Chapter II

'Direct Communication' approach

Direct communication approach is a sub-set of more general face-to-face, two way communication called Interpersonal Communication\(^9\), wherein exchange of ideas, thoughts are also included. Here the aim of problem posing, problem solving with mutual consent are not necessarily included. Where as, in 'direct communication', some sort of link with problems involved are always kept in the back of the mind. Also it is quite possible that one may find good resemblance between 'Direct Communication method' and 'Counselling method'. In this respect it is worth noting that while in the Counselling method of guidance a level difference of relationship is maintained between the Counsellor and Counsellee, in the direct communication, equal level is envisaged, so that the person in problem, feels at ease during the communication process. With such subtle differences, we shall now describe 'Direct Communication approach'.

An activity is direct communication if it meets four criteria (1) All persons involved in communication must be in close proximity (2) all persons send and receive messages (3) These messages include both verbal and nonverbal stimuli, (4) the message must reflect some aspect of the problem under consideration with intention to get out of it. As regards outcome, there can be one or more of several possible outcomes such as (1) pleasure, (2) understanding (3) attitude influences (4) improved relationships and (5) action.

The most important outcome has to be a pleasurable communication. This is the key word for getting towards the final goal. In this state of mind, there is minimum barrier in understanding each other. Pleasure state of mind has very possible and strong psychological influence in every aspects of life. By and large, communication that has created enjoyable atmosphere remains natural and spontaneous.
Understanding refers primarily to accurate reception of the content of the intended stimulus. In this sense a communicator is said to be effective if his receiver has an accurate understanding of the message, he has to convey. In practice this is not so simple and depends on the understanding level of the receiver, the intermediate interference and the mood of the receiver. Also it is a difficult task to measure how accurately messages are being received.

The process of changing and reformulating attitudes goes on throughout our lives. Attitude influence is often referred to as 'social influence', and is very important for effective communication. However a failure to change someone's thinking or attitude is not necessarily a failure to communicate with that person, since it is possible to get a person to understand your point of view, without changing his attitude\(^{11}\).

Improved relationship between sender and receiver leads to better outcomes and makes the communication more effective.

Eliciting action on the part of another person is probably the last communication outcome and it is most difficult to produce. However if you can (1) facilitate his understanding towards the probable solution of the problem, (ii) propose a legitimate and feasible solution (iii) maintain comfortable relationship with receiver, it is more likely that the objectives may get accomplished.

In both the physical and social sciences, it is now popular to talk about 'models'. Though many people like Simm and Newell\(^{10}\) argued that a 'model' is one of three main kinds of theories, the other two being verbal and mathematical theories, we shall maintain a view that a 'model' is an extended comparison between the subject we want to study and some object or process. One of the advantage of using and expressing in terms of 'model' is to make explicit the assumptions and interest of the study.
MODELS IN COMMUNICATION

In communication process, many models have been proposed. The question comes as to which model is correct? Many theorists agree that there is no single true model but the model which describes the process of communication under study, as close as possible, is the one which serves the purpose of the modelling. From this point of view, I am suggesting the following model based on basic computer terminology and which gives the essence of the 'direct communication method'. In this the following terms are used and their meaning has to be taken not directly but with reference to the subject under consideration. We shall summarise the words used in the model and their expected meaning.

| Table 1 |
| Words used in the model | Expected meaning with respect to the Direct Communication model. |
| Communicator | He is a well trained person who has the knack of communication with human subjects. Also he is supposed to know the message, to be communicated, very clearly and unambiguously and the various channels through which he could communicate with the receiver. |
| Receiver | The one who receives the message. The receiver could be a single person or a group of persons having similar problems. The receiver, after receiving the message, has to communicate back to the communicator. |
| Filters | This is a black-box, through which, the information passes to the receiver or |
feedback information to the communicator. There are various sections of the filter, which describes the nature of the receiver and communicator. The information gets modified, when passes through the filters. Some functions of the sections of the filter do not depend on time as they describe the basic nature of the receiver. Some parts do get changed with time depending on how many times the communicator sends message. Sending the message and receiving the feedback may be called one cycle. The cycles are completed as soon as the communicator receives the ultimate of expected feedback.

**Interference or noise**

This describes any external or environmental input, which affects adversely the communication process. This may include, circumstantial disturbance or even adverse advice from others close to the receiver.

**Expected results**

This is shown by a part of a circle. The full circle indicates the 100% expected results. As described earlier, expected result or outcome as five components namely, pleasure, understanding, attitude influence, improved relationship, and action.
A MODEL FOR DIRECT COMMUNICATION METHOD
A model for 'direct communication method'

(see the figure attached) 21a

Some times one needs more than one cycle to achieve the expected result as indicated by full circle. Many times many cycles fail to get the full expected results. The effectiveness can be measured by the percentage of the expected results obtained in the process. Also depending on the approach of communicator, which ultimately depends on his training, guidance, and feed back from receiver, the receiver filter will modulate the message to the minimum extent (due to nonchanging personal attitude) and the expected results may get to its fullest extent with minimum cycle. Feedback also modifies the communicator's filtering system which may reduce the resistance to the message as shown in the model. Also, as the feedback contains more expected results, external interference has little effect. Also less is the shaded area in filter, less is the modification of the message.

This is very elaborate model and should be checked at every step, when it is applied to ease the social problems. Many times this model is applied to check up the extent of understanding the root cause of the problem and then making suggestions to get out of it. This is approximately one cycle in the above model. Testing of the suggestion and their role in getting rid of the problem, correspond to second cycle. It is only in few cases that this has been possible.

The cases which we are going to study using the method of direct communication has been listed in chapter I. At the end of each case, we shall try to give the extent to which this model has been used in the study.

In the next chapter, I shall give the brief summary of the work carried out in each cases. The summary is presented in an
uniform format, so that comparison of the results for the effectiveness, of the method becomes feasible. Also the varied nature of the problem studied, will show that the method is independent of the type of the problems, and is very general. Thus the method can be applicable to other social problems also.

Format of the work carried out in each case studied and reported in this work:

I give below the format in which all cases are going to be presented. This uniformity will allow us to have a quick and correct comparison and an easy way to express in the form of the model proposed in this chapter.

1. Title of the project
2. Selection of the subject
3. Field of the study
4. Aims of the study
5. Objectives of the study of data collection
6. Pilot study
7. Difficulties
8. Data collection and analysis
9. Conclusions
10. Suggestions