



**Centre for Distance and Online Education
Punjabi University, Patiala**

Class : M.A. I (Journalism and Mass Communication)

Semester : 1

Paper : I (Introduction to Mass Communication) Unit : I

Medium : English

Lesson No.

- 1.1 : COMMUNICATION PROCESS
- 1.2 : TYPES OF COMMUNICATION
- 1.3 : INTRAPERSONAL AND INTERPERSONAL COMMUNICATION
- 1.4 : PUBLIC AND MASS COMMUNICATION
- 1.5 : MODELS OF COMMUNICATION

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M.A (JMC) Part-I (Sem – I & II) Distance Education
2023-24 & 2024-25 SESSIONS
M.A (JOURNALISM AND MASS COMMUNICATION) PART-I
(SEMESTER I & II)
2023-24 & 2024-25 SESSIONS
PAPER-I : INTRODUCTION TO MASS COMMUNICATION
SUBJECT CODE -JMCM1101T

Max. Marks : 100

Pass Marks : 40

Time allowed : 3 Hours

Theory : 70 Marks

Internal Assessment : 30 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 12 marks each. Section C will consist of 11 short-answer type questions which will cover the entire syllabus uniformly and will carry 22 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

SECTION-A

Communication Process: Definitions, Dimensions and Components; Communication and Language; Uses and Functions of Language; Functions of Communication; Communication and Information; Four Levels of Communication: Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication; Verbal and Non-Verbal Communication: Functions and Categories; Intrapersonal Communication: Self and Self-Concept; Interpersonal Communication: Buber's Theory of Interpersonal Relationships; Stages in Interpersonal Relationships; Barriers to Effective Communication; Aristotle's Model of Communication and Rhetorical Triangle; Harold D Lasswell's Communication Theory (1948); Osgood and Schramm Model of Communication (1954); Shannon and Weaver's Model (1949); Gerbner's Model (1956); Theodore M Newcomb Model (1953); Westley and Maclean's Model (1957).

SECTION-B

"Mass" concept and Emergence of Mass Society Theory ; Mass Communication: Meaning and Functions; Theories of Direct and Indirect Influences: Hypodermic Needle Approach or Bullet Theory, Katz and Lazarsfeld's Two-step flow Theory and Multi- step flow Theory of Communication; Uses and Gratification Theory; Media System Dependency Theory by Ball-Rokeach and Defleur; Leon Festinger 's Cognitive Dissonance Theory; Concepts of Selective Exposure, Selective Perception and Selective Retention; Elisabeth Noelle-Neumann's Spiral of Silence Theory; George Gerbner's Cultivation Theory; Agenda Setting Theory by Max McCombs and Donald Shaw; Uses and Gratification Theory by Jay Blumler and Elihu Katz ; Walter Lippmann's Theory of Public Opinion ;Four Theories of the Press or Normative Theories: Authoritarian Theory, Libertarian or Free Press Theory, Social Responsibility Theory and Soviet Communist Theory ,Democratic Participant Theory or Democratization Theory.

M.A (JMC) Part-I (Sem – I & II) Distance Education
2023-24 & 2024-25 SESSIONS
SUGGESTED READINGS

1. *Mass Communication Theory* by Denis McQuail, SAGE Publications.
2. *Communication Models* by Denis McQuail, Longman Publications.
3. *Introduction to Mass Communication* by William Francois, Tata McGraw Hill Publication.
4. *The Basic of Communication Research* by Leslie A. Baxter and Earl Babbie, Thomas
5. *Understanding Mass Communication* by DeFleur Dennis, Houghton Mifflin Company.
6. *Mass Communication Theory & Practice* by Dennis Stanley, Maffield Publishing Company.
7. *The Dynamics of Mass Communication* by Joseph R. Dominick, Mc graw Hill Boston.
8. *An Introduction to Communication Studies* by Sheila Steinberg, Juta.
9. *Introduction to Communication Studies* by John Fiske, Routledge.
10. *Introduction to Communication Theory* by Martin S. Roden, Pergamon Press.
11. *Handbook of Journalism and Mass Communication* by VirBala Aggarwal.
12. *Mass Communication in India* by Keval J. Kumar, Jaico Publishing House.
13. *Mass Communication: Living in a Media World* by Ralph E. Hanson, Sage Publications.
14. *Mass Communication Theory & Practice* by Dennis K. Davis & Stanley J. Baran, Maffield Publishing Company.

INTRODUCTION TO MASS COMMUNICATION

LESSON NO. 1.1

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Converted in SLM by Dr. Alka Bansal

Last updated May, 2023

COMMUNICATION PROCESS

1.1.1 Objectives

1.1.2 Introduction

1.1.3 Communication

- 1.1.3.1 Definition of communication
- 1.1.3.2 Dimensions of communication process
- 1.1.3.3 Components of communication process
- 1.1.3.4 Language and Communication
- 1.1.3.5 Uses and Functions of Language

1.1.4 Summary

1.1.5 Key Terms

1.1.6 Long Questions

1.1.7 Short Questions

1.1.8 Suggested Readings

1.1.1 Objectives

- To understand how the communication process is been carried out.
- To understand the various types of communication.
- To understand the functions of language and communication

1.1.2 Introduction

Communication is a message. This message must be conveyed through some medium to the recipient. It is essential that this message must be understood by the recipient in the same terms as intended by the sender. He must respond within a time frame. Thus, Communication is a two-way process and is incomplete without feedback from the recipient to the sender on how well he understands the message.

1.1.3 Communication

Communication is the process of sharing, participating and exchanging ideas, thoughts and experiences among people.

1.1.3.1 DEFINITION OF COMMUNICATION

Though humans have been communicating since its inception but the invent of the words gave it more power. The word communication has been derived from the word 'communis' that means to participate, to share and to make common. In layman language it is exchange of ideas and thoughts between two or more people.

Communication is a message. This message must be conveyed through some medium to the recipient. It is essential that this message must be understood by the recipient in the same terms as intended by the sender. He must respond within a time frame. Thus, Communication is a two-way process and is incomplete without feedback from the recipient to the sender on how well he understands the message. "The process of creating meaning between two or more people through the expression and interpretation of messages" (Cleary, 2008, p.xii). Some of the definitions given by renowned authors are:

1. Keith Davis defines communication as a process of passing information and understanding from one person to another.
2. John Adair: Communication is essentially the ability of one person to make contact with another and make himself or herself understood.
3. William Newman and Charles Summer: Communication is an exchange of ideas, facts, opinions or emotions of two or more persons.
4. Louis Allen: Communication is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.
5. Peter Little: Communication is a process by which information is transmitted between individuals and / or organizations so that an understanding response results.

6. Murphy, Hildebrandt, Thomas: Communication is a process of transmitting and receiving verbal and non-verbal messages. It is considered effective when it achieves the desired response or reaction from the receiver.

A channel of Communication should also be selected, which tells how the message is delivered. Channels of Communication comprises of speaking, writing, video, audio, emails, text messages and faxes, and it even includes nonverbal Communication such as body language.

Another one is the receiver who should be able to decode the message, which means mentally able to process the message into understanding. If one cannot decipher, the message fails. For example, sending a message in a foreign language that is not understood by the receiver will result in decoding failure.

Sometimes, a receiver will give the sender feedback, which is a message sent by the receiver back to the sender.

Some of the definitions of Communication Process are

1. "Robert Kreitner defined, *"Communication process is a chain made up of identifiable links. The chain includes sender, encoding, message, receiver, decoding, and feedback."*
2. In the opinion of S. K. Kapur, *"The communication process is the method by which the sender transfers information and understanding to the receiver."*
3. According to Bovee, Thill and Schatzman, *"The communication process consists of six phases linking sender and receiver."*
4. C. B. Mamoria has pointed out the parts of communication process by saying, *"That communication process model is making up of seven steps or parts: a. the communication b. Encoding c. The message and the medium or channel, d. reception by the receiver e. decoding f. Action and g. feedback."*

The communication process is the steps we take in order to successfully communicate. Components of the communication process include a sender, encoding of a message, selecting of a channel of communication, receipt of the message by the receiver and decoding of the message. The Communication is a two-way process wherein the message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more persons with the intent of creating a shared understanding.

1.1.3.2 DIMENSIONS OF COMMUNICATION PROCESS

1st Dimension

These are phone conversations. We can communicate with each other but can only utilize verbal and para-verbal phrases. (Verbal cues are what words we speak, the formal tone in which we speak, the organization of our thoughts, etc. Para-verbal signals are how we sound when we speak, such as our speed, what words we emphasize, our volume, etc.)



2nd Dimension

These are video conferences. We can communicate with each other and, because we can see each other, we can use the advantage of the use of non-verbal communication suggestions. (Nonverbal ideas are how we look when we are communicating with other people.)



3rd Dimension

These are audiovisual conferences with presentation techniques added to them. We can see, hear and communicate with the presenter and we can see what he/she is presenting to us in the form of a PowerPoint presentation, a chart or visual of some sort, his/her notes on a whiteboard, etc. The interchange between the individuals is bidirectional, but the information the speaker is sharing is only one-way.



4th Dimension

These are audiovisual conferences with collaboration techniques connected to them. We can see, hear and communicate with the presenter, and we can edit, add, and collaborate with them on a document, drawing, presentation, notes, etc. Both the interchange between the individuals and the information they are sharing online is two-way.



Self Check Exercise

Explain with examples four dimensions of communication process.

1.1.3.3 COMPONENTS OF COMMUNICATION PROCESS

The main parts of the communication process are given as follows:

1. **Context** - Communication is generally affected by the context in which it occurs. This context may be physical, social, chronological or cultural. Every Communication begins with context. The sender selects the message to communicate within a context.
2. **Sender / Encoder** - Sender / Encoder is a person who sends the message. A sender utilizes the symbols (words or graphics or visual aids) to transfer the message and generate the necessary response. For instance - a training manager supervising training for the new batch of employees. A sender may be a person or a group or an organization. The visuals, background, point of view, skills, capabilities, and expertise of the sender have a significant impact on the message. The verbal and non-verbal symbols selected are essential in

determining the interpretation of the message by the recipient in the same terms as sent by the sender.

3. **Message** - Message is a crucial plan or an idea that the sender wants to transfer to the receiver. It is a signal that induces the response of the recipient. The communication process starts with deciding about the message, which is to be conveyed. It should be confirmed that the main objective of the message is understandable.

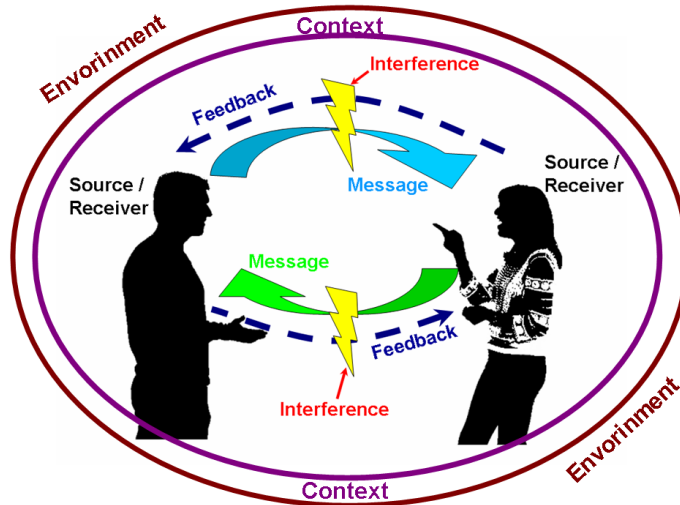
4. **Medium** - Medium is a way which provides the path to exchange/transmit the message. The sender must select a suitable medium for communicating the message else the message might not be conveyed to the desired recipients. The choice of an appropriate medium of transmission is essential for designing the message effectively and correctly converted by the recipient. This selection of communication medium differs depending upon the features of Communication. For instance - the Written medium is selected when a message has to be transmitted to a less group of people, while an oral medium is selected when quick feedback is necessary from the recipient as confusions are sorted out then and there.

5. **Recipient / Decoder** - Recipient or the Decoder is an individual for whom the message is created/aimed/ targeted. The extent to which the decoder understands the message is dependent upon various factors such as knowledge of the recipient, their responsiveness to the message, and the reliance of encoder on the decoder.

6. **Feedback** - Feedback is the main element of the communication process as it allows the sender to scrutinize the usefulness of the message. It assists the sender in confirming the correct interpretation of the message by the decoder. Feedback may be verbal (through words) or non-verbal (in the form of smiles, sighs, etc.). It may take written form also in the form of memos, reports, etc.

7. **Environment** - the environment is the physical place in which the communication process happens. Better environment helps the communication and the information inflow and outflow smooth and fast.

8. **Interference** - It is the hindrance or the obstacles that are faced by the receiver and the sender while communicating with each other. Interference can also be of several types such as weak signal, language barriers, cultural differences, decoding issues, etc.



1.1.3.4 LANGUAGE AND COMMUNICATION

For the communication area, language can be perceived as an organized system of symbols utilized for building and communicating meaning. Language includes the significant disposition of sounds into words according to rules for their combination and appropriate usage. James Bradac (1999, p. 12) explained the various concepts of language when he noted three ways of defining it:

Language1: "[The] communicative agency[... that] allows speakers to accomplish routinized purposes (e.g., exchange greetings) and other purposes that are completely novel. It is highly flexible and adaptable."

Language2: "[The] biologically based, the hierarchical system studied by linguists. It has multiple levels, each complexly structured and interrelated with the others. The structures at each level can be represented by construction rules [... and] constitute part of the tacit knowledge of speakers."

Language3: "[A] collection of verbal features that are often influenced or even determined by environmental, physical, or psychological variables that are not under the conscious control of speakers."

1.1.3.5 USES AND FUNCTIONS OF LANGUAGE

Language is an essential technique or tool of Communication invented by human civilization. Language helps people share their thoughts and understand others. It's challenging to overvalue the importance of language for

our lives. There are five essential functions of language, which are informational function, aesthetic function, expressive, phatic, and directive functions. Any language is determined by several factors, such as social background, attitudes and origin of people. Language is always related to the situation it is used within. Every person has a specific social background, and this is what determines 'one's language.

We are going to take into consideration different functions of language, and the connection of it to social situations since language is connected to the type of social organization. As mentioned above, language is used in every part of our lives, and it's the most critical fragment of Communication. Every sentence has a vital function. It may state a simple sentence or a question. It also may be just an exclamation. If we want to know something, we phrase a sentence in the form of a problem. In another case, if we're going to share information or emotions, we choose a statement structure.

- **The informational function:** this can be considered most important as it helps deliver messages, describe things, and give listener new information. The message is a series of words that explains this function best. The informational function is also related to such terms as a truth and a value.

- The next function of language is an **expressive function**. There is a need for such function every time there is a need to express the feelings. Some words are used to express attitudes and feelings, which 'don't deliver any particular information. Prominent examples of such words swear words and various other exclamations. This function of language does not deliver a message, but this function of language expresses feelings and impressions. Due to the expressive function of language, people can comprehend the personality of a speaker and his or her emotions.

- **The directive function** of language is utilized to initiate a particular action or reaction. The example of a directive function is a command. Another easy example of this function is a request. There are useful and incidental definitions of a phrase that are more vital than a general meaning, which makes this function somewhat similar to the expressive function. The directive function is a function of social control and interpersonal interaction. Another feature of this function is that the reaction of a listener is even more critical than a thought expressed by a speaker as this reaction determines whether such a phrase achieved the target or not.

- Another function of language is an **aesthetic function**. According to Leech (1974), this function doesn't include any specific purpose. Here words and sentences are taken into consideration as linguistic artefacts. This function serves neither as a request nor as a message. The aesthetic function helps people use words as a tool of dramatic art, and as sure signs. Here the lovely of chosen words and phrases are more important than the use of this information. According to Jakobson (1933), who studied this function of language more than anyone else, the aesthetic function depends not only on the structure but on cultural norms as well. He also gives an example of such influence, comparing poems of Karel Macha, and diaries, as examples of aesthetic functions applied by different generations.
- The fifth function of language is **the phatic function**. The only motive of such a function is to preserve social relationships, and to begin, or carry with the conversation. A well-known example from British culture is a small conversation about the weather. Such a kind of conversation doesn't provide with any necessary information. The real reason for such talk is not the interest, but merely the desire to talk. Of course, such conversations may also contain some interesting information, but 'it's not necessary.

1.1.4 Summary

The communication process is the steps we take in order to successfully communicate. Components of the communication process include a sender, encoding of a message, selecting of a channel of communication, receipt of the message by the receiver and decoding of the message. The Communication is a two-way process wherein the message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more persons with the intent of creating a shared understanding.

1.1.5 Key Terms

- Context
- Encoder
- Interference
- Language

1.1.6 Long Questions

1. “Communication process is a chain made up of identifiable links. The chain includes sender, encoding, message, receiver, decoding, and feedback.” Explain with diagram.
2. Explain in detail the various components of Communication Process.
3. There are four vital dimensions of communication process. Name them and explain.
4. In communication language plays a vital role. Give the various functions or uses of language in communication process.

1.1.7 Short Questions

Write short notes on

- Sender
- Medium
- Feedback
- Message

1.1.8 Suggested Readings

- Handbook of Journalism and Mass Communication by Vir Bala Aggarwal and V.S. Gupta, Concept Publishing House, New Delhi.
- Mass Communication by John R. Bittner, Allyn & Bacon Publishers.
- Mass Communication in India by Kewal J. Kumar, Jaico Publishing House.

INTRODUCTION TO MASS COMMUNICATION

LESSON NO. 1.2

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Converted in SLM by Dr. Alka Bansal

Last updated May, 2023

TYPES OF COMMUNICATION

1.2.1 Objectives

1.2.2 Introduction

1.2.3 Communication

- 1.2.3.1 Functions of Communication
- 1.2.3.2 Communication and Information
- 1.2.3.3 Four levels of Communication
- 1.2.3.4 Techniques for Effective Communication

1.2.4 Summary

1.2.5 Key Terms

1.2.6 Long Questions

1.2.7 Short Questions

1.2.8 Suggested Readings

1.2.1 Objectives

- To understand how the communication process is been carried out.
- To understand the various types of communication.
- To understand the functions of language and communication

1.2.2 Introduction

In any group or an organization, communication performs many functions, such as informing, generating awareness, educating, persuading, motivating and entertaining.

1.2.3 Communication

Communication is the act of imparting or exchanging of information from one place, person or group to another by speaking, writing or through any other medium.

1.2.3.1 Functions of Communication

The functions of communication in an organization are mainly to inform, persuade, and motivate which are discussed in the writing further. It is vital that the communication between top management and the employees be effective to maintain better work culture and to achieve excellent job performance.

Sharing of Information

Communication plays an important role in dissemination of information in any form of human activity. Information is the key to progress in any organization as well. Business Communication is communication that aims at promoting a product, service, marketing, or organization. It also relays information within a business, or functions as an official statement from a company. The primary objective of communication in management is to convey information—instructions, policies, procedures, decisions, etc., so the listeners or employees will hear, read, understand what is said, agree and accept the message, and react or respond as intended by the manager or sender of the communication. All in all, it can be said that with the flow of information in a streamlined manner, members of any group can thrive and grow together.

Persuasion

Another important function of communication is to persuade or influence individuals towards something intended. It may be to influence us towards a new idea, innovation, or a product and then to persuade us to buy them. The manager makes sure to influence or persuade the employee or the customer in such a manner that helps maintain favourable relationships. The industrial and corporate houses and advertising agencies, while taking messages of new products to potential consumers have amply exploited this function. Various forms of mass communication media are used for this purpose.

Motivation

A motivated individual plays an active role in any group or an organisation. Communication generates motivation by encouraging employees to use their full potential, by telling them what they must do, how well they are doing it, how they can improve in their weak areas. Communication aimed in right direction motivates individuals to achieve their goals. Sharing success stories of those who have overcome all odds to achieve their goals can help in this direction. The formation of specific time bound goals, feedback on progress toward the goals and reward for intended behaviour all stimulate motivation and require communication at each step.

Socialization and Networking

Taking into consideration the well being of any group of people, an organisation or society as a whole, it is vital that we are exposed to different viewpoints so that we understand and appreciate the need for diversity of views and plurality of ideas. Communication serves this vital function which creates a sort of oneness in the society by exposing various social groups to different views. The need to share the feelings, hopes, dreams, aspirations and expectations of individuals or groups in a social system is what makes us thrive together as human beings. Without this function of communication, human beings would find it quite tough to survive together with their individual differences.

Training and Upskilling of Employees

Training of employees and enhancing their skillset is an ongoing process in any organisation. The degree of learning depends not only on the content of training but also on how effectively the information and skills are shared. As we are aware that sharing of knowledge can be achieved through interaction between learners and peers, hence effective communication results in effective training and teaching.

Preservation and Transmission of Culture

Culture is a set of norms, values, beliefs and principles shared among people in a group or an organisation. Communication has an important function of preserving and transmission of culture and heritage of any group or organization. Through communication, seniors share the culture and values with the juniors. In this way the preservation happens through proper transmission. For example, in any organisation, the transmission of values from top management to bottom takes place through internal communications, newsletters, town halls and through written emails as well. In the modern world, different mass communication media have taken up this function. We can say that effective communication is vital for the preservation and transmission of culture in a group or an organization which helps them thrive and grow.

Taking all of the above points into consideration, we can say that the functions played by communication are imperative for any group or an organisation. Hence, with proper communication it can certainly be ensured that individuals within any group or organisation, in the society, live harmoniously with each other.

Other Important Functions**i) Information function**

The essential need for adapting and adjusting oneself to the environment is information. There is some information about what is going on in the environment which concerns the people. The receiving or delivering of any piece

of information underlines all communication functions, either directly or indirectly.

ii) **Command or instructive function**

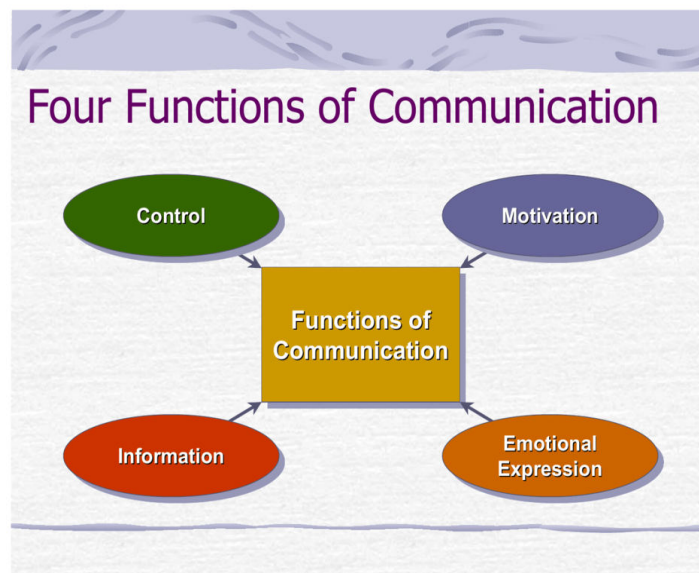
Those who are hierarchically superior in the organization, often initiate Communication either to inform their subordinates or to tell them, what to do, how to do when to do etc. The command and instructive functions of Communication are more observable in formal organizations than in informal organizations.

iii) **Influence or persuasive function**

According to Berlo (1960), the sole purpose of Communication is to influence people. The persuasive function of Communication, i.e. to induce people, is essential for extension in changing their behavior in the desired direction.

iv) **Integrative function**

A significant role of Communication is integration or of continuously offsetting any disintegration at the interpersonal or at the organizational level. This helps in maintaining individual, societal or organizational stability and identity.



1.2.3.2 Communication and Information

Communication is the act of imparting or exchanging of information from one place, person or group to another by speaking, writing or through any other medium. While Information can be defined as facts provided or learned about something or someone. It can also be defined as the idea that is conveyed or represented by a particular arrangement or sequence of things. So, these two terms are different but are interlinked to each other in such a manner that the process of communication takes place to transfer information from the source to the destination.

In the days gone by, most communication happened through traditional sources of media like the print media, radio or television. Though the sources through which information flowed to the masses were limited but these media had a credibility of their own. These traditional media shouldered the responsibility of transferring the information to the masses in an authentic manner. They made sure that right amount of information reached the audiences in the right manner.

The scenario these days is quite different mainly due to the advent of new media. Internet is flooded with a large number of sources such that masses have no limit to the plethora of information they are exposed to. Apart from digital newspapers and websites, social media platforms play a big role in movement of information from one place to another. This leads to a situation where credibility of information is compromised to a large extent. The problem with social media is that anyone can share any sort of information with the entire world in one go and there is no one to monitor the authenticity of the source. This creates chaos in the society which surely leads to spreading of rumours and in some cases creates a sense of hatred amongst the people. Despite the fact that the ease of flow of information has led to some benefits but the issue of credibility is a challenge that needs to be taken care of.

All in all, Communication and Information Sector strives to **foster freedom of expression, media development, access to information and knowledge**, also to promote the free flow of ideas by word and image.

1.2.3.3 FOUR LEVELS OF COMMUNICATION

A) On basis of Relationship

1. Formal Communication

- Interpersonal
- Group
- Mass Communication

2. Informal Communication

Formal Communication

In Open Communication, specific rules, conventions and principles are followed while communicating a message. Formal Communication occurs in

a formal and official style. Usually, professional settings, corporate meetings, conferences undergo formal pattern. During formal Communication, use of slang and foul language is avoided and correct pronunciation is required. Authority lines are needed to be followed in formal Communication.



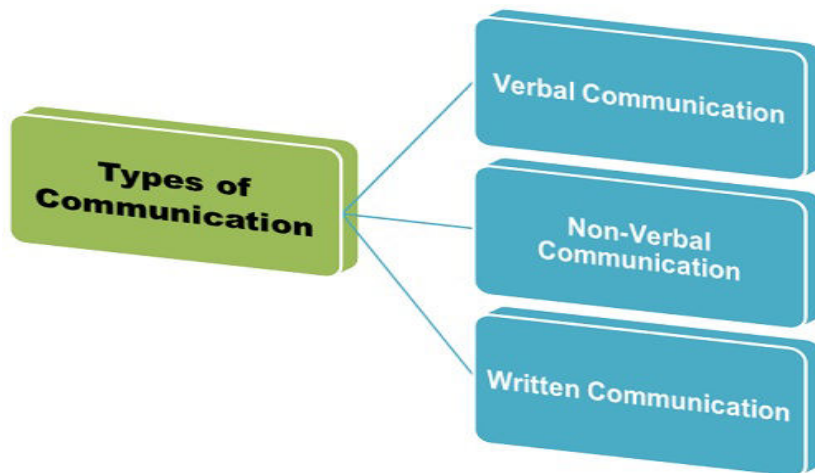
Informal Communication

Informal Communication is processed using mediums that are in contrast with formal communication channels. It's just a casual talk. It is established for societal affiliations of members in an organization and face-to-face discussions. Usually, Informal Communication is done orally and using gestures. Informal Communication, unlike formal Communication, doesn't follow authority lines. In an organization, it helps in finding out staff grievances as people express more when talking informally. Informal

Communication helps in building relationships.



People communicate with each other in several mediums that depend upon the message and its content in which it is being delivered. Selection of communication channel and the style of communicating also affect Communication. So, the various type of communication can be studied under the following categories:



Self Check Exercise

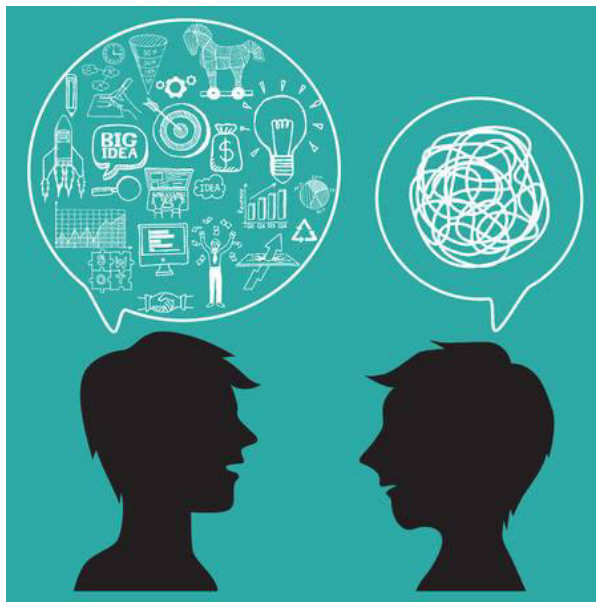
Give some examples of formal and informal communication from your daily life.

B) On basis of means

- a) Verbal/Oral Communication
- b) Written Communication
- c) Non verbal (Gestures) Communication

a) Verbal Communication

Verbal Communication refers to the type of Communication in which message is transmitted verbally; Communication is done by word of mouth or through a piece of writing. The purpose of every Communication is to make people understand what the message is trying to convey. In verbal Communication, there is an acronym KISS, which means keep it short and straightforward.



When people talk to each other, they assume that others understand what they are trying to say. But this is not the case. Usually, people carry their attitude, perception, emotions and thoughts about the topic and hence create an obstacle in delivering the correct meaning. So to deliver the right message, one must put himself/herself on the other side of the table and think from your 'receiver's point of view. Would he understand the message? How would it sound on the other side of the table? Verbal Communication is further segmented into:

Advantages

1. It brings quick feedback.
2. In a face-to-face conversation, by detecting the facial expression and body language, one can guess whether he/she should rely on 'what's being said or not.

Disadvantage 1. In face-to-face discussion, the user is unable to ponder on what he is delivering deeply, so this can be counted as a disadvantage.

b) Written Communication

In written Communication, written signs or symbols are utilized for communicating. A written message may be printed or handwritten. In written communication message can be delivered through email, letter, report, memo etc. The message, in written Communication, is governed by the vocabulary & grammar used, writing style, precision and clarity of the language used. Written Communication is the most common type of Communication being used in business. So, it is considered vital among business skills and ability. Memos, reports, bulletins, job descriptions, employee manuals and electronic mail are the forms of written Communication used for internal Communication. For communicating with the external environment written message, electronic mail, Internet Web sites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases are used.

Advantages

1. Messages can be edited and revised much time before it is sent.
2. Written Communication provides a record for every message sent and can be saved for later study.
3. A written message enables the receiver to understand it and send appropriate feedback fully.

Disadvantages

1. Unlike oral Communication, Written Communication doesn't bring quick feedback.
2. It takes more duration in composing a written message as compared to word-of-mouth. And several people struggle for excellent writing skills.

c) Non-verbal Communication

Non-verbal Communication is the process of delivering or receiving written messages. It can be said that Communication except oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called non-verbal Communication. Non-verbal Communication is all about the body language of the speaker. Non-verbal Communication assists the receiver in understanding and converting the message received. Often, non-verbal signals reflect the situation more accurately than verbal messages. Sometimes nonverbal response contradicts verbal Communication and hence affects the effectiveness of the message. Non-verbal Communication has the following three elements: The appearance that includes the speaker and the body language. The sounds that include speech, tone, etc. The physical environment where the communication takes place.

C) On Basis of Direction

- a) Upward Communication
- b) Downward Communication
- c) Horizontal Communication
- d) Vertical Communication

Upward Communication

Communication is a very important part of business environment. Managers must be able to communicate with employees and employees must be able to communicate with managers in order to have a profitable business. Upward communication is the flow of information from front line employees to managers, supervisors, and directors. Upward Communication is the process of information flowing from the lower levels of a hierarchy to the upper levels. This type of communication is becoming more popular in organizations as traditional forms of **communication** are

becoming

less

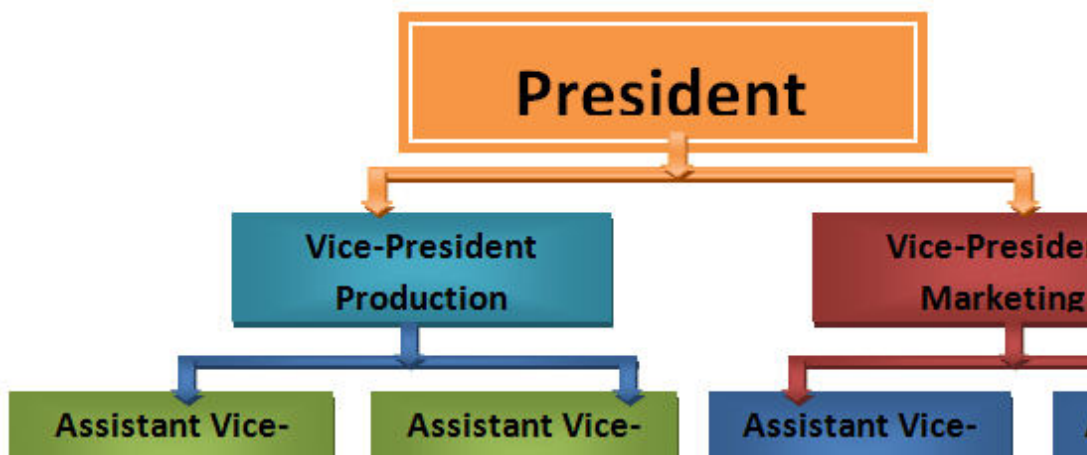
popular



Figure: the flow of Upward Communication

Downward Communication

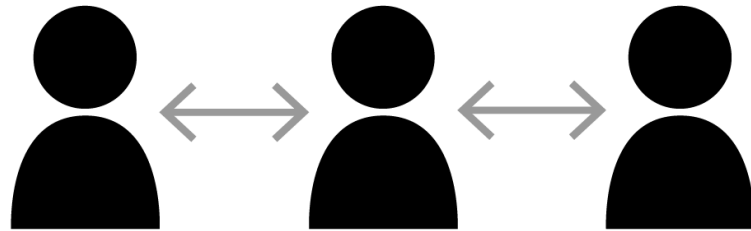
Downward communication occurs when information and messages flow down through an organization's formal chain of command or hierarchical structure. In other words, messages and orders start at the upper levels of the organizational hierarchy and move down toward the bottom levels. Responses to downward communications move up along the same path. Downward communication is the flow of information and messages from a higher level inside an organization to a lower one. Effective downward communication is crucial to an organization's success.



Horizontal Communication

Horizontal communication is the transmission of information between people, divisions, departments or units within the same level of

organizational hierarchy. You can distinguish it from vertical communication, which is the transmission of information between different levels of the organizational hierarchy. Horizontal communication is often referred to as 'lateral communication'. It decreases misunderstanding between departments working on the same project, thereby increasing efficiency and productivity. It may result in better implementation of top-level decisions because employees on lower levels are permitted to coordinate directly with each other in the implementation of the decision made at the top. Horizontal communication facilitates teamwork if a project requires tasks from different people or departments. It may also increase job satisfaction and motivation by creating more employee empowerment in communication.



Vertical Communication

Vertical communication is the communication where information or messages flows between or among the subordinates and superiors of the organizational. Some important definitions of vertical communications are given below:

According to Stoner and his associates, “Vertical communication consists of communication up and down the organization’s chain of command.”

According to Bovee and his associates, “Vertical communication is a flow of information up and down the organization’s hierarchy.”

According to Ricky W. Griffin, “Vertical communication is the communication that flows both up and down the organization, along formal reporting lines.”

Self Check Exercise

Give example of upward and downward communication from your organization.

1.2.3.4 Techniques for effective communication

1. **Eye contact** Eye contact with the speaker helps them know that they have your attention and you are listening to what they have to say.

2. **Use people's names when speaking to them** Using your group members' names when speaking to them helps to build rapport and reinforces a sense of belonging.

3. **Address group interaction issues or concerns early** Be aware of what is going on around you. How are group members interacting and how have members reacted to group conversation? If you notice anything concerning, address it – reach out to the group member during a break or after the meeting or speak with your group facilitator if appropriate.

4. **One person speaks at a time** Remind group members that only one person speaks at a time. You can use tools like a 'talking stick' to help facilitate this. Incorporating this expectation in to your group agreement means that if a group member interrupts persistently you can refer back to the group agreement.

5. **Keep conversations on a personal and feeling level** When talking about feelings encourage people to use 'I' statements rather than 'you' and 'we' statements. Using 'I' statements gives the speaker ownership of their thoughts and feelings.

6. **Think about your body language** Helpful non-verbal communication techniques include affirmative movements such as nodding your head or smiling, leaning slightly forward in your chair and uncrossing your arms. These all indicate you are actively listening to the speaker.

7. **Be aware of what you contribute to the group** Think about what you bring to the group. Do you share your ideas and contribute to group discussions? Do you give others the space to speak or do you tend to dominate conversation? Take some time to reflect on how you are contributing to the group.

1.1.4 Summary

Taking all of the above points into consideration, we can say that the functions played by communication are imperative for any group or an organisation. Hence, with proper communication it can certainly be ensured that individuals within any group or organisation, in the society, live harmoniously with each other.

1.1.5 Key Terms

Verbal Communication
Downward Communication
Horizontal Communication
Written Communication

1.1.6 Long Questions

1. What are the critical techniques used for an effective communication.
2. Explain the various types of communication. Give examples wherever needed.

1.1.7 Short Questions

1. Explain advantages of written communication.
2. Give two examples of downward communication

1.1.8 Suggested Readings

- Fundamentals of communication by Jenson.
- Introduction to Journalism and Mass Communication by J.C. Chaudhary, Authors Press, Delhi.
- Characteristics of Mass media by Naval Prabhakar and Narendra Basu, Commonwealth Publishers, New Delhi.
- Principles and Functions of Mass Communication by Dr. Jan R Hakemulder, Dr. Fay AC de Jonge and P.P.Singh, Anmol Publications Pvt. Ltd., New Delhi.
- Handbook of Journalism and Mass Communication by Vir Bala Aggarwal and V.S. Gupta, Concept Publishing House, New Delhi.
- Mass Communication by John R. Bittner, Allyn & Bacon Publishers.

INTRODUCTION TO MASS COMMUNICATION

LESSON NO. 1.3

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Last updated May, 2023

Four Levels of Communication

1.3.1 Objectives

1.3.2 Introduction

1.3.3 Levels of Communication

- 1.3.3.1 Intrapersonal Communication
- 1.3.3.2 Interpersonal Communication
- 1.3.3.3 Group Communication
- 1.3.3.4 Public Communication
- 1.3.3.5 Mass Communication
- 1.3.3.6 Power of Mass Media
- 1.3.3.7 Audience of Mass Communication
- 1.3.3.8 Frame of reference
- 1.3.3.9 Pyramid of Communication Networks
- 1.3.3.10 Culture and Society

1.3.4 Summary

1.3.5 Key Terms

1.3.6 Long Questions

1.3.7 Short Questions

1.3.8 Suggested Readings

1.3.1 Objectives

- To understand Intrapersonal Communication, Interpersonal Communication, Group Communication, Public Communication and Mass Communication.
- To know about the audiences of mass media and their categories.
- To know about the various levels of Pyramid of communication.

1.3.2 Introduction

This chapter introduces students with the various levels at which communication may take place.

1.3.3 Levels of Communication

The following section is about how communication takes place at various levels which could include intrapersonal, interpersonal, group, public and mass.

1.3.3.1 INTRAPERSONAL COMMUNICATION

Intrapersonal communication refers to communication within oneself.

“Intrapersonal communication is a way by which the communicator shares the thoughts and ideas internally. Intrapersonal communication is beneficial to imagine intrapersonal thoughts and concepts occurring in the mind of the person in a model which contains a sender, receiver, and feedback loop.”

It may include self talk, act of imagination and visualization, introspection, recall and memorizing. Some of the apt examples of intrapersonal communication are Meditation, Thinking about your response to an argument and Introspection.

1.3.3.2 INTERPERSONAL COMMUNICATION

“Interpersonal communication is the process of interchange of information, ideas, feelings and meaning between two or more people through verbal and non-verbal methods.”

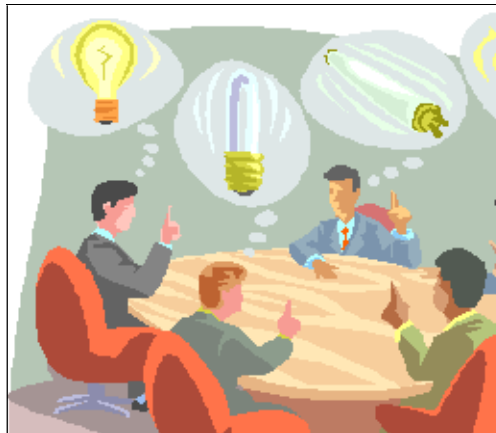
It often includes the face-to-face exchange of messages, which may take the form of a specific tone of voice, facial expressions, body language, and gestures. The effectiveness of interpersonal communication skills can be evaluated through the feedback received from the receiver and his understanding of the message. This kind of communication can range from relatively impersonal to highly personal. The interpersonal communication can be studied under two main categories i.e. Verbal/Non-verbal communication and Written communication.

1.3.3.3 GROUP COMMUNICATION

“Group communication is an addition of interpersonal communication where more than two people are involved in the interchange of ideas, skills, and interests.” A group is created with several individuals with the same objectives who communicate with one another to fulfill their goals, recognize each

another's existence, and view themselves as part of the group. Groups provide a chance for people to come in collaboration to discuss and exchange ideas and thoughts of common interest. There could be various groups for different reasons. For example, casually formed groups with friends over a coffee break, games, dances or religious gatherings have a dissimilar purpose than that of groups addressing a meeting or seminar to help meet the sales target or communicating with committee members to construct a proposal. Generally there are **four types of groups**:

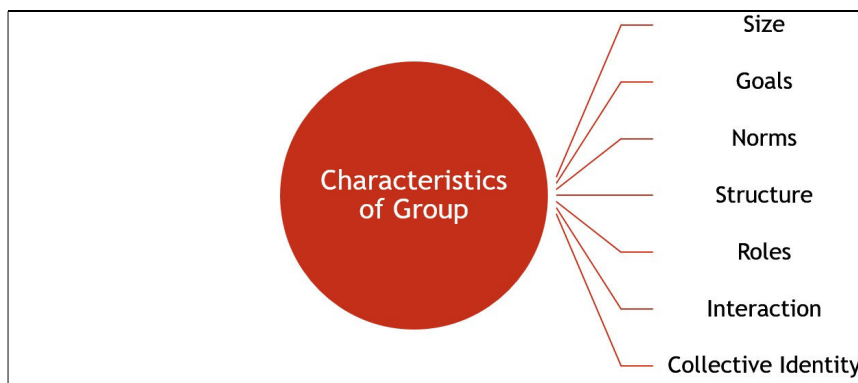
- a) Open group that anyone can join and be a part of.
- b) Closed group that comprises of restricted members.
- c) Peer to peer group is the one where everyone has equal status
- d) Hierarchical group i.e. where one or two members are distinguished from the rest.



Characteristics of Group Communication

- 1) **Size:** Forming a group it is needed that at least two or more members are part of the group. In practice, the number of group members varies from 15 to 20. The more the members in the group, the more difficult it is to manage.
- 2) **Goals:** Every group has specific goals that are the reasons for its existence. These goals may bring the group closer or may create tensions.

- 3) **Norms:** A group has specific rules for interacting with the group members, and these are known as norms.
- 4) **Structure:** Group has a structure based on the roles and positions held by the members.
- 5) **Roles:** Every member of a group has specific roles and responsibilities, which are assigned by the group leader.
- 6) **Interaction:** The interaction between the group members can happen in many ways, i.e., face to face, telephonic, in writing, or any other medium.
- 7) **Collective Identity:** A group is an aggregation of individuals, which are separately called as members, and collectively called as a group.



Advantages of Group Communication

- 1) **Increased Output:** The first and most important advantage of group work is that it uplifts total productivity. Members can use the best skills they possess to ensure quality output. Utilizing these skills makes sure there is no compromise on the level of productivity while working in a group.
- 2) **More Resource:** The more members there are in a group, the more resources it will have at the end of the day. This means the group can meet more terms with these resources. As the number of people increases, the overall skills of the team also increase. Along with these skills, the experience of each new member adds to the various abilities the group possesses.
- 3) **Reliability:** Projects are more secure with teams than with an individual. If some members are not present or not coming to work, the rest of the members

can still finish the project. Groups can grow more options with collaborative thinking. Also, discussion assures that the low-quality options/suggestions are ignored at the beginning.

4) Unbiased Execution: When people work alone, they are automatically biased towards someone or something in the organization. However, when people work in a group, they tend to reduce that bias considerably. While working in a group, people need to tell everyone why they are taking a particular decision. Once members discuss a specific decision with the group, their approval is essential so that members can go ahead with the execution.

Disadvantages of Group communication are

- a) Time-consuming: Often the group discussions are time consuming as every member has a point of view to be discussed.
- b) Often ineffective, especially in serious situations.

Self Check Exercise

Explain types of groups formed under group communication.

1.3.3.4 PUBLIC COMMUNICATION

Public communication occurs when people and group engage in a dialogue in a public sphere in order to deliver messages to the specific audience. Means of public communications evolved with the incoming of technology and ways of communications. Likewise, public opinions, policies, and ideas came up as society's attitudes, and the opinions changed. Public speaking, newspaper editorials and billboards are few examples of public communication. Various types of public communication speeches are:

- **Speaking to entertain:** Public is often addressed to entertain during live concerts and film promotions.
- **Speaking to inform:** When politicians go out in public to make speeches during elections and inform public about their programs and policies.
- **Speaking to persuade:** Advertisements being telecasted to persuade public to buy products.



1.3.3.5 MASS COMMUNICATION

“Mass communication is the broadcast of an unanswerable voice to a broad audience. In contrast to public communication, mass communication do not involve an exchange of ideas, but is, preferably, sending and receiving the messages. The people of a mass society may neglect or disagree with the mass message transferred, but there is still uniformity and universality of the news delivered and received”.

Mass communication is the study of how individuals transfer their information via mass media to large parts of the population at the same time with fast speed. In other words, mass communication refers to delivering and receiving information on a large scale to a wide range of people.

Mass communication is a process in which an individual, group of people or an organization delivers a message through a channel of communication to a large group of anonymous and heterogeneous people and organizations.

Channels of communication include broadcast television, radio, social media and print. The sender of the message is usually a professional communicator that generally represents an organization. Mass communication is an expensive process. Unlike interpersonal communication, feedback for mass communication is generally slow and indirect.



1.3.3.6 POWER OF MASS MEDIA

In general, "media" refers to the tools of mass communication. Media today consists of television, the Internet, cinema, newspapers, radio, magazines, direct mail, fax and the telephone. Images are handy in media to help get across messages effectively.

Media images are ubiquitous in modern society. People know this because when they go almost anywhere, for example, drive on the roads, people can see billboards promoting famous brands and the latest products.

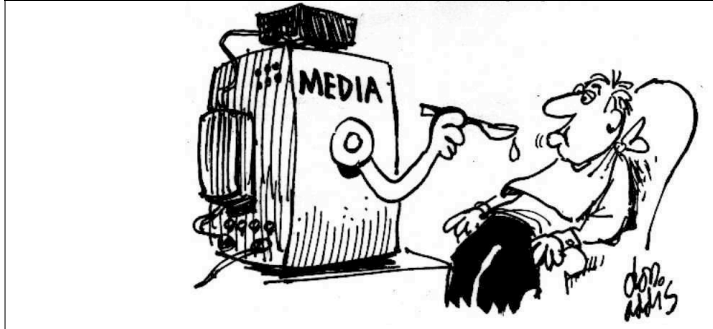
Inform: Media gives the audience information regarding what a product, service or message is. Media influence has become so powerful today that they can easily influence people positively and negatively. Media like television enhances the knowledge by providing access to information all over the world. People can also receive different news or daily events through the TV. It can also be such a powerful educational tool for the younger generation helping to put them on the right path. For example, "Sesame Street" is one of the TV programs that has a positive influence among many of the younger generation.

Educate: It teaches children to communicate effectively, spell correctly, choose healthy food and have fun with learning. Newspapers not only give information or the latest news. They also help in the positive linkage between the government and the people. The power of mass communication is strong and impactful. Since years it has been serving as a link to communicate and share information via various medium. Mass communication can bring a change in organizations as well in society. But it can cause severe damages if utilized in extreme or for illegal activities.

Entertain: Everyone lives in a society that depends on the media as a source of entertainment and information. Indeed, the media images affect both individuals and culture, which includes women, men, teenagers and younger children.

Building agendas: People can also receive different types of news or daily events through media, almost instantly for example through the Internet. For example, when the video of people protesting on the streets of Cairo in Egypt to change the government in Egypt was broadcast over the worldwide web, these images influenced more people from other countries to join the street protests in support of the Egyptian protesters. These kinds of images, when seen on TV, newspapers, or the Internet by individuals and "society" in general, can influence viewers to either support or not support those who are in power.

Promoting cultural exchange: Mass Media plays an important role in promotion of different cultures across globe by broadcasting various events and festivals and making masses a part of it.



1.3.3.7 AUDIENCES OF MASS COMMUNICATION

The audience is an integral part of the communication process. By media audience, we mean the receivers of messages communicated through mass media. There is the audience of newspaper, television, radio, theatre, film and non-broadcast media. The audience of the above media are further segmented based on age, sex, profession, education, and social class etc. and are strangers to one another. The audience is the ultimate medium and a great source of Mass Media revenue. If there is no audience to purchase movie tickets, subscribe to newspapers and magazines and attend to radio and TV programs, no mass medium could stick in business for a long haul. The messages of TV

newspapers and film etc. are formulated according to the nature and behavior of the target audience.

VARIOUS CATEGORIES OF MEDIA AUDIENCES

1) The elite audience

The Elite Audience consists of highly educated people, and their number in society is quite small. They are often termed as opinion leaders whose words, ideologies and thoughts are highly considered and recommended.

2) The mass audience

The Mass Audience represents the dominant majority in an organization. They are relatively average people. The mass audience represents almost all segments of the community.

3) The specific audience

The Specialized Audience refers to the special interest groups in society. For examples, book market is for people who prefer reading and constitutes a specific audience.

4) The interactive audience

The Interactive Audience consists of those who have control over the communication process in a community. They may be newspapers journalists or Radio or TV broadcasters.

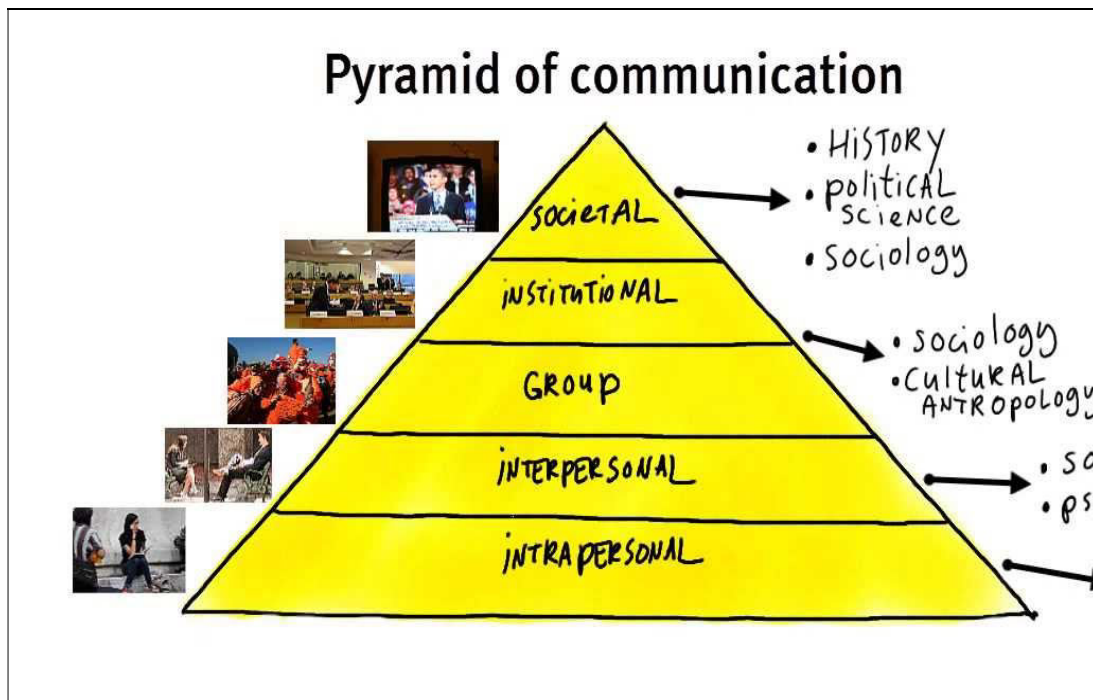
1.3.3.8 FRAME OF REFERENCE

We evaluate and judge other people by our set frames that constitute of our belief, attitudes, experiences and psychology. We use these attributes to interpret the meaning behind our communication with people from different geographic and cultural background. For example, while communicating with people from South India, our frame of reference will be the earlier information we have in our mind to interpret our conversation with reference to their state, language spoken, cultural values and attributes.

In another example, if we did not have a good experience with the people from east India, we might prefer keeping a distance from them, thus using our reference of experience with them leading to our perception.

1.3.3.9 PYRAMID OF COMMUNICATION

This pyramid of communication is based on how an individual engage and grow within the communication pyramid along with an increase in his society circle.



Intrapersonal The process of our communication starts even when we don't start speaking i.e. through intrapersonal communication, talks within oneself. Our first introduction to ourselves and to the world is when we start observing things around us. Meditating, thinking, introspecting etc. are all the forms that individual start with. This basic level deals with the psychological factors of an individual.

Interpersonal After few years of growth, the individual is introduced to his family, where he starts speaking and recognizing his immediate family members. These immediate family members or his immediate people form the part of interpersonal communication that starts building his beliefs and attitudes that in turn work as sociological factors for his development.

Group With passing years, the social area of the individual widens and so does his communication needs. He starts going to school and college where an individual is more dependent on group communication in form of group discussions, presentations etc. His peer groups starts influencing his belief and attitudes, thus developing a cultural perception towards things.

Institutional Then an individual area widens to job that adds more people to his communication circle. From birth till job his circle has been growing and so does his communication patterns. From interpersonal to group to mass communication, his communication circle has widened. So here, his communication is affected by sociological and anthropological factors as an individual and is influenced by society norms and what type of culture he resides in.

Societal On the top of the pyramid is societal communication where an individual communicates based on psychological, societal, history and political science of that country. He portrays the civilized citizen of the country that beliefs and has faith on the cultural, political and social norms of his country.

1.3.3.10 CULTURE AND SOCIETY

Culture is a collective term used to describe the beliefs, attitudes, behaviour, traditions and other characteristics that are common among a particular members or group of people in a society. Thus culture includes many societal aspects like language, eating habits, custom, beliefs, products, organization, institutions, etc. For example, wishing Namaste with folded hands is Indian culture.

Sociologist define society as group of people who share common culture and can also relate to have a geographic meaning and can refer to people staying under specific location and sharing a common culture. An example, people residing in different geographic locations say in south India or west India, might celebrate same festival in two different ways.

1.3.4 Summary

In all communication happens at various levels like intrapersonal which means self communication, interpersonal which is between two or more, group communication which could be among more than two persons, mass communication which involves heterogenous people.

1.3.5 Key Terms

- Mass audience
- Group communication
- Intrapersonal communication
- Feedback

1.3.6 Long Questions

1. What are the stages involved in development of interpersonal relationships? Explain.
2. “The power of mass communication is strong and impactful”. Explain.
3. Explain Pyramid of communication.

1.3.7 Short Questions

1. Explain four types of groups in communication
2. Explain advantages of public communication
3. Explain various categories of media audience

1.3.8 Suggested Readings

- Principles and Functions of Mass Communication by Dr. Jan R Hakemulder, Dr. Fay AC de Jonge and P.P.Singh, Anmol Publications Pvt. Ltd., New Delhi.
- Handbook of Journalism and Mass Communication by Vir Bala Aggarwal and V.S. Gupta, Concept Publishing House, New Delhi.
- Mass Communication by John R. Bittner, Allyn & Bacon Publishers.
- Mass Communication in India by Kewal J. Kumar, Jaico Publishing House.

INTRODUCTION TO MASS COMMUNICATION

LESSON NO. 1.4

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Last updated May, 2023

Intrapersonal and Interpersonal Communication

1.4.1 Objectives

1.4.2 Introduction

1.4.3 Intrapersonal Communication

- 1.4.3.1 Self and Self Concept
- 1.4.3.2 Interpersonal Communication
- 1.4.3.3 Buber's Theory of Interpersonal Relationships
- 1.4.3.4 Stages in the development of Interpersonal Relationships
- 1.4.3.5 Barriers to Effective Communication

1.4.4 Summary

1.4.5 Key Terms

1.4.6 Long Questions

1.4.7 Short Questions

1.4.8 Suggested Readings

1.4.1 Objectives

- To understand about the intrapersonal communication.
- To understand about the self-concept.
- To understand the interpersonal communication and learn about Buber's Interpersonal Relationships.
- To know about the various stages of interpersonal relationships.
- To know various barriers to effective communication

1.4.2 Introduction

This lesson clearly defines intrapersonal and interpersonal communication and their relationship and differences.

1.4.3 INTRAPERSONAL COMMUNICATION

Intrapersonal communication refers to communication within oneself. It is a monologue within an individual to reach higher goal of self consciousness. It may be triggered by some internal or external stimulus.

“Intrapersonal communication is a way by which the communicator shares the thoughts and ideas internally. Intrapersonal communication is beneficial to imagine intrapersonal thoughts and concepts occurring in the mind of the person in a model which contains a sender, receiver, and feedback loop.”

It may include self talk, act of imagination and visualization, introspection, recall and memorising. Some of the apt examples of intrapersonal communication are:

- Meditation
- Silently reviewing your test
- Thinking about your response to an argument

Advantages of Intrapersonal communication

- Self Awareness
- Self confidence
- Self management

Disadvantages of Intrapersonal communication

- Over thinking
- Misconceptions
- Incorrect decisions



1.4.3.1 SELF CONCEPT

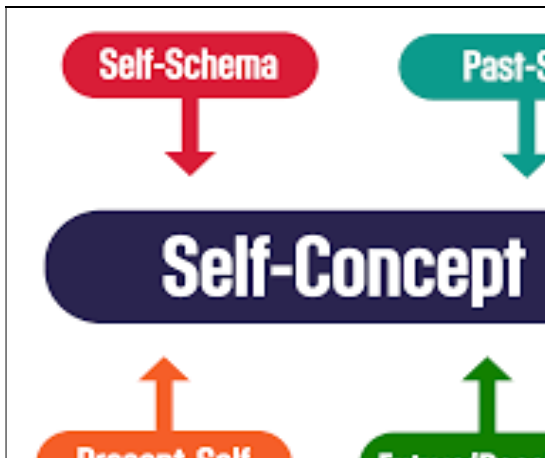
“One's self-concept is a compilation of beliefs about oneself. Generally, self-concept incorporate the answer to "Who am I?". Self-concept is different from self-awareness, which refers to the limit to which self-knowledge is defined, consistent, and currently applicable to one's attitudes and embodies dispositions.”

One's self-concept affects one's perception, attitude, and behavior, which can be demonstrated during the process of interpersonal communication. Consequently, the perceptions one thinks others have of them usually affect how they receive their communication, which influences their response.

Self-concept is created from one's self-schemas and interactions with self-esteem, self-knowledge, and the social self to form the self as a whole. It comprises the past, present and future selves, where future selves (or possible selves) represent person's thoughts of what they might become, what they would like to become, or what they are afraid of becoming. Possible selves may function as incentives for individual behavior. The perception people have about their past or future selves relates to their perception of their current selves. The temporal self-appraisal theory argues that people have a tendency to maintain a positive self-evaluation by distancing themselves from their negative self and paying more attention to their positive one. In addition, people have a tendency to perceive the past self less favorably (e.g. "I'm better than I used to be") and the future self more positively (e.g. "I will be better than I am now").

Self-concept is distinguishable from self-awareness, which refers to the extent to which self-knowledge is defined, consistent, and currently applicable to one's attitudes and dispositions. Self-concept also differs from self-esteem: self-

concept is a cognitive or descriptive component of one's self (e.g. "I am a fast runner"), while self-esteem is evaluative and opinionated (e.g., "I feel good about being a fast runner").



1.4.3.2 INTERPERSONAL COMMUNICATION

“Interpersonal communication is the process of interchange of information, ideas, feelings and meaning between two or more people through verbal and non-verbal methods.”

It often includes the face-to-face exchange of messages, which may take the form of a specific tone of voice, facial expressions, body language, and gestures. The effectiveness of interpersonal communication skills can be evaluated through the feedback received from the receiver and his understanding of the message. This kind of communication can range from relatively impersonal to highly personal.

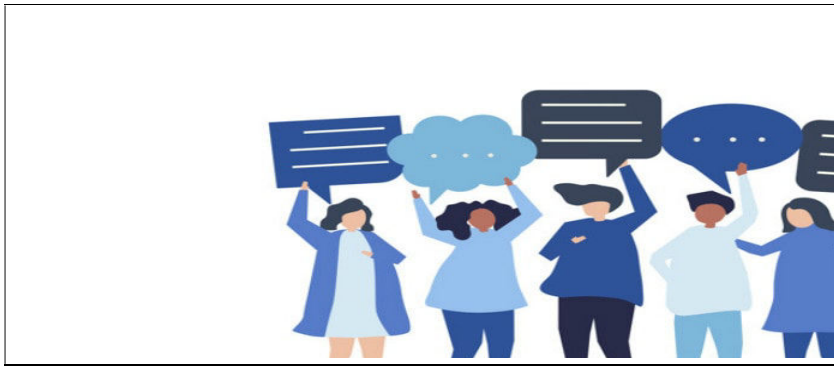
The interpersonal communication can be studied under two main categories i.e.

- A) Verbal/Non-verbal communication
- B) Written communication

Verbal communication is also termed as Oral communication and usually involves use of words for communication between two people. Chatting, talking, discussing, greeting are some of the examples of verbal communication whereas non verbal communication refers to use of gestures without using word while

communicating. Smiling, hugging, frowning are some of the examples of non-verbal communication.

Written communication refers to use of words in form of written form to communicate something between two or more people. It is more formal in nature as compared to the non verbal communication. Writing letters, business communication, memos, books, etc. are some of the examples of the written communication.



1.4.3.3 BUBER'S THEORY OF INTERPERSONAL RELATIONSHIPS

Martin Buber was a German philosopher and gave this theory on interpersonal relations. This theory emphasized on ethical conduct between the people in relationships rather than the moral code of conduct. It defines that every individual has three modes of relating himself to the world. Perhaps it is more accurate to say that he has three worlds.

- 1.) The first world refers to the one's world, the self's relation to itself and is termed as **Eigenwelt (I)**.
- 2.) The second world consists of the world around him, the natural environment and is known as Umwelt. Buber referred to this as the "I-It" relationship where there is lack of mutuality. We treat a person as a thing to be used and an object to be manipulated.
- 3.) Mitwelt is the interpersonal world, in which the self relates intimately with other selves. Buber referred to this as the "I-Thou" relationship where we seek our partner as our very own and seek our relationship as it appears to others.



1.4.3.4 STAGES IN DEVELOPMENT OF INTERPERSONAL RELATIONSHIP

First Stage – Acquaintance

Acquaintance refers to knowing each other. To start a relationship, people need to know each other accurately. Two people might meet at some place and quickly hit it off. People feel to bond with each other and decide to enter into a relationship. In an organization the employees need to understand each other to maintain the cordial relationship among themselves to make the path comfortable towards the goal achievement.

Second Stage – The Buildup Stage

This is the stage when the relationship moves ahead. Individuals are no more strangers to each other and begin to trust each other. Individuals must be like-minded for the relationship to continue for a more extended period. Individuals with the same interests and backgrounds tend to mingle with each other more as compared to individuals from diverse backgrounds and different objectives.

The build-up stage in a relationship is often characterized by two individuals coming close, being passionate and liking for each other. In organization, the employees start knowing each other better and they enter the phase of trusting

each other with their work and goal accomplishment. The employees with same thinking and understanding are more comfortable working under the same team or group.

Third Stage – Continuation Stage

This is the stage when the relationship grows into abiding commitments. It is when individuals after knowing each other well decide to be in each other's company. Trust and transparency are essential to stay in a relationship forever. In an organization, employees who are having mutual understanding and thought procedure will work with more zeal to complete the tasks given to them so they form a team for the same.

Fourth Stage – Deterioration

Not every relationship go through this stage. Not having compatibility, trust and same understanding often result in misunderstandings and severe troubles in the relationship. People sometimes find it too difficult to adjust with each other and finally decide to bring their relationship to an end. Compromise is an essential ingredient of every relationship. Individuals who do not compromise with each other find it difficult to take the relationship to the next level. In organizations where the groups and teams are formed and if any of the team/group member is having difficulties with coping up with other members then the group/team leader might have to discard the member from the team/group.

Fifth Stage – The Termination Stage

The fifth and last stage is the end of a relationship. The relationship ends due to any of the following reasons

- a. Misunderstandings between the employees of the same team
- b. Cultural differences among the members of the group. Members belonging to different cultures not being able to adjust with other members.
- c. Language barriers. Employees from different region speaking a different language might serve as the termination of the relationship. Other people may not be able to understand what he/she is saying or vice versa.
- d. No communication during the free hours might end up the relationship of the employee as he/she is interacting less with the other employees. They will not

be able to understand them properly and during work this will affect the task completion or the goal achievement of the team.

Self Check Exercise

Give one example of interpersonal relationship from your life.

1.4.3.5 Barriers to Effective Communication

The process of Communication has many barriers which lead to a situation of misunderstanding and a failure of communication. These barriers may occur at any stage in the communication process thereby making the message distorted and creating a situation of confusion and chaos. The skills of Active Listening, Clarification and Reflection may help but the skilled communicator also needs to be aware of the barriers to effective communication and how to avoid or overcome them. These Barriers to effective communication could be of many types like linguistic, emotional, psychological, physical and cultural which are discussed in detail in the writing further.

Linguistic Barriers

Language is the most common tool employed for communication; hence language barrier is one of the main barriers that limit effective communication. The simple fact that each major region has its own language is one of the obstacles to effective communication. Also, some people are proficient in one language while others in another one, which certainly creates problems. Apart from this, the usage of jargon i.e. over-complicated, unfamiliar or technical terms also leads to a situation where sometimes the intended message does not reach the receiver in a proper manner.

Emotional Barriers

Emotions like anger, frustration, fear, excitement have the power to blur the decision making capacities of a person and thus are barriers to effective communication. The emotional IQ of a person determines the comfort with which they can express clearly. An emotionally mature person will be able to communicate effectively. On the other hand, people who let their emotions take over will face certain difficulties. Hence a perfect mixture of knowledge and emotions is necessary for effective communication.

Psychological Barriers

There are certain mental or psychological issues that become barriers to effective communication. Some people have depression, phobia, stage fear, anxiety or speech disorders which are quite difficult to manage. Hence, these most certainly limit the ease with which one can communicate with others.

Physical Barriers

They are the most obvious barriers to effective communication. These barriers are mostly easily removable in principle at least. They include barriers like noise, closed doors, faulty equipment used for communication, not being able to see the non-verbal cues, gestures, posture and general body language, all of which can render any communication ineffective. Also, phone calls, text messages and other communication methods that rely on technology are often less effective than face-to-face communication.

Cultural Barriers

The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. Different cultures have a different meaning for several basic values of society. Dressing, Religions or lack of them, food, drinks, pets, and the general behaviour will change drastically from one culture to another. These things certainly create barriers to effective communication, hence it is a must that we take these different cultures into account while communication.

Perception Barriers

It is a well known fact that different individuals perceive the same things differently. It is certainly a barrier to effective communication process. In that sense it is vital to have a detailed knowledge of the perception level of audience thereby leaving no room for diversified interpretation based on individual perception.

Technological Barriers

Technology is developing at a rapid pace and as a result it becomes difficult to keep up with the newest developments. It leads to a situation where sometimes the technological advance may become a barrier. In addition to this, the cost of technology is sometimes very high. If one is not able to afford the latest technology for communication, it acts as a barrier to effective communication.

These were the most notable barriers to the process of effective communication. The knowledge of all of these is imperative for any individual, so that one can take effective measures to avoid them and become adept at the art of being an effective communicator.

1.4.4 Summary

The main focus of the intrapersonal communication is on self and understanding self concept and how it contributes to our self learning whereas interpersonal communication deals with communication among two or more people.

1.4.5 Key Terms

Verbal Communication
Written Communication
Emotional Barriers
Noise
Cultural Barrier

1.4.6 Long Questions

1. What is interpersonal and intrapersonal communication? Explain in detail.
2. "One's self-concept is a compilation of beliefs about oneself". Explain.
3. "Group communication is an addition of interpersonal communication where more than two people are involved in the interchange of ideas, skills, and interests." Explain with advantages and characteristics of group communication.
4. Explain in detail Buber's Theory of interpersonal relationships.

1.4.7 Short Questions

Write short note on
Self concept
Linguistic Barrier
Technological Barrier

1.4.8 Suggested Readings

- Fundamentals of communication by Jenson.
- Introduction to Journalism and Mass Communication by J.C. Chaudhary, Authors Press, Delhi.
- Characteristics of Mass media by Naval Prabhakar and Narendra Basu, Commonwealth Publishers, New Delhi.

INTRODUCTION TO MASS COMMUNICATION

LESSON NO. 1.5

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MODELS OF COMMUNICATION

1.5.1 Objectives

1.5.2 Introduction

1.5.3 Communication Models

- 1.5.3.1 Aristotle's Model of Communication
- 1.5.3.2 Harold D Lasswell's Model
- 1.5.3.3 Osgood and Schramm Model of Communication
- 1.5.3.4 Shannon & Weaver's Model
- 1.5.3.5 Gerbner's Model
- 1.5.3.6 Theodore M Newcomb Model
- 1.5.3.7 Westley and Maclean's Model
- 1.5.3.8 Jakobson's Model (1960)
- 1.5.3.9 Model of Behavioural Effect

1.5.4 Summary

1.5.5 Key Terms

1.5.6 Long Questions

1.5.7 Short Questions

1.5.8 Suggested Readings

1.5.1 Objectives

- To study various models of Communication
- Aristotle's Model of Communication
- Harold D Lasswell's model
- Osgood and Schramm Model of Communication
- Shannon & Weaver's Model
- Gerbner's Model
- Theodore M Newcomb Model
- Westley and Maclean's Model

1.5.2 Introduction

Communication models defines the structure and elements of communication process with the help of diagrams or simple representation.

1.5.3 Communication Models

The origin of the word '**Model**' could be traced to the French word *modèle*; Italian *modello*, diminutive of *modo*, *form*, and Latin *modus*, *measure*, *standard*; Model refers to representation/replica of the original. A model is thus a schematic description of a system, theory, or phenomenon that accounts for its known or inferred properties and may be used for further study of its characteristics. Communication models seek to represent the structure and key elements of the communication process.

1.5.3.1 Aristotle's Model of Communication

Aristotle (384-322 B.C) was a Greek philosopher and writer born in Northern Greece. He was also the teacher of Alexander the Great. While exploring the human nature scientifically, Aristotle developed a linear model of communication for oral communication known as Aristotle's Model of Communication. It is one of the basic models and most widely accepted among all communication models.

This model mainly focuses on three elements i.e. speaker, speech and audience. It can be broadly divided into 5 primary elements: Speaker, Speech, Occasion, Audience and Effect.

It is a speaker centred model as the speaker has the most important role in it. It is the speaker's role to deliver a speech to the audience. This model is more like authoritarian theory that talks and highlights the role of audience as passive audience that agree and accepts whatever is told to them. This makes the communication process one way, from speaker to receiver.

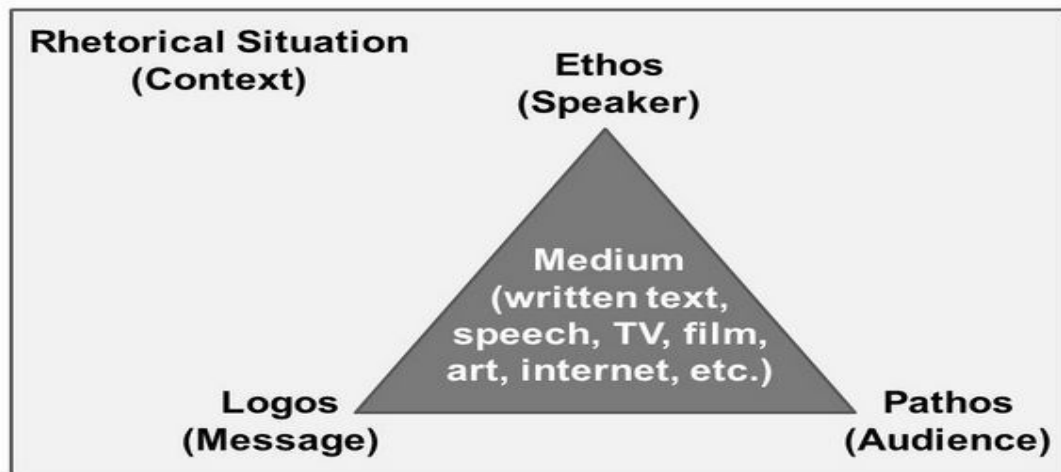
The speaker must organize the speech beforehand, according to the target audience and situation (occasion). The speech must be prepared so that the audience could be persuaded or influenced from the speech.

He believed "Rhetoric" is the study of communication and persuasion and different message or speech should be made for different audiences in different situations to get desired effects or to establish a propaganda. This model was

best suited for creating propaganda at that time and highly used to develop public speaking skills.

For instance, a politician (speaker) gives a speech to get votes from the civilians (audience) at the time of election (occasion). The civilians only vote if they are influenced by the things the politician says in his speech so the content must be very impressive to influence the mass and the speaker must design the message very carefully.

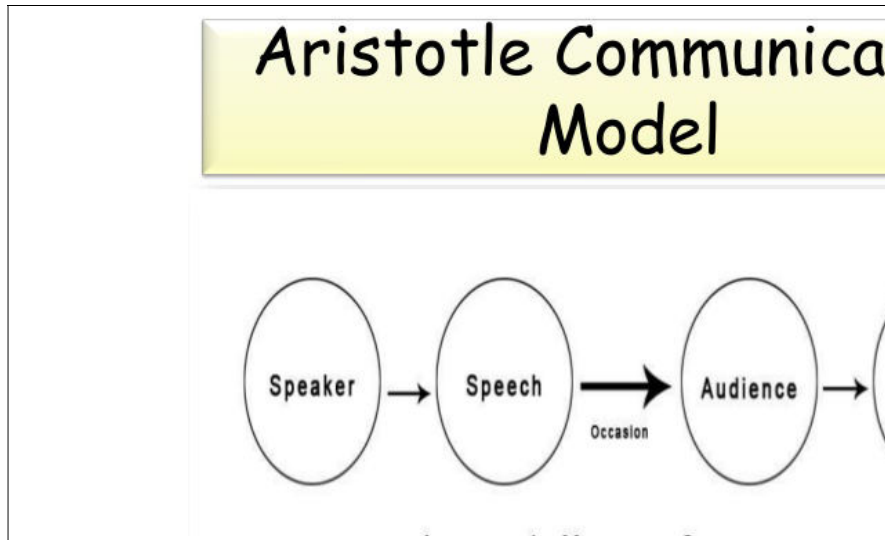
RHETORICAL TRIANGLE



According to Aristotle, speaker's ability to persuade listeners is based on how well the speaker appeals to those listeners in three different areas: logos, ethos and pathos. All these appeals together form the rhetorical triangle.

Criticism of Aristotle's Model of Communication

- There is no concept of feedback; it is one way from speaker to audience.
- There is no concept of communication failure like noise and barriers.
- This model can only be used in public speaking.



1.5.3.2 Harold D Lasswell's model (1948)

Considered as one of the basic models of communication, the Lasswell Communication Model lays emphasis on verbal communication and consists of five elements i.e. Who says, Says What, in Which channel, to Whom, with What effect? This model is also called a 'linear model of communication', 'unidirectional process' or 'action model', because it describes a one-way process within communication. The Lasswell Communication Model consists of the basic questions below, aimed at a component and the gaining of an analysis:

Who Says

'Who' here refers to the communicator, also termed as the sender, who formulates and communicates the message. 'Who' can be an individual or the organization who initiates the message. To make communication effective, it is very important to know who is communicating the message.

Says What

'What' stands for the content of the message or the message that the sender spreads. Though there are many ways of saying and writing things, it is important to know how it can be effectively done with choice of right words. The content analysis is related to the aim of the message and/or the secondary intent.

Which channel

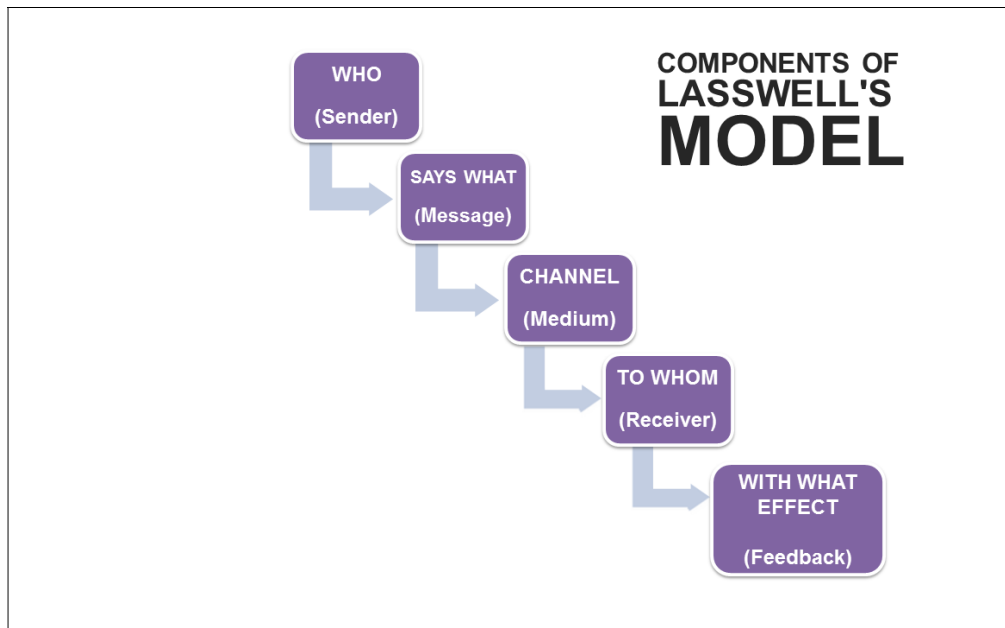
The channel describes the medium or media that is/are used to convey and spread the message. The medium can consist of several communication tools, mass media and social media. The media analysis shows which medium is best to convey a message to the receivers as effectively as possible.

To Whom

This component describes the receiver(s), such as a target group or an individual. With mass communication, there's an audience for whom the message is formulated and communicated through an appropriate channel. The target analysis shows for whom the message is meant for and how they are best reached and/or influenced.

With What Effect

This component studies the effect of the message on the audience. The so-called triangle of success 'knowledge, attitude, behavior' is often used to describe the desired effect. The effect analysis will need to be started beforehand, so the messages can be aimed at the desired audience to attain the desired results.



Self Check Exercise

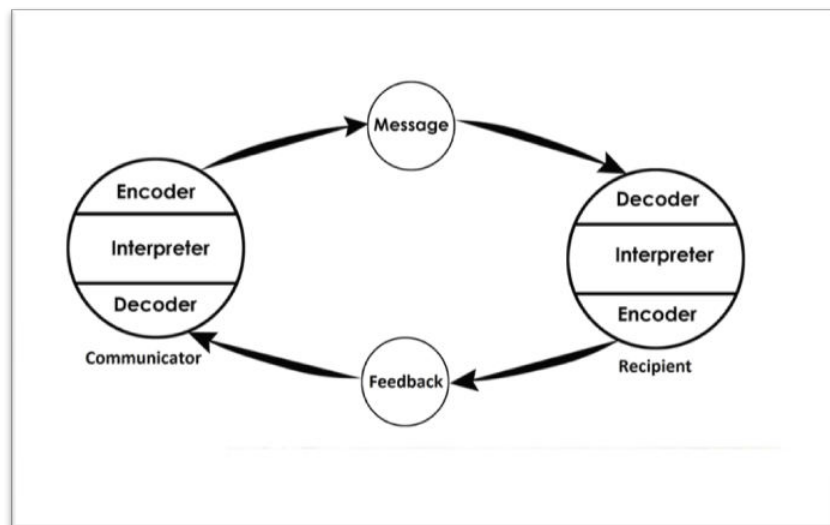
Explain components of Lasswell's Model with example from your daily routine.

1.5.3.3 Osgood and Schramm Model of Communication (1954)

This model depicts that the communication flows in a Circular Movement, as the position of encoder and decoder keeps interchanging. The various components of this model are described below:

Encoder – Refers to person or organization or company who encodes or initiates the message.

Decoder – Decode is receiver who receives the message as interpreted by the encoder.



Interpreter – Person trying to understand (analyses, perceive) or interpret i.e. the message in such a format i.e. easily adaptable by the medium and understood by the audience.

For example Suppose some event is covered by the cameraman i.e. encoder or sender and sent to the newsroom through encoding. Then that message is sent to the decoder i.e. audience through signal along with the interpretation which might not be understood in the similar way it is encoded.

In this model, Semantic noise refers to the concept when sender and receiver apply different meaning to the same message. It happens mostly because of

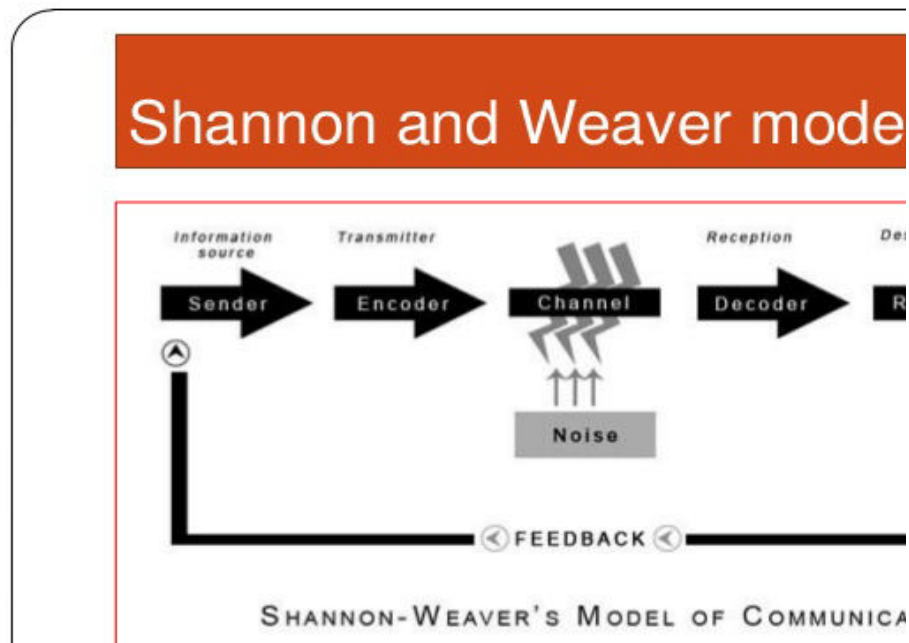
words and phrases for e.g. Technical Language, So certain words and phrases will cause you to deviate from the actual meaning of the communication.

The model is particularly helpful in understanding the process of interpretation which takes place whenever a message is decoded. Whenever we receive data from the world around us, even in, say, the apparently very simple act of seeing what's in front of us, we are engaged in an active process of interpretation, not simply taking in information, but actively making sense of it.

1.5.3.4 Shannon & Weaver's Model (1949)

Shannon Weaver model of communication was created in 1948 when Claude Elwood Shannon wrote an article "A Mathematical Theory of Communication" in *Bell System Technical Journal* with Warren Weaver. There were only 5 components when the model was made. Noise was added later.

Concepts in Shannon Weaver Model are as follows:



Sender (Information source) – Sender is the person who makes the message, chooses the channel and sends the message.

Encoder (Transmitter) –Encoder is the sender who uses machine, which converts message into signals or binary data. It might also directly refer to the machine.

Channel –Channel is the medium used to send message.

Decoder (Receiver) – Decoder is the machine used to convert signals or binary data into message or the receiver who translates the message from signals.

Receiver (Destination) –Receiver is the person who gets the message or the place where the message must reach. The receiver provides feedback according to the message.

Noise –Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent.

Explanation of Shannon Weaver Model

The sender encodes the message and sends it to the receiver through a technological channel like telephone and telegraph. The sender converts the message into codes understandable to the machine. The message is sent in codes through a medium.

The receiver has to decode the message before understanding it and interpreting it. The receptor machine can also act as a decoder in some cases. The channel may have noise and the receiver might not be able to decode which may cause problems in communication process.

Levels of Communication Problems

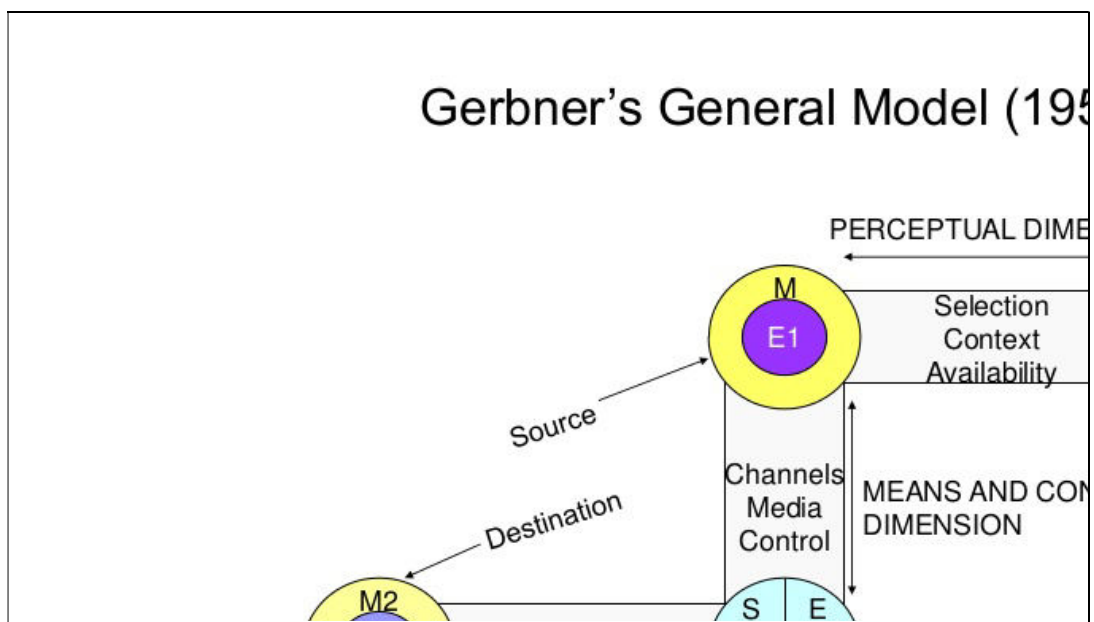
There are three levels of problems of communication according to Shannon Weaver. They are:

1. **Technical problem** –How a channel causes a problem
2. **Semantic problem** –Is the meaning of message sent and received very differently
3. **Effectiveness problem** –How effectively does the message cause reaction

1.5.3.5 Gerbner's Model (1956)

George Gerbner has been one of the pioneers in the field of communication and studied the dynamic nature of communication with context to its reliability. This model can be studied in two parts:

- a) Perceptual dimension
- b) Means and Control dimension



The model shown diagrammatically is to be read from left to right.

I. Perceptual dimension includes the following steps:

E – Event. An event takes place in the 'reality' being perceived by M, the man. The process of perception is not simply a matter of 'taking a picture' of event E.

The way Event is perceived will be determined by a variety of factors, such as the assumptions, attitudes, point of view and experience of M. E can be a person talking, sending a letter, telephoning or otherwise communicating with M or could be an event like a car crash, rain, waves crashing on a beach, a natural disaster etc. The model, besides drawing our attention to those factors happening within E also determines perception or interpretation of E.

E1 and M

E1 is the event-as-perceived (E) by the man M. In terms of human communication, a person perceives an event. The perception (E1) they have of that event is more or less close to the 'real' event. The degree of correspondence between M's perception of event E (E1) will be a function of M's assumptions, point of view, experiences, social factors etc.

II. Means and Controls Dimension

In the next stage of the model, M becomes the Source of a message about E to someone else. M produces a statement about the event (SE). To send that message, M has to use channels (or media) over which he has a greater or lesser degree of control. The question of 'control' relates to M's degree of skill in using communication channels. For example, for using a verbal channel, how good is he at using words or while using the Internet, how good is he at using new technology and words? 'Control' may also be matter of access like does he own this medium or can he get to use this medium?

SE: **SE (statement about event)** is what we would more normally call the 'message'. S stands for Signal in fact, so in principle an S can be present without an E, but in that case it would be noise only. The process can be extended by adding on other receivers (M2, M3etc.) who have further perceptions (SE1, SE2 etc.) of the statements about perceived events.

1.5.3.6 NewComb's Model (1953)

Theodore M.Newcomb in Rock Creek was a great pioneer in the field of social psychology. Merely 50 years he worked to study the role of communication is social relationship and to improve the social system. He published his research of new social approach as 'An Approach to the Study of Communicative Acts' (1953) in field of communication that later became Newcomb's model). He gives different approach to the communication process. The main purpose of this theory is to introduce the role of communication in a social relationship (society) and to maintain social equilibrium within the social system. Sometimes it's called as an "ABX" model of communication. The Newcomb's model works in a triangular format or A-B-X system where A – Sender, B – Receiver and X – Matter of Concern.

Model Description: The relationship between A and B is like student and teacher, government and public or newspaper and readers. Sender and Receiver may work in a same flow but at the same time some factor like “X” may affect their flow of relationship. “X” may be third persons, issue, topic or policy.

For Example: Government introduces new policy of taxation among masses.

A – Government B – Public X – Policy or issue
If both government and masses are satisfied with this policy then the communication maintains its equilibrium status between them. Otherwise the flow of communication between “A” and “B” becomes trouble in the social system. If “A” or “B” is not ready to accept the policy then it will directly affect the social system and can’t maintain the equilibrium status. So government “A” can try to convince public “B” as much as possible. Otherwise they have to make some adjustments in the Policy “X” and convince them towards the policy.

1.5.3.7 Westley and Maclean’s Model (1957)

This model of communication is proposed by Bruce Westley and Malcolm S. MacLean Jr in 1957. This model can be studied under two contexts i.e. interpersonal and mass communication. And the point that differs them is the feedback. In interpersonal, the feedback is direct and fast. In the mass, the feedback is indirect and slow.

Model explanation

This model describes that communication does not begin when one person starts to talk, but rather when a person responds selectively to his/her physical surroundings. Communication begins only when a person receives message from different sources in their surroundings. Each receiver responds to the message they received based on their object of orientation.

X1, X2, X3 and X4....—are news articles or information,

(f) Stands for Feedback Clients

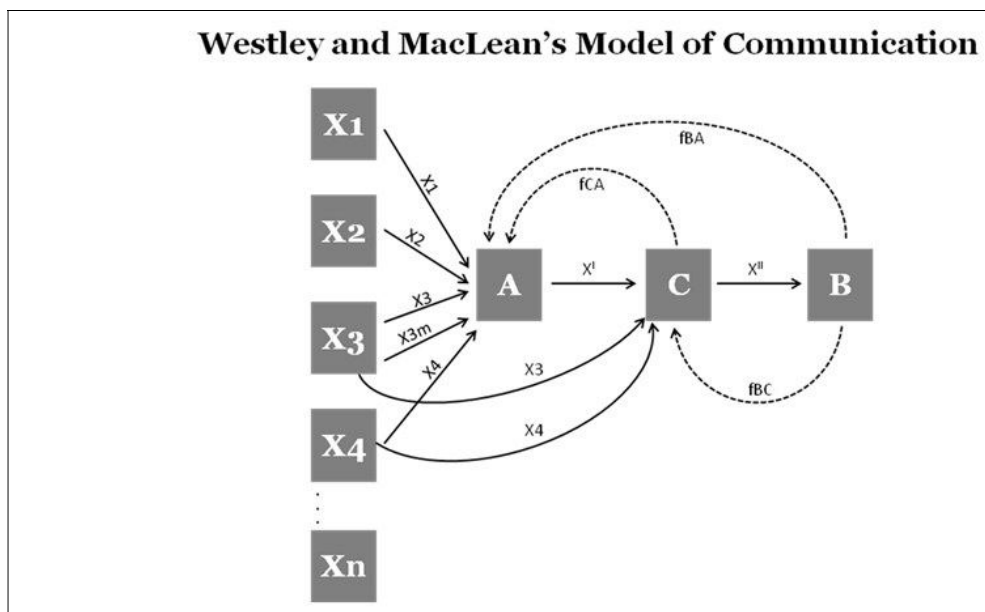
(A) is the Reader or Audience (B) and

(c) is the Gate Keeper

Example

A Daily Newspaper will receive many Press releases from many Public Relations agencies on behalf of their clients. In this case, News paper will publish the selected Press release due to space constraints. Then, Readers can directly respond to the client or they can respond to the News daily which published in the Newspaper. If Readers responded to daily News paper, it will communicate the feedback to concern PR Agency.

1. Feedback Loop between Reader (B) and News Paper (C) – fBC
2. Feedback Loop between News Paper(C) and Client (A)- fCA
3. Feedback loop between Reader (B) and Client (A)- fBA.



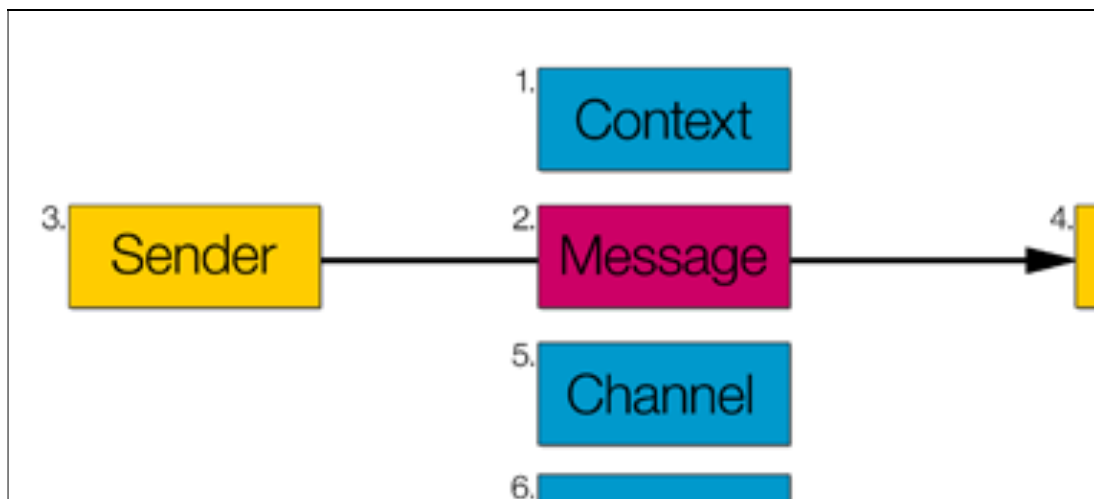
1.5.3.8 Jakobson's Model (1960)

Jakobson's model describes six functions or factors of language, which are necessary to make the communication effective. Each function has an associated factor with it. He adopted the Karl Bulher's Organon model as his base model and added poetic, phatic and multilingual functions to them:

- (1) Context

- (2) Addresser (sender)
- (3) Addressee (receiver)
- (4) Contact
- (5) Common code
- (6) Message.

Each factor is the focal point of a relation, or function that operates between the message and the factor. The functions are the following, in order: (1) referential ("The Earth is round"), (2) emotive ("Yuck!"), (3) conative ("Come here"), (4) phatic ("Hello?"), (5) metalingual ("What do you mean by 'krill'?"), and (6) poetic ("Smurf").



Factors of communication and functions of language

Target factor and function no.	TARGET FACTOR	SOURCE FACTOR	FUNCTION
1	Context	Message	Referential
2	Addresser	Message	Emotive
3	Addressee	Message	Conative

Target factor and function no.	TARGET FACTOR	SOURCE FACTOR	FUNCTION
4	Contact	Message	Phatic
5	Code	Message	Metalingual
6	Message	Message	Poetic

1.5.3.9 Model of Behavioural Effect

All the individuals respond to situations in different way as per their behaviour. Behavioural model defines communication as psychological construct which makes individual respond differently as per their feelings, needs and thoughts through open or closed communication. Behaviourists believe that our responses to environmental stimuli shape our actions and being able to identity one's own behavioural style requires high level of self- awareness.

Therefore, we respond to any Communication is the following stages:

Cognitive Stage: In this stage, we interpretate communications based on our past experiences and educational values.

Affective Stage: In this stage, we start building the emotional quotient to that situation, person or an organization, thus providing the base for our further dealings and relationships.

Behavioural Stage: This stage constitute of our behaviour that is developed by passing through the earlier two stages. In this stage, either we reject or approve things that form our behaviour. If we find something comfortable as per our understanding and beliefs, we adjust to it and if we enter in stage of discomfort, we might reject it or move from there.

1.5.4 Summary

In all the models of communication , elements of communication are clearly discussed and explained showing how message travels from sender to receiver.

1.5.5 Key Terms

Encoder

Decoder

Noise

Feedback

1.5.6 Long Questions

1. Explain Harold D Lasswell's Model .
2. Explain Osgood and Schramm Model of Communication with diagram.
3. Explain Shannon & Weaver's Model.
4. Explain Gerbner's Model

1.5.7 Short Questions

Write short note on

Noise

Feedback

Communicator

Model

1.5.8 Suggested Readings

- Characteristics of Mass media by Naval Prabhakar and Narendra Basu, Commonwealth Publishers, New Delhi.
- Principles and Functions of Mass Communication by Dr. Jan R
- Hakemulder, Dr. Fay AC de Jonge and P.P. Singh, Anmol Publications Pvt.Ltd., New Delhi.
- Handbook of Journalism and Mass Communication by Vir Bala Aggarwal and V.S. Gupta, Concept Publishing House, New Delhi.
- Mass Communication by John R. Bittner, Allyn & Bacon Publishers.
- Mass Communication in India by Kewal J. Kumar, Jaico Publishing House.
- Essentials of Mass Communication by Arthur Asa and Berger, Sage Publications.
- Introduction to Mass Communication by William E. Francois, Sage Publications.

Mandatory Student Feedback Form

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Note: Students, kindly click this google form link, and fill this feedback form once.