utterance, it may not be easy to reason and eliminate errors, before an utterance is given.

Non Verbal Communication: Non verbal communication includes all other forms of communication other than the verbal forms. It can be broadly grouped into written communication and sign language.

Written Communication: This involves the use of written words as an outgrowth of oral language. Alphabetic symbols are organized in a manner to convey ideas, messages between communicants. Learning to write is a process that begins from childhood to adulthood. We have to be able to write what we want to say and read what others have written. Examples of written communication are letters, reports, memos, books, bulletins, circulars, minutes, articles etc.

ADVANTAGES OF WRITTEN COMMUNICATION

It is a permanent means of giving and storing messages. Materials written by people and organization can be preserved for a very long time without losing the message. Written materials can be read and re-read. More time is spent composing them thus ensuring accuracy.

In law, written agreement forms the basis of Contract. It can be read again and again by the

receiver to clarify doubts. It is therefore ideal for sending long distance and complex communication. Written Communication can be duplicated into several other copies that can be circulated to distant places to get a wider readership. The risk of distortion is greatly reduced since the material can circulate to various places in the same form and shape. In official matters, only written communication carries weight of authority acceptable in such situations. In business matters, it interprets, clarifies, confirms and preserves oral communication.

DISADVANTAGE OF WRITTEN COMMUNICATION

- It is tasking producing a written material. Much time, talent, energy and money is spent putting one together.
 - On the part of communication, the writer must be literate enough to write and the receiver must be able to read and interpret before communication can take place.
 - In written communication on the spot feedback is not possible since the receiver may not be at same place of writing.
 - Written material may be too bulky or complex for the reader who may on this ground not be willing to read e.g. reports
- etc.
- Written materials also derail in transit and end in unwanted hands.

SIGN LANGUAGE

This involves the use of gesture, paralanguage and distance to convey ideas, thought and feelings as we discuss them below;

Gesture: This represents the way or manner we move some parts of the body or even the whole of it. This phenomenon is also called

body language. Sometimes, such gestures are understood without any words going with them. If for instance, one gives a handshake to a visitor, that visitor will understand that he is welcome. Supposing one motion to another with bare hand to come, the person so motioned can understand even when no words accompany the gesture. Some gesture have well developed sign language with which they communicate.

Paralanguage: Information, attitude and feelings can be convey by the manner a thing is said rather than what is said. A hiss at someone is a sign of scorn or dissatisfaction to that one. Similarly, things like volume or tone of voice may say a lot about the speaker's feelings, attitude or his status. In paralanguage, information is conveyed by tone of voice of the speaker and his countenance rather than any specified word used.

Distance: This is the gap maintained between people. Keeping a distance from a person can say a number of things. It may be that the person distance is unwanted or that the source wants to remove himself from a particular situation. Distance totally cuts off possib/pnbsp; In most

cases, periodicals are not borrowed out of the library like books unless in exceptional cases. They are used or referred to in the library. This is because of their fragile nature."ility of communication. However, distance can be broken by friends and colleagues but strangers cannot penetrate it.

ADVANTAGES OF NON-VERBAL COMMUNICATION

It can give additional information to communication. They provide important information by the use of gestures, action, and tone of the voice. It gives visible actions. It enhances oral communication by the provision of visible movement.

DISADVANTAGES OF NON-VERBAL COMMUNICATION

Interpretation of non-verbal codes may lead to contradiction and misinformation. It may take additional skill to be able to understand and interpret non verbal codes.

INTERFERENCE IN COMMUNICATION

Interference is said to occur in communication when there is a hindrance or obstruction in the channel. The chief source of this hindrance or barrier is NOISE. Noise in communication is anything that reduces the effectiveness of a message. In linguistic parlance, the source of noise could be

semantic, grammatical or phonological.

Semantic Barrier : Sometimes, there is disparity in the level of language usage of different individuals at various points. As a result of this, there is misunderstanding arising from meanings attached to certain expressions. This is often so in a second language situation. Sometimes, this problem occurs because of the educational level of the individuals. For instance, to an ordinary taxi or bus driver to **see** a policeman may mean a different thing to him as it will to a company chief executive. In the same way business connotes different things to different people. People who operate at different semantic levels may have problems communicating effectively.

Code of Switching: This is a situation in which a single speaker uses varieties of codes from different languages in a single utterance. He may start with one language code and with another e.g. (i) Kedu maka your people, (ii) Nye m my money

Code Mixing: This involves a mix of varieties of codes from two languages in a single utterance. The codes are mixed as opposed to switching. In a second language English, there is mother tongue interference. On the other hand, there could be English phonemes, which do not occur in the learner's native language. The learner would substitute such sound with a nearest sound in the mother tongue e.g. substituting the native / / for English / / in Yoruba and native Igbo / / for English / /. Igbo language has no **-ging** progressive form so the nearest / / sound is substituted in word like longing, singing etc. **Lexical Level Barrier:** Hindrance at this level involves direct translation from mother tongue and imposition of the patterns of the native language on the secondary language.

Look at these translations:

- (i) Obinna was chasing Adaora yesterday (wooing)
- (ii) My mother is cooking soup (preparing)
- (iii) The government should take qualified teachers
(employ)
- (iv) He used four years to study (spent)
- (v) My sister born a baby (gave birth).
- (vi) Our class representative ate our money (embezzled).

{END OF PART (I)}

CONTINUATION 

Please Read On

WE ACKNOWLEDGED THE OWNERS OF THIS
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SUPPORT AND COOPERATION

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