# Contents

## ACKNOWLEDGEMENTS

## CHAPTER - I

### INTRODUCTION

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. A. 1</td>
<td>Historical setting of Urdu Print Media (Literal Communication Network)</td>
<td>1</td>
</tr>
<tr>
<td>I. B. (i)</td>
<td>Review of Works on Urdu Mass Media</td>
<td>8</td>
</tr>
<tr>
<td>I. C.</td>
<td>Historical setting of Urdu Electronic Media (Oral Communication Network)</td>
<td>12</td>
</tr>
<tr>
<td>I. D.</td>
<td>Theoretical Background</td>
<td>20</td>
</tr>
<tr>
<td>I. D. 1.</td>
<td>Western Communication Theories</td>
<td>21</td>
</tr>
<tr>
<td>I. D. 1. (i)</td>
<td>Hypodermic Model of Communication Theory</td>
<td>22</td>
</tr>
<tr>
<td>I. D. 1. (ii)</td>
<td>Consistency Theory of Communication</td>
<td>23</td>
</tr>
<tr>
<td>I. D. 2.</td>
<td>Indian Communication Theories</td>
<td>25</td>
</tr>
<tr>
<td>I. E.</td>
<td>Methodology</td>
<td>26</td>
</tr>
<tr>
<td>I. F.</td>
<td>Scope of the Study</td>
<td>30</td>
</tr>
</tbody>
</table>

## CHAPTER - II

### THE LINGUISTIC ELEMENTS OF LITERAL AND ORAL COMMUNICATION NETWORK

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>II. 1.</td>
<td>Human Communication</td>
<td>35</td>
</tr>
<tr>
<td>II. 1. (i)</td>
<td>Elements of Human Communication</td>
<td>36</td>
</tr>
<tr>
<td>II. 2.</td>
<td>Types of Communication</td>
<td>38</td>
</tr>
<tr>
<td>II. 2. (i)</td>
<td>Interpersonal Communication</td>
<td>39</td>
</tr>
<tr>
<td>II. 2. (ii)</td>
<td>Intrapersonal Communication</td>
<td>40</td>
</tr>
<tr>
<td>II. 2. (iii)</td>
<td>Group Communication</td>
<td>40</td>
</tr>
<tr>
<td>II. 2. (iv)</td>
<td>Mass Communication</td>
<td>40</td>
</tr>
<tr>
<td>II. 3.</td>
<td>Communication and Language</td>
<td>42</td>
</tr>
<tr>
<td>II. 4.</td>
<td>Communication and Information</td>
<td>44</td>
</tr>
</tbody>
</table>
II. 5. The Process of Communication 45
   II. 5. 1. Elements of Communication Process 46
   II. 6. Psycholinguistic Assessment of Linguistic Elements in Communicative Behaviour 53
   II. 6. (i) Theoretical Concepts of Sign and Symbols 54
      II. 6.(i) 'A' Buhler 54
      II. 6. (i) 'B' Ferdinand-de-Saussure 56
      II. 6. (i) 'C' C.S. Pierce 57
      II. 6. (i) 'D' Port Royal Grammar and the Concept of Sign 58
      II. 6. (i) 'E' Hjelmslev's Glossmatic 58
      II. 6. (ii) The Concept of Trace and Labelling in Human Communication 59
      II. 6. (iii) Accuracy in Communication 63
      II. 7. Manipulation of Linguistic Elements in Urdu Literal and Oral Communication Network 64
      II. 7. (i) Pre-figurative Force in the Language of Urdu Literal and Oral Communication Network 67
      II. 7. (ii) Simplification of expressions as a Strategy of Communication Management in Urdu Literal and Oral Communication Network 67
      II. 8. Nativization of Loan words and Loan blends as a Strategy of Communication Management 70
      II. 8. (i) Phonological Modification 72
      II. 8. (ii) Morphological Modification 73
      II. 8. (iii) Hybridization 74
      II. 8. (iv) Semantic Manipulation 75
      II. 8. (v) Incongruency because of Overdependency 77
      II. 9. Practical Force in the Language of Urdu Literal and Oral Communication Network 78
         II. 9. 1. Mechanism of Practical Force 82
         II. 9. 1. (i) Borrowing 82
         II. 9. 1. (ii) Calquing 83
         II. 9. 1. (iii) Loan Rendition 84
         II. 9. 1. (iv) Loan Creation 84
         II. 9. 1. (v) Abbreviation 86
         II. 9. 1. (vi) Acronym 87
CHAPTER - III

STATISTICAL DIMENSIONS OF LEXICAL CHOICE IN URDU COMMUNICATION NETWORK

III 1 Potential and Actual Number of Urdu Monosyllabic Words 91
III. 31 Consolidated Number and Frequency of Urdu mono and polysyllabic words in Literal Communication Network 119
III. 32 Consolidated Number and Frequency of Urdu mono and polysyllabic words in Oral Communication Network 121
III. 33 Lexical Choice 125
III. 34 Historical evolution of Urdu monosyllabic words 126

CHAPTER - IV

PSYCHOLINGUISTIC DIMENSIONS OF WORD MEANING RELATIONSHIPS

IV 2 Western Theories 133
IV. 2.(i) Essentialism 133
IV 2.(ii) Non-Essentialism 136
IV 3 Linguistic Theories 138
IV. 3. (i) Semantic Differential 139
IV. 3. (ii) Feature Theory 140
IV 3 (iii) Semantic Field 143
IV 3. (iv) Prototype Theory 144
IV 4 Word Meaning Relationship in Communication Network 146
IV 5 Psycholinguistic Analysis of Semantic Relatedness of Expressions used in Urdu Oral and Literal Communication Network 151
IV. 5. (i) Aims and Objectives 153
IV 5. (ii) Field procedure 153
IV 5 (iii) Administering Questionnaire Analysis and Interpretation 155
IV 5 (iv) Socio-economic background of the Respondents 156
IV. iv. (ii) Result of the Study 162
CHAPTER - V

COMMUNICATION MANAGEMENT AND ITS IMPACT ON MESSAGE EFFECT

Section
V. 1. Mental Model and Message Effect 170
V. 2. Methodological Issues in the Study of Message Effects and Message Comprehension 177
V. 2. (i) Premises About Message Effect 186
V. 3. Structure Relations in Discursive Constructions 191
V. 3. 1 Semantic Level 192
V. 3. (i) Feature of Semantically 194
V. 3. (ii) Feature of Conventionality 195
V. 3. (iii) Feature of Semantic Field Placement 196
V. 3.1.(iv) Feature of Duality of Patterning 196
V.3. 1.(v) Feature of Grammaticality 196
V. 3. 1.(vi) Feature of Displacement 197
V. 3. 2. Interaction Level 198
V. 3. 2. (i) Locutionary Act 198
V. 3. 2. (ii) Illocutionary Act 198
V. 3. 2. (iii) Perlocutionary Act 199
V.3.3 Social Level 199
V. 4. Message Effect: A Psycholinguistic Perspective 199
V. 5. Method of present Experiment 202
V. 6 Result of the Experiment 206

CHAPTER - VI

SUMMARY AND CONCLUSIONS

Bibliography