CHAPTER – I

Communication: “It is a process in which one person tries to create understanding in the mind of another person”.

Communication:

The concept of communication is universal. “Communication” this word is derived from Latin word communis which means common. The scope of communication is very wide. Basically, we can say that communication is an interdisciplinary concept. Communication is all about how a human being interacts with different types of environment like physical, biological and social. As a human being progresses in life the human’s need of communication rises. It is communication which has made it possible for next generation to know and to get acknowledged by how the earlier civilizations lived and how our culture has progressed.

Communication is not just a means of individual’s progress but it affects the whole society. To communicate with one another is always a compulsive urge of human beings. Communication has unlimited dimensions.

In recent times, information has become a matter of interest to various communication industries and media. New Technologies have made communication fast and easy. The new communication technologies emerged have just accelerated the communication process.

New media with all new technological advancements has just changed the current scenario.

It will not be wrong to say that this is an era of communication and new media.
Definitions of Communication:

Many people have defined Communication. It is a process in which one person tries to create meaning in mind of another person.

Newman and Summer

“Communication is exchange of facts, ideas, opinions or emotions by two or more persons”.

American society of training directors.

“The interchange of thought or information to bring about mutual understanding and confidence or good human relation.”

Denis Mcquail

“Communication is the process which increases commonality”.

Wilber Schramm

“Communication comes from Latin word “Communis”. When we communicate we are trying to share information or idea or an attitude”.

Charles E. Redfield

“Communication is a broad field of human interchange of facts and opinions”.

Brown

“Communication is a process of transmitting ideas or thoughts from one person to another for the purpose of creating an understanding in the thinking of the person receiving communication.”

Ordway Tead

“Communication is a composite of information given and received of a learning experience in which, certain attitudes knowledge, skills change, carving with them alteration of behavior of listening effort by all involved of a sympathetic fresh examination of issues by the communicator himself of a sensitive interacting point of view, leading to a higher level of shared understanding and common intention”.

Katz and Kahn

“The exchange of information and transmission of meaning – is the very essence of a social system or an organization.”

Anderson

“Communication is the dynamic process in which man consciously or unconsciously affects the cognition of another through material or agencies used in symbolic ways.”
MT Myers and GE Myers

“Communication refers to a special kind of patterning: patterning which is expressed in symbolic form. For Communication to take place between or among people two requirements must be met i) a symbolic system must be shared by the people involved (we need to speak the same language or jargons or dialects) and ii) the associations between the symbols and their referents must be shared.”

Mc Farland

“Communication is the process of meaningful interactions among human beings. It is a process by which, meanings are perceived and understandings are reached among human beings.”

Kelly

“Communication is the field of knowledge dealing with systematic application of symbols to acquire common information regarding an object or event.”

Charles Osgood

“Whenever one system source influences another, destination by manipulation of alternative signals which can be transmitted over the channel connecting them.”
Davis

“Process of passing information and understanding from one person to another person” “The only way that management can be achieved in an organization is through the process of communication.”

Fortune

“……it is the procedure whereby one mind affects another.”
COMMUNICATION - “AN ART OR SCIENCE”

As far as communication is concerned, it is both an art and science.

First, what is art? Art is an ability which is due to more practice. Now science, science can be defined as an systematized body of knowledge based on proper findings and principles. Science is based on cause and effect theory.

Art relates to creativity and science related to certain principles, theories and organized structure.

Communication can be creative and communication, in these days, is also growing as an organized and systematized body of knowledge. Communication art and communication science, both these concepts are interrelated. Both are incomplete without each other. In recent years, communication has become so fast and easy just because of emerging new media technologies. But the basic need of communication remains as it is. No matter, how many technologies one used for communication, there will be a need of communicating message with creativity. And this will definitely sure the fact that Communication will always be both art and science.
Communication Process

Process of Communication involves different elements. The basic model of communication process includes sender, message, channel, receiver.
Elements of Communication Process:

A brief description of elements of communication process :-

1. **Sender:** The message is sent by the sender or communicator. The process of communication is basically initiated by the sender of the message.

2. **Message:** Message can be a group of symbols, which is meaningful. Message can be oral or written word. It may also include any fact, opinion or attitude.

3. **Communication Channel:** It is one of the most important and significant elements of communication process. Without a proper channel Communication can never be effective. A proper and appropriate medium is necessary for sending and receiving messages.

4. **Receiver:** Message is transmitted to the receiver. Receiver is the person for whom the message is sent. It is the receiver who interprets the meaning and information sent by the sender.

5. **Feedback:** Feed back is the last but not least element a communication process. It is sent by the receiver and it ensure whether the receiver have got the message or not.

All these five elements are necessary for effective communication.
**Functions of “Communication”**

There are basically three main functions of Communication:-

1. To inform
2. To educate
3. To entertain.

Some other functions

For a society to exist, certain communication needs must be met. These needs existed since earlier times. Primitive tribes had sentinels who scanned the environment and reported dangers. Councils of elders interpreted facts and made decisions. Tribal meetings were used to transmit these decisions to the rest of the group. Other members of the tribe may have been story-tellers who functioned to entertain the group. As society became larger and more complex, these jobs grew too big to be handled by single individuals. With the advent of a technology that allowed the development of mass communication, these jobs were taken over by the mass media and this change was an important one. Lasswell (1948) presented a summary statement of the basic communication functions in the following manner:

(a) Surveillance of the environment.

(b) Correlation of the parts of the society in responding to its environment.

(c) The transmission of the cultural heritage.

These functions refer to the provision of information, the giving of comment and interpretation to help make sense of the fragments of information and also the formation of consensus; the expression of cultural values and symbols.
which are essential to the identity and continuity of society, respectively. Wright (1960) developed this basic scheme to describes many of the effects of the media and, added entertainment as a fourth key media function. This may be part of the transmitted culture but it has another aspect—that of providing reward, relaxation and reduction tension, which makes it easier for people to cope with real life problems and for societies, to avoid breakdown (Mendelsohn, 1966).

Denis McQuail (1987), added one more function that is mobilizing function of media. ‘Nearly everywhere & the media are expected to advance national interests and promote certain key values and behaviour patterns, but especially so in times of crisis. And in certain developing societies, as well as in many socialist states, a mobilizing role is formally allotted to the media.

The following set of basic ideas about media purpose in society has been taken from Denis McQuail’s book Mass Communication Theory.

I. Information

- providing information about events and conditions in society and the world.
- indicating relations of power.
- facilitating innovation, adaptation and progress.
II. Correlation

- explaining, interpreting and commenting on the meaning of events and information.

- providing support for established authority and norms.

- socializing.

- co-ordinating separate activities.

- consensus building.

- setting orders of priority and signalling relative status.

III Continuity

- expressing the dominant culture and recognizing sub-cultures and new cultural developments.

- forging and maintaining commonality of values.

IV. Entertainment

- providing amusement, diversion, the means of relaxation.

- reducing social tension.

V Mobilization

- campaigning for societal objectives in the sphere of politics, war, economic development, work and sometimes religion,

   Dominick (1990) in his book ‘The Dynamics of Mass Communication’ has described the main functions of media- surveillance, interpretation, linkage, transmission of values and entertainment. These functions are not mutually
exclusive The actual content or activity representing the functions will also vary a good deal according to whose purpose is being served.

**Surveillance**

Of all the media functions surveillance is apparently an important function and the degree of audience dependence on the media for news supports this observation. Surveillance refers to what we popularly call the news and information role of the media. The media have taken the place of sentinels and lookouts. Correspondents for wire services, TV networks, and newspapers, are located across the globe. These individuals collect the information for us which we could not get for ourselves. Their reports are funneled back to mass media organizations that, in turn, produce in newspapers or magazines, radio or TV.

**Transmission of Values**

The transmission of values is a subtle but nonetheless important function of the mass media. It has also been called the socialization function. Socialization refers to the ways in which an individual comes to adopt the behaviour and values of a group. The mass media present portrayals of our society and by watching, listening and reading we learn how people are supposed to act and what values are important. Media portrayals picture motherhood and childrearing as activities that have a positive value for society. Individuals who are exposed to these portrayals are likely to grow and accept this value. Thus, a social value is transmitted from one generation to another.
**Entertainment**

The most obvious of all media functions is that of entertainment. The newspapers devote much space to, cover the events of the day, gossip, humour, comics, sports, share prices, horoscopes, puzzles and general entertainment features. Whereas television is primarily devoted to entertainment. The entertainment content of radio varies widely according to station format.

The scope of mass media entertainment is awesome. The importance of the entertainment function has grown as people have accumulated more leisure time which they will probably fill with entertainment provided, by the media.

In the past, the entertainment function was fulfilled by interpersonal communication: storytelling, folk songs, folk dances, nautankies, puppet shows, folk theatres and magicians.

The consequences of having this task taken over by mass communication are clear the media can make entertainment available to a large number of people at relatively low: cost. This helps make leisure and recreational time more, enjoyable. Entertainment, that is carried by the mass media appeals to mass audience. The ultimate result of this state of affairs is that media content is designed to appeal to the lowest common denominator of taste. Many critics have argued that the media have lowered the level of Indian culture and have cheapened taste.
Seven C’s of Communication:

Credibility: The receiver of information must always have trust on the communicator or sender of information. The receiver must be confident that information sent to him is based on true facts. This belief of receiver leads to credibility.

Context: The context of message must confirm it. The context must be clearly related to the information sent.

Content: Message and meaning are two different things. So the content must support the message conveyed.

Clarity: Message must always be simple and clear. Message must be developed logically. It should not be complicated.

Continuity and Consistency: Whatever one wants to communicate must take care of the consistency. Proper links are must. Continuity and consistency makes the message easy to understand and relate.

Channel: Channel can affect the effectiveness of communication process. If the message is sent through the proper channel then only the message can leave appropriate affect.

Capability: A communicator must always check the capability of the receiver of information. He must be aware of the capability of the audience.
Barriers of Communication:

Barriers of Communication are those things which prevent the message to reach its destination. The basic necessity of effective communication is that the message should reach the destination without any distortion. Any interference of unexpected thing in the way of information message between source and destination plays the role of barrier.

Different Barriers of communication:

- Language barrier
- Barrier of shortage of time
- Geographical distance
- Semantic barrier
- Barrier of personal difference
- Confusion
- Improper timing
- Technological barrier
- Barrier arised due to working environment
- Barrier of mental status of thinking.