Chapter - 1

Introduction

Abstract

This chapter discusses the term ‘Communication’ and traces its evolution and elements involved in its process. It deals with different levels of communication out of which two main levels i.e. Interpersonal Communication and Mass Communication are focused. The discussion of the definitions, unique features, functions and of differences between these two forms of communication present them in a comprehensive manner. In the end, the chapter gives an overview of communication scholars’ opinion about ‘Interdependence of Interpersonal and Mass Communication’. A discussion of the same provides the scope for the present study.
1.1 COMMUNICATION : AN INTRODUCTION

Communication is as pervasive as human life is. It has no beginning and no end. It is a common phenomenon that cuts across the daily activities of human beings. As food and water are indispensable for man’s survival, so is Communication. It is a unique feature that differentiates the living from the dead. Obilade (1989) defines communication as “a process that involves the transmission of message from a sender to the receiver.”

According to Baran Communication in its simplest form “is the transmission of a message from a source to a receiver or the process of creating shared meaning”.

Psychologists, sociologists, philosophers and communication specialists, all define Communication based on their orientations and perspectives. Psychologists define Communication as "the process by which an individual (the communicator) transmits stimuli (usually verbal symbols) to modify the behaviour of the other individuals (communicate)”. Sociologists see communication “as the mechanism through which human relations exist and develop”. Some people define communication rather narrowly, saying "communication is the process whereby one person tells another something through the written or spoken word".

Communication therefore is an exchange of ideas, thoughts, emotions and feelings etc. According to Schramm (1965), “Communication is a purposeful effort to establish commonness between a source and receiver. Whatever is being shared could be associated with knowledge, experience, thought, ideas, suggestion, opinions and feelings etc”.

1.2 EVOLUTION OF COMMUNICATION

Communication is as old as humanity itself. Human beings started uttering sounds a million years ago but the sounds acquired meaning much later. It is believed that humans started exchanging thoughts through speech just 35000 years ago. Writing evolved probably around the year 3000 B.C. The next major change came with the discovery of printed text in Europe in the late 1500s. The phenomenon that we now call mass communication dates from the invention of print.

Another step in technological evolution of mass communication were the telegraph (1844), the telephone (1870) and the wireless (1896). These inventions ultimately led to faster means of communication, using electric, electronic and radio wave transmission of messages among distant regions of the globe, inaugurating the era of telecommunication. Television originated in the early part of the 20th century i.e. during 1920’s and 1930’s. Satellite communication, Video Display Terminals (VDTs), Video Cassette Recorders (VCRs), Videotext, Teletext, FAX, Closed Circuit TV (CCTV), Community Antenna TV (CATV) or Cable TV, Virtual Reality (VR), E-mail (Electronic Mail), the Internet and other telematics, computerized and multimedia systems of communication are now available on the scene which have transformed the very nature of communication. Communication now is a fast, digitized and electronic process.

1.3 ELEMENTS OF COMMUNICATION

Communication is not just an act. It is a process which involves various elements which make the very communication possible. The different elements involved in the communication process are as follows which are best illustrated in the figure 1.1

- **Sender or Source** – Sender or Source is one who initiates the communication process by having a thought or an idea that he or she wishes to transmit to some other entity. The source may or may not have knowledge about the receiver of the message.

- **Encoding** – Encoding refers to the activities that a source goes through to translate thoughts and ideas into a form that may be perceived by the senses. For example, when one has to say something, his brain and tongue work together to form words and spoken sentences.
Fig - 1.1 Elements of the Communication Process

- **Message** – Message is the actual physical product that the source encodes. For example, when one talks, his speech is the message. Similarly when one writes a letter, what he puts on the paper is the message.

- **Channel** – Channel is the medium through which message travels to the receiver. It can be a radio or a television set, newspaper or magazine and the like.

- **Noise** – Noise refers to something that interferes with the delivery of the message. A little noise may pass unnoticed, while too much noise may prevent the message from reaching its destination.

- **Decoding** – The decoding process is the opposite of the encoding process. It consists of activities that translate or interpret physical messages into a form that has eventually some meaning for a receiver. Both humans and machines can be thought of as decoders.

- **Receiver** – The receiver is the target of the message – its ultimate goal. The receiver can be a single person, a group, an institution, or even a large, anonymous collection of people.

- **Feedback** – Feedback refers to those responses of the receiver that shape and alter the subsequent messages of the source. Feedback represents a reversal of the flow of
communication. The original source becomes the receiver; and the receiver becomes the new source and the process goes on. Feedback can be immediate or delayed.

1.4 DIFFERENT LEVELS OF COMMUNICATION

Denis McQuail (1994) describes different levels at which communication takes place. He puts Mass Communication at the apex of a pyramidal distribution and Intrapersonal Communication (processing of information in the brain of a person) at the base of that pyramid as described in the figure 1.2 below:

![Fig - 1.2 Different levels of Communication](image)

As per the historical prospect, it is found that in the initiation of the communication process there was only Cultural and Intrapersonal Communication (Communication of Man with himself or Inner soul) then in the progressive view, it came to Man to Man Communication basically known as Interpersonal (Dyad or Couple) Communication. With the perpetuation of human race, the colonization of Man took place and Communication became Intra group (i.e. within Family). Later on, the diffusion of innovations expanded the communication process to Intergroup or Association (Community) level and after that it got converted into the Institutional or Organizational
level communication. Presently, with the aid of digital machines and physical processes, it has got converted into Mass Communication.

As in the present study the researcher is concerned more about finding the Interdependence of Interpersonal and Mass Communication. So, before exploring the interdependence between these two, it is the prime most requirement to have knowledge and understanding of these two terms.

1.5 INTERPERSONAL COMMUNICATION

The first and perhaps the most common situation in communication is Interpersonal Communication. It is the universal form of communication that takes place between two persons. It is a direct person-to-person contact, so it includes everyday exchange that may be formal or informal and can take place anywhere by means of words, sounds, facial expressions, gestures and postures. It is also called Dyadic Communication.

1.5.1 DEFINITION

De Vito (1992) defines interpersonal communication as “Communication that takes place between two persons who have a clearly established relationship, the people are in some way ‘connected’”.

Brooks and Heath (1993) define interpersonal communication as, “the process by which information, meanings and feelings are shared by persons through the exchange of verbal and non-verbal messages”.

According to Hartley (1999) “Interpersonal communication is face to face communication from one individual to another. Both form and content of the communication reflect the personal characteristics of the individuals as well as their social roles and relationships”.

From the definitions of interpersonal communication, it is clear that in this type of communication there is face-to-face interaction between two persons, i.e., both are sending and receiving messages. It is an ideal and effective communication situation because one can get immediate feedback. One can clarify and emphasize many points through his expressions, gestures and voices. In interpersonal communication, it is possible to influence the other person and persuade him or her to accept other person’s
point of view. Since there is proximity between sender and receiver, interpersonal communication has an emotional appeal too.

1.5.2 UNIQUE FEATURES OF INTERPERSONAL COMMUNICATION

Winston (1973) summarizes unique features of interpersonal communication. According to him, interpersonal communication:

- involves at least two people
- involves Feedback
- need not be mediated (face to face)
- takes place in Dyadic (One to One or Small Group Setting)
- need not involve words
- is affected by situation
- is affected by noise

In fact, effective interpersonal communication helps both participants strengthen relationships through the sharing of meaning and emotions.

1.5.3 FUNCTIONS OF INTERPERSONAL COMMUNICATION

Interpersonal communication is necessary for the maintenance and development of personal relationships as well as social systems. It is difficult to think of any social group functioning as a unit or group without interpersonal communication. A community or group is not merely an assortment of individuals, but a cohesive unit. It gets a sense of unity and identity as a result of communication. Relationships are created and maintained by interpersonal communication.

Interpersonal communication is used for a variety of reasons. For example, interpersonal communication helps one to understand the world better. It is often used to change behavior also. According to communication specialists, Frank Dance and Carl Larson (1976) interpersonal communication serves three specific functions which are:

- Linking function

- Mentation function and
- Regulatory function.

The linking function connects a person with his or her environment. The mentation function helps to conceptualize, remember, and plan. It is a mental or intellectual function. The regulatory function serves to regulate one’s own and other’s behavior.

Through interpersonal communication, human beings are nurtured as infants, physically, emotionally and intellectually. Again through interpersonal communication humans develop cultural, social and psychological links with the world. In fact, interpersonal communication is the very basis of man’s survival and growth as it helps him to function more practically.

1.5.4 VARIABLES AFFECTING INTERPERSONAL RELATIONSHIPS

Many variables affect interpersonal relationships. According to communication specialists, Frank Dance and Carl Larson (1976) these variables are:

- Self-Disclosure
- Feedback
- Nonverbal Behavior
- Interpersonal Attraction

Success or failure in handling these variables, determine how satisfying interpersonal relationships will be.

Self-disclosure lets others know what one is thinking, how one is feeling and what one cares about. Self-disclosure helps reduce anxiety, increase comfort, and intensify interpersonal attractions.

Feedback is the response of a receiver that reaches back to the sender. It involves agreeing, asking questions and responding through feeling statements.

Nonverbal behavior plays an important role in interpersonal communication. A smile, a hug, a pat, a firm handshake, etc. can achieve much more than words in certain situations. Eye contact, gestures, posture and facial expressions, etc. are also important elements of nonverbal behavior.
Interpersonal attraction is the ability to draw others towards oneself. Some people are said to have magnetic personalities. People are drawn to them. It is this special chemistry that causes ‘love at first sight’.

1.5.5 DEVELOPMENT OF INTERPERSONAL RELATIONSHIPS

The process of interpersonal communication involves several stages. Communication scholar Mark Knapp (1984) has outlined a useful framework for understanding this coming-together process. According to him, the phases through which interpersonal relationships develop are:

- Initiating
- Experimenting
- Intensifying
- Integrating and
- Bonding

Initiating is the first phase during which one makes conscious and unconscious judgments about others. In fact, sometimes it takes as little as 15 seconds to judge a person. Then communication is started either verbally or nonverbally (through eye contact, being closer to the other person, etc.)

The next phase is experimenting. Here, one starts small-talks (talking about general things rather than specific things) while attempting to find out common interests. During this stage one tries to determine whether continuing the relationship is worthwhile or not.

The third stage is intensifying. Here the awareness about each other is increased and both the persons start participating more in conversation. Self-disclosure by both participants results in trust and creates a rapport. Also there is increased nonverbal behavior with more touching and nodding, etc.

The next step is integrating. Here, one tries to meet the expectations of the other person. One also starts sharing interests and attitudes, etc.
The final stage is bonding. Here serious commitments and sacrifices are made. One example of commitment is to decide to remain as friends. Another is marriage. All these phases can take a few seconds to develop (as in case of love at first sight) or may take days or weeks or more time.

1.6 MASS COMMUNICATION

Outside the realm of interpersonal communication exists another form of communication, which involves communication with mass audiences and hence the name mass communication. The term ‘Mass’ denotes great volume, range or extent (of people or production), while ‘communication’ refers to the giving and taking of meanings, the transmission and reception of message.

1.6.1 DEFINITION

Mass communication is unique and different from interpersonal communication as evident from the following definitions:

According to Wright (1959) "Mass communication is directed toward audiences that are relatively large and heterogeneous and whose members are anonymous so far as the communicator is concerned”.

Fig- 1.3  Mass Communication
Sambe (2005) defined Mass Communication as, “a device by which a group of people working together transmits information to a large, heterogeneous and anonymous audience simultaneously. It is a process by which information originates from the source to the receiver, having been thoroughly filtered and transmitted through a channel”.

John Bittner defines Mass Communication as “messages communicated through a mass medium to a large number of people”.

Stanley Baran defines Mass Communication as “the process of creating shared meaning between the mass media and their audience”.

Joseph R. Dominick gives a working definition of Mass Communication. According to him “Mass Communication refers to the process by which a complex organization, with the aid of one or more machines produces and transmits public messages that are directed at large, heterogeneous and scattered audiences.”

It is clear from the definitions of mass communication that it is a special kind of communication in which the nature of the audience and the feedback is different from that of interpersonal communication. Whosoever is the recipient of mass media content constitutes its audience. For instance, individuals reading newspapers, watching a film in a theatre, listening to radio or watching television, are situations where audience is large, heterogeneous, and anonymous in character and physically separated from the communicator both in terms of space and time. A large, heterogeneous audience means that the receivers are masses of people not assembled at a single place. It may come in different sizes depending upon the media through which the message is sent. For example, for TV network programs, there could be millions of viewers, but only a few thousand readers for a book or a journal. Anonymous audience means that the receivers of the messages tend to be strangers to one another and to the source of those messages. So with respect to the communicator, the message is addressed ‘to whom it may concern’.

Feedback in mass media is slow and weak. It is not instantaneous and direct as in the case of face-to-face exchange and is invariably delayed. Feedback in mass media is rather a cumulative response, which the source gets after a considerable gap of time. It is often expressed in quantitative terms: like the popularity of a movie at box office, success of a book on the basis of its sales, or the findings of public opinion polls etc. Hence, delayed and expensive feedback is ingrained in mass media.
Gate keeping is again a characteristic unique to mass communication. The enormous scope of mass communication demands some control over the selection and editing of the messages that are constantly transmitted to the mass audience. Both individuals and organizations do gate keeping. Whether done by individuals or organizations, gate keeping involves setting certain standards and limitations that serve as guidelines for both content development and delivery of a mass communication message.

1.6.2 UNIQUE FEATURES OF MASS COMMUNICATION

Mc Quail (1994) summarizes important features of mass communication process as follows:

- Large Scale
- One Directional Flow
- Standardized Content
- Heterogeneous And Anonymous Audience
- Delayed Feedback
- Affected By Semantic, Environmental And Mechanical Noise

1.6.3 FUNCTIONS OF MASS COMMUNICATION

Mass communication serves three basic functions:

- To inform
- To entertain and
- To persuade

Additionally it also educates and helps in transmission of culture.

To Inform:

Dissemination of information is the primary function of the news media. Newspapers, radio and TV provide us news from around the world and keep us informed. Over the
years, the concept of news has changed. From mere describing the events, news media have come to include human interest, analysis and factorized treatment to news. Journalists are not just ‘reporters’ now. They have become news analysts who discuss the implications of important news stories. In addition to dissemination of information, news media provide information and also helps understand the news events, ideas and policy changes, etc.

To Entertain:

The most common function of mass communication is entertainment. Radio, television and films are basically entertainment media. Even newspapers provide entertainment through comics, cartoons, features, cross word puzzles and word jumbles etc. Entertainment through radio consists of mainly music. Radio also provides entertainment through drama, talk shows and comedy, etc.

Television has become primarily an entertainment medium. Even highly specialized channels like news channels, nature and wildlife channels also have a lot of humorous and comic content. Among all media, films are perhaps the only medium concentrating on entertainment. Except documentaries, educational films and art movies, all films are made to provide three hour of escape, fantasy and entertainment.

To Persuade

Most of mass media are used as vehicles of promotion and persuasion. Goods, services, ideas, persons, places, events—the range of things that are advertised through mass media is endless. Different media have different features and reach. Advertisers and advertising agencies analyze these features and depending upon the nature of the message and the target audience, choose where (in which media) and how (with what frequency) the message should be placed.

1.7 DIFFERENCES BETWEEN INTERPERSONAL & MASS COMMUNICATION

As per Joseph R. Dominick, there are some points of separation between Interpersonal Communication and Mass Communication. According to him, Interpersonal Communication becomes Mass Communication when assisted with Machines and Digital
Processes. The main points of differences between the two are discussed in the table 1.1 below:

<table>
<thead>
<tr>
<th></th>
<th>INTERPERSONAL</th>
<th>MACHINE - ASSISTED INTERPERSONAL</th>
<th>MASS COMMUNICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOURCE</strong></td>
<td>Single Person; Has Knowledge of Receiver</td>
<td>Single Person or Group; Has Great deal of Knowledge or No Knowledge of Receiver</td>
<td>Organizations or Single Person; Has Little Knowledge of Receivers</td>
</tr>
<tr>
<td><strong>ENCODING</strong></td>
<td>Single Stage</td>
<td>Single or Multiple Stage</td>
<td>Multiple Stage</td>
</tr>
<tr>
<td><strong>MESSAGE</strong></td>
<td>Private or Public; Cheap; hard to Terminate; Altered to Fit Receivers</td>
<td>Private or Public; Low to Moderate Expense; Relatively Easy to Terminate; Can be Altered to Fit Receivers in Some Situations</td>
<td>Public; Can be Expensive; Easily Terminated, Same Message Sent to Everybody</td>
</tr>
<tr>
<td><strong>CHANNEL</strong></td>
<td>Potential for Many; No Machines Interposed</td>
<td>Restricted to One or Two; at least One Machine Interposed</td>
<td>Restricted to one or two; Usually more than Two Machines Interposed.</td>
</tr>
<tr>
<td><strong>DECODING</strong></td>
<td>Single Stage</td>
<td>Single or Multiple Stage</td>
<td>Multiple Stage</td>
</tr>
<tr>
<td><strong>RECEIVER</strong></td>
<td>One or relatively Small Number; in Physical Presence of Source; Selected by Source</td>
<td>One person or Small or Large group; within or outside Physical Presence of Source; Selected by Source or Self-defined</td>
<td>Large Number; out of Physical Presence of Source, Self -Selected</td>
</tr>
<tr>
<td><strong>FEEDBACK</strong></td>
<td>Plentiful, Immediate</td>
<td>Somewhat Limited; Immediate or Delayed</td>
<td>Highly Limited, Usually Delayed</td>
</tr>
<tr>
<td><strong>NOISE</strong></td>
<td>Semantic; Environmental</td>
<td>Semantic; Environmental; Mechanical</td>
<td>Semantic; Environmental; Mechanical</td>
</tr>
</tbody>
</table>

Table 1.1: Differences between Interpersonal & Mass Communication

Rokeach and Reardon (1988) have provided a more specific comparison between these two forms of communication on the basis of following criteria which are as follows:

1. **Sensory authenticity**: The interpersonal form has higher sensory authenticity than the mass form. It simultaneously appeals to sight, sound, smell, taste and touch senses while the mass form appeals to sight and sound.

2. **Geographic range**: Interpersonal communication has narrower geographic range as compared to mass communication.
3. **Potential interactivity:** The interpersonal form has the potential to be highly interactive while the mass form severely limits potential interactivity.

4. **Reliance on hardware:** Interpersonal communication does not rely on hardware. The mass form requires some hardware—for example, TV transmitters and receivers and cable hookups.

5. **Reliance on software skills:** Software requirements in the form of language and knowledge of protocols are greater in interpersonal than in mass communication.

### 1.8 INTERDEPENDENCE OF INTERPERSONAL & MASS COMMUNICATION

We live in a media-saturated world and rely on a variety of old and new media for information, entertainment, and connection. Media today has become an integral part of our lives and can’t be separated from our lives. Great technological inventions of the 19th and the 20th century have brought “mass communication” to us. This mass communication has expanded fundamental interpersonal communicative act into an instantaneous, public dissemination of message on an almost unlimited scale.

Interpersonal communication and Mass communication are both omnipresent in our lives. We frequently engage in both simultaneously and often for the same purposes. Both allow us to explore reality and escape reality; they entertain, comfort, and offer companionship. Through both, we can create relationships, construct our identities, and establish our reality. Thus, due to the pervasiveness and centrality of both, along with advances in technology, the distinction between interpersonal and mass communication has become increasingly blurred and is no longer relevant to the study of communication.

Communication scholars predominantly study Interpersonal communication and Mass communication as separate phenomena, existing in supposed isolation and devoid of mutual influence. They rarely acknowledge their dual existence and influence. Yet there exist no instances of Interpersonal communication or Mass communication, in which one is not influenced by the other.
Some authors have drawn direct attention to this division between Mass and Interpersonal communication (Berger & Chaffee, 1988; Cathcart & Gumpert, 1983; Chaffee, 1982; Gumpert & Cathcart, 1982; O’Sullivan, 1999; Reardon & Rogers, 1988; Reeves & Borgman, 1983; Rogers, 1999; Wiemann, Hawkins, & Pingree, 1988). In 1988, a special issue of *Human Communication Research* was devoted to examining what was labeled a “false dichotomy” between mass and interpersonal communication. Through a number of articles and multiple editions of the book *Intermedia: Interpersonal Communication in a Media World*, Gary Gumpert and Robert Cathcart (1979, 1982, 1986) have argued extensively for the integration of both Interpersonal and Mass communication research.

Focusing their findings on these two levels of communication, **Gumpert & Cathcart (1986)** have pointed out that in the past, tendency has been to treat the mass media as an isolated phenomenon having little to do directly with interpersonal communication, and interpersonal communication has been treated as though mass media do not exist. Mass media were mainly studied from a commercial and technological viewpoint having little or nothing to do with the whole process of human communication. To a greater extent, the study of interpersonal communication was concentrated on the relationship between two persons without regard for the media environment which contains that relationship.

**Gumpert and Cathcart** asserted that “Mass communication cannot be viewed as magic bullet manipulating passive receivers nor can interpersonal communication be examined apart from mediated communication. The media-interpersonal helix reverberates throughout our society”.

Two additional edited volumes, *Handbook of Communication Science* (Berger & Chaffee, 1987) and *Advancing Communication Science: Merging Mass and Interpersonal Processes* (Hawkins, Wiemann, & Pingree, 1988) were also devoted to bringing together both Interpersonal and Mass communication fields in an attempt to solicit a dialogue between these two areas of study. Finally, there exist some research programs that advocate the integration of both Interpersonal communication and Mass communication.

Comparisons between Interpersonal and Mass communication channels have been made ever since the ‘Erie County Study’ conducted by Lazarsfeld, Berelson and Gaudet in 1944. The study suggests that ideas flow from mass media to the opinion leaders and
from them to mass audience (less active sections of the population) which is expressed as the two-step flow hypothesis of communication. The study poses the question: Which channel—interpersonal or mass media is more effective and has the greater potential for influence?

Roger’s diffusion of innovations research has shown that for a wide variety of behaviours and populations, interpersonal influence continues to be the most significant single factor influencing a person’s decision to accept new ideas and practices. Rogers and Shoemaker (1971) have asserted that “mass media channels are relatively more important at the knowledge function, and interpersonal channels are relatively more important at the persuasion function in the innovation-decision process”. The logic behind it is that the mass media can reach large audiences in a hurry with an informative message. They can create awareness about the innovation. Yet interpersonal communication is essential to persuade or convince the average receiver about an innovation.

In-spite of the predominant role of the mass media in political advertising, recent empirical works show that word-of-mouth communication is still a fundamental input of the learning process of voters. For example, in an empirical study of the 1992 American presidential election campaign, Beck et al. conclude that interpersonal discussions outweigh the media in affecting voting behaviour. Glynn, Herbst, O’Keefe, and Shapiro (1999) also concluded that “oddly, most of the recent studies of communication influences on public opinion have left out the role of interpersonal conversation and discussion, the most common grounding for opinion development and change”.

Morgan shows how informal talk among people serves to spread, through social networks, information and opinions originally broadcast through mass media. Miller (1982) argues that, “Interpersonal communication reinforces mass communication rather than competing with it. Mass media often provide grist for the conversation will and stimulate informal discussions that might not otherwise take place (Katz & Feldman 1962).

Scholars long recognized the inclusion of mass communication in conversations (Allen, 1975; Bogart, 1955; Watson, Breed, & Posman, 1948). Allen (1982) suggested that, “discussions of mass media-derived material encompass all conversations”. Furthermore,
everyday talk about media has significant social and cultural implications, but communication scholars have essentially ignored this phenomenon. The lack of scholars studying this area is the result of its position on the border between the sub disciplines of interpersonal communication and Mass communication. Most topics are conveniently placed in either the domain of interpersonal communication or mass communication. Consequently, mass communication scholars do not fully recognize the impact of everyday talk on the reception and use of media, just as interpersonal scholars have yet to recognize the impact of media on everyday talk.

Rubin and Rubin’s (1985) asserted that we can no longer view mass and interpersonal communication as serving discrete functions in our lives or serving as mere substitutes for the other. He called for broadening the uses and gratifications paradigm to include interpersonal communication and to consider Mass communication and Interpersonal communication as co-equal alternatives. He argued that, “it is unproductive to regard either the media or Interpersonal channels as always being functional alternatives to the other. They are potentially co-equal alternatives that vary by in terms of their primary or alternative nature depending on individual and environmental conditions”.

Caplan (2001) concerns about Mass and Interpersonal communication to the new media context, specifically to the Internet in his study titled Challenging the mass-interpersonal communication dichotomy: are we witnessing the emergence of an entirely new communication system? In this study, Caplan argues that the Internet has the potential to shake-up these two fields because it offers content that cannot be neatly categorized as either mass or interpersonal. Computer-Mediated-Communication (CMC) represents a radically new and fundamentally different form of communication, i.e. ‘hyperpersonal communication system’. This hyperpersonal communication system resist categorization into either of the extant systems.

Again McMahan (2004) asserted that both Interpersonal and Mass communication are not separate forms of communication. The interaction between them is so great and the symbol systems representing them is so enmeshed that it has become impossible to legitimately distinguish them as separate entities. The Interpersonal communication and Mass communication remain integrated everywhere except the discipline devoted to their study.
Most of the theoretical and empirical researches in agenda-setting regard Mass communication effects and interpersonal communication as antagonists. From their perspective, the effects of Mass communication decrease if Interpersonal communication occurs. The researchers, Nguyen Vu and Gehrau (2010) integrated the ideas of two-step flow of mass communication, diffusion of information and innovation and campaigns and conversation into their agenda diffusion model. They suggest that Interpersonal communication plays a pivotal role in a two-step process in which the media agenda diffuses first from the mass media to media users and then from these media users via interpersonal communication to non-users. Their study provides empirical evidence for agenda diffusion as an integrated process of interpersonal communication and mass media effects.

Thus, the present study seeks to explore how these two forms of communication i.e. Interpersonal & Mass Communication are related and up to what extent they are dependent on one another.
REFERENCES


