
INTRODUCTION

The book is our best friend as they provide solutions to our problems. Reading gives us pleasure but writing a book gives pleasure as well as it improves our skills.

So, ladies and gentlemen here I present my book on “**Introduction to communication & Practices**”. Being from Journalism and Mass Communication fraternity gave me a lot of pleasure while writing the book. It brought in a lot of memories and hard work that we did as a student.

This book will give you an insight into the concept of mass communication. In this book, you will come across topics like mass media, models associated with mass communication and media, and so on. It also covers types of communications, media monopoly. Topics related to media studies are changing every day with the change in society.

The book has been written in simple English so that every student can understand the concept and make the best use of the book.

A lot of care has been taken while writing this book. The personal touch has been given so that all the topics are covered under one umbrella.

This book will be a guiding star for the students. Students can learn a lot about different trends that are existing in the media world. Students will find it easy while handling the book.

This book will help the students aspiring to be future journalists learn all the basic concepts that would help them to work smoothly in their life ahead.

I have done my best to give the best to the students but as we say no man is perfect in the same way, the scope for correction and updation is always open in the field of writing books.

Any feedback regarding the book is most welcome.

Wishing all the students the best in life. Hope you all enjoy the book as well as the writing..

UNIT-I

DEFINING COMMUNICATION

STRUCTURE

This chapter shall cover the following main points:

- What is Communication?
- Elements of a Communication
- The Communication Process
- Communication Channels
- Functions Of Communication:
- Scope of Communication:
- Forms &Types of Communication
- Group Communication
- Mass Communication
- Types of Mass Communication
- Barriers to Communication
- 7 C's of Communication:

• LEARNING OBJECTIVES

By the end of the first unit,students will learn everything related to communication. It includes the definition of communication along with the elements.

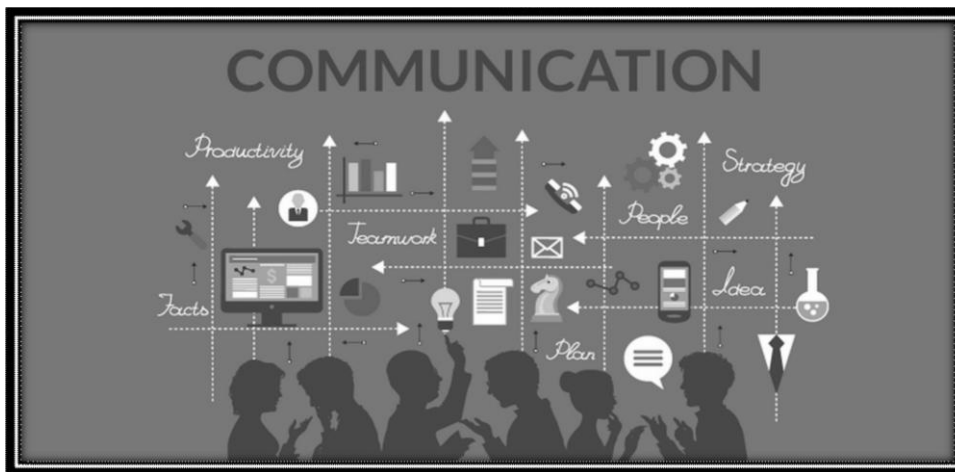
- The unit also includes the entire process of communication with various channels associated with communication as a process.
- The unit also includes the functions and scopes associated with the communication.
- Forms and types of communication are also dealt with in this unit.

- Group communication and Mass Communication and its types are also covered in this unit.
- The students will also learn about the barriers associated with the communication.
- The concept of 7 C's is also covered in this unit.
- In short anything and everything associated with communication and the communication process is covered in this unit.

WHAT IS COMMUNICATION?

The word “Communication” has been derived from the Latin word “Communicare” which means “To Share”. Communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules.

Communication is simply the act of transferring information from one place, person, or group to another. Every communication involves a sender, a message, and a recipient. The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location.



As this definition makes clear, communication is more than simply the transmission of information. The term requires an element of success in transmitting or imparting a message, whether information, ideas, or emotions.

Elements of a Communication:

Proper communication has three parts The Sender, The Message, and The Recipient.

The sender 'encodes' the message, usually in a mixture of words and non-verbal communication. It is transmitted through some medium like through speech or writing, and then the recipient 'decodes' it.

There may be more than one recipient, and the complexity of communication means that each one may receive a slightly different message. Two people may read the messages differently with the different choice of words and body language. It is also possible that neither of them will have the same understanding as the sender.

In face-to-face communication, the roles of the sender and recipient are not distinct. The two roles will pass back and forward between two people talking. Both parties will communicate with each other, even in a very subtle way such as through eye-contact and general body language. In written communication, however, the sender and recipient are more distinct.

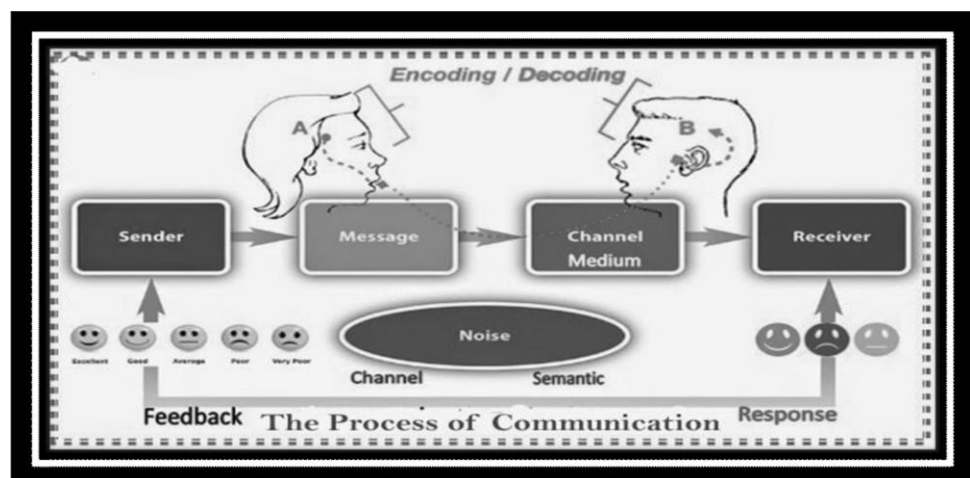
The Communication Process:

A message or communication is sent to multiple receivers through a communication channel by the sender.

The sender must encode the message that needs to be communicated into a form that is appropriate to the communication channel, and the receiver then decodes the message to understand its meaning and significance.

Misunderstanding can occur at any stage of the communication process if the message is not conveyed in the right way and through the right communication channel.

Effective communication involves minimizing potential misunderstanding and overcoming any barriers to communication at each stage in the communication process.



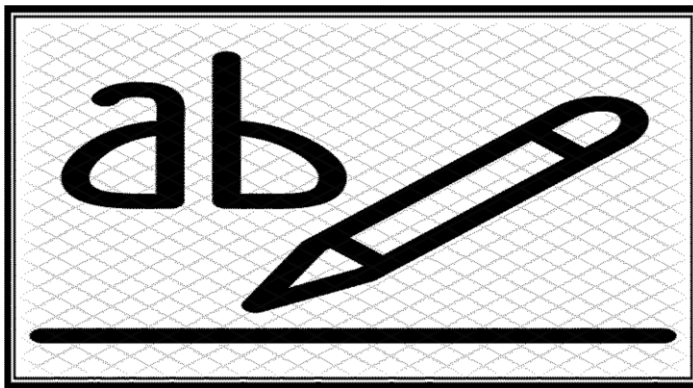
An effective communicator understands their audience and then encodes the message in such a way that it is not misunderstood by the receiver. After this the sender chooses an appropriate communication channel, and sends their message through it.

The sender will also seek out feedback from the receiver as to how the message is understood and attempt to correct any misunderstanding or confusion as soon as possible.

Receivers can use techniques such as Clarification and Reflection as effective ways to ensure that the message sent has been understood correctly.

Encoding Messages

Encoding a message is transferring abstract thoughts into spoken words or a written form. However, other communication channels require different forms of encoding, e.g. text written for a report will not work well if broadcast via a radio program, and the short, abbreviated text used in text messages would be inappropriate in a letter or speech.



Complex data may be best communicated using a graph, chart, or other visualization.

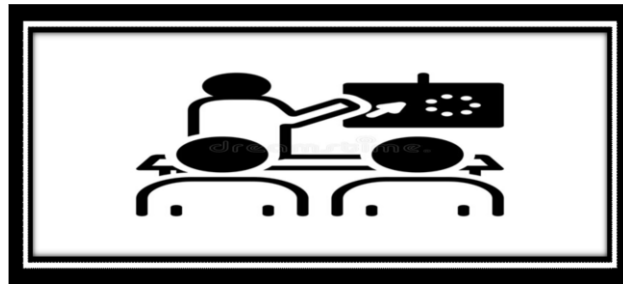
The sender encodes their messages so that they fit both the channel and the intended audience. They use appropriate language, conveying the information simply and clearly. They also anticipate and eliminate likely causes of confusion and misunderstanding. They are generally aware of the recipients' experience in decoding similar communications.

Successful encoding of messages for the audience and channel is a vital skill for effective communication.

Decoding Messages

Once received, the recipient needs to decode the message. Successful decoding is also a vital communication skill. People will decode and

understand messages differently. This will depend on their experience and understanding of the context of the message, how well they know the sender, their psychological state, and how they feel, and the time and place of receipt. They may also be affected by any Barriers to Communication that might be present.



There is a wide range of factors that affects decoding and understanding. Successful communicators understand how the message will be decoded, they anticipate and remove as many barriers as possible of the potential sources of misunderstanding.

Feedback:

The final part of the communication is feedback. The recipient lets the sender know that they have received and understood the message.

Recipients of messages are likely to provide feedback on how they have understood the messages through both verbal and non-verbal reactions. Effective communicators pay close attention to this feedback as it is the only way to assess whether the message has been understood as intended, and it allows any confusion to be corrected.



The extent and form of feedback will vary with the communication channel. Feedback during a face-to-face or telephone conversation will be immediate and direct, whilst feedback to messages conveyed via TV or radio will be indirect and may be delayed, or even conveyed through other media such as the Internet.

COMMUNICATION CHANNELS

The communication channel is the term given to how one communicates. It is therefore the method used to transmit a message to a recipient or to receive a message from someone else.

There are multiple channels available that can be used to send a message. These include face-to-face conversations, telephone calls, text messages, email, the Internet including social media such as Facebook and Twitter, radio and TV, written letters, brochures, and reports.



Choosing an appropriate communication channel is vital for effective communication. Each communication channel has different strengths and weaknesses.

For example, broadcasting news of an upcoming event via a written letter might convey the message clearly to one or two individuals. It will not, however, be a time- or cost-effective way to broadcast the message to a large number of people. On the other hand, conveying complex, technical information is easier via a printed document than a spoken message. The recipients can assimilate the information at their own pace and revisit anything that they do not fully understand.

Written communication is also useful as a way of recording what has been said, for example by taking minutes in a meeting.

FUNCTIONS OF COMMUNICATION:



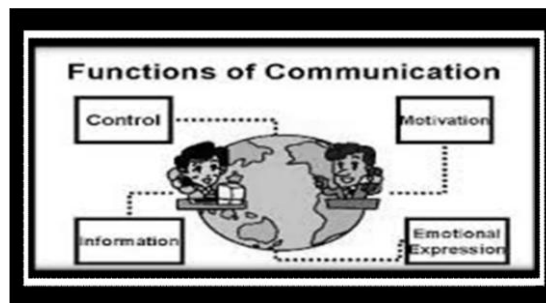
Communication is a complex process, with elements, levels, and dimensions. People do not just communicate because people love to talk. Humans communicate for several reasons: regulation and control, social

interaction, motivation, information, and emotional expression. Collectively, these reasons are called the Functions of Communication. Each Function of communication is based on the speaker's purpose for communicating.

Major functions of Communication are :

1. Regulation and Control: If the Speaker's purpose is to control others by managing their behavior, then the Speaker is using the function of Regulation and Control. This can be seen in the example of announcing that the community will start segregating their garbage. This function is also demonstrated by the simple act of telling someone to be quiet or encouraging someone to continue discussing the topic

2. Social Interaction: The second function of communication is Social Interaction. It is the most familiar, and the primary reason why people communicate. This is because people love to talk with each other. Talking with one another keeps them busy and entertained. Humans talk for the sole purpose of coming together as a society. Social Interaction allows people to be connected. A family becomes close not because they live under the same roof, but because each member interacts with another. Friends get together to interact and enjoy each other's company. A new acquaintance can become a friend by getting to know that person through more opportunities for interaction.



3. Motivation: Motivation is another important function of Communication. This is when the Speaker's purpose is to persuade or try to persuade another person to change his/her opinion, attitude, or behavior. This is different from Regulation and Control where the Speaker simply directs others and insists on his/her agenda. In this Function, persuasion is used to move the Listener away from his/her position towards the Speaker's own or the position where the Speaker wants the other person to move. For example, convincing friends to go to the mall after school to watch a movie is a motivational function of communication.

4. **Information:** This Function is used when the speaker wants to make others aware of certain data, concepts, and processes – knowledge that may be useful to them. This may be something as serious as knowing what the MRSA virus is and how to avoid getting it. Or something less serious but just as important such as when and where the school graduation will be held and what the other details are.

5. **Emotional Expression:** It is another Function of Communication. More than Regulation and Control, more than Motivation, Emotional Expression is used by a Speaker to move another person to action. The Speaker appeals to the Listener's feelings and emotions to encourage him/her to act in a particular direction. Receiving Messages that include pictures of the devastation brought about by a typhoon such as Yolanda, or photos of children dying or crying because of hunger, the Receiver of the Message cannot help but be moved to do something: donate money, clothes, food, and water, or even volunteer to help build new houses for the victims.

A Speaker has several major reasons for communicating, which is also also known as the Functions of Communication. It must be remembered that these functions overlap. To Regulate or Motivate, it is sometimes necessary to first Inform. On the other hand, Social Interaction also involves Emotional Expression. So does Motivation. Moreover, these Functions use both verbal and nonverbal cues to accomplish a specific purpose of communication that the Speaker has in mind.

SCOPE OF COMMUNICATION:



Scope of communication means the normal functioning area of Communication. Since communication is essential in every sphere of human life, its scope is wide and pervasive. From cradle to grave, human beings are somehow engaged in communication. No one can pass even a day without communication.

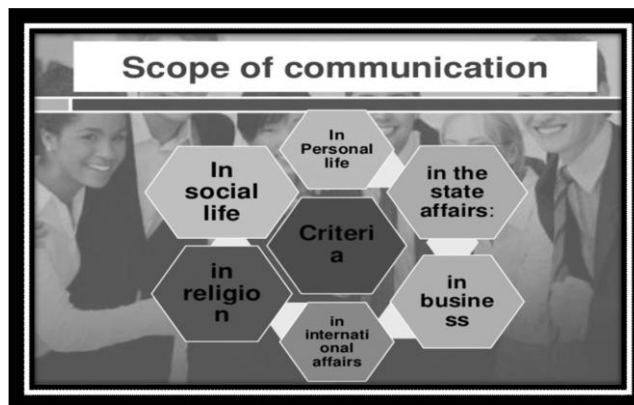
Scope of Communication in an individual's life are:

1. Communication in personal life: Communication is closely related to every sphere of human life. Personal life refers to all the individuals that one comes across in day to day life. From dawn to sleep at night, a person communicates with others. This reveals that communication is the part and parcel of an individual.

2. Communication in social life: Now we are on the verge of human civilization and living in an integrated society. In social life, people need to develop social bondage. Communication helps us in creating and strengthening this social bondage. Whether it's a school or college party or picnic everywhere communication plays a vital role. Communication with others outside the house helps to create a social link. In this way, communication has a wide scope in social life.

3. Communication in state affairs: Communication is also prevalent in all areas of state affairs. Without communication, the state neither can administer its various wings nor can maintain relationships with the other part of the world. Due to revolutionary change in communication technologies, the whole world has turned into a global village.

4. Communication in business: In this post-modern age, one cannot think of a business without communication. Communication is the lifeblood of business as it provides necessary information in formulating business plans and policies. It also ensures the effective performance of business activities like production, distribution, finance, warehousing, etc. Thus; the ultimate success of the business depends on successful communication.



5. Communication in management: Management is the means of achieving organizational goals. Efficiency and effectiveness of management depend on effective communication with the various internal and external parties. Every function of management depends on communication. In fact, without information plans cannot be formulated, activities cannot be

organized, directives cannot be issued and control cannot be ensured. Hence to establish control in an organization and also to make it work smoothly management needs to communicate clearly and well.

6. Communication in industrial relations: Industrial relation means a labor-management relationship in an industry or an organization. Congenial industrial relation is a precondition for business success. On the other hand, free and fair communication is a pre-requisite for creating good industrial relations. Free flow of information lessens doubt, confusion, and controversies between workers and management. As a result, a harmonious relationship develops in the organization.

7. Communication in international affairs: In this age of globalization, communication is not merely confined within the national boundary but has expanded at an international level. Countries are exchanging their cultural, economical, social, political, educational, and technological affairs with each other continuously. To facilitate cooperation and communication among countries, various regional and international bodies namely the United Nations, World Bank, NAFTA, SAFTA, ASEAN, SAARC, EU, etc. have been formed. Through these bodies, countries communicate various bilateral and multilateral issues.

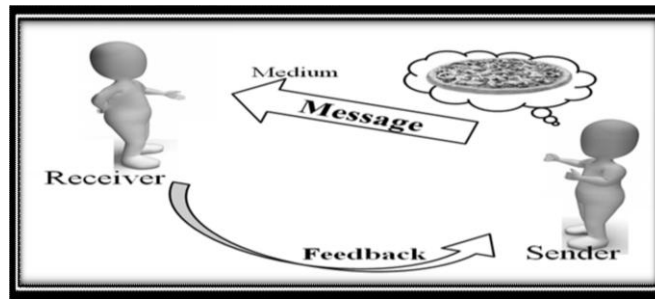
8. Communication in religion: Communication is also present in preaching, spreading, and circulating various religious doctrines. Prophets and saints have preached the verses of almighty to their followers and even now, many religious thinkers are performing the duty of preachers and circulating religious verses.

Based on the above points one can conclude that the scope of communication is so wide that it encompasses almost every sphere of our personal, social, national, international, and religious lives.

FORMS & TYPES OF COMMUNICATION



Communication begins at a given point. The first step is the generation of information. The second step is to put this information or data into a medium for transmission towards the intended audience.



During this process, the initiator of the communication must pay extra attention to the nature of the information. Communication skills will determine the effectiveness of their communication.

Based on the communication channels, there are three types of communication. They are:

A. Verbal Communication

B. Non-Verbal Communication

C. Visual Communication

(1) Verbal Communication: This involves the usage of language and words to pass on the intended message. In general terms, Verbal Communication means communication in the form of spoken words only. But, in the context of types of communication, verbal communication can be in the spoken or the written form. Thus, the verbal form may be oral or written as discussed below.



(a) Oral Communication: This is the communication that employs the spoken word, either direct or indirect as a communication channel. This verbal communication could be made on a channel that passes information in only one form i.e. sound.

One could converse either face to face, or over the phone, or via voice notes or chat rooms, etc. It all comes under oral communication. This form of communication is the most effective form of communication.

(b) Written Communication: This kind of communication involves an exchange of information in the written form. For example, e-mails, texts, letters, reports, SMS, posts on social media platforms, documents, handbooks, posters, flyers, etc.

(2) Non-Verbal Communication: In this type of communication, messages are relayed without the transmission of words. The messages here are wordless. This form of communication mainly aids verbal communication. It supplements verbal communication with gestures, body language, symbols, and expressions.

Through Non- Verbal Communication one may communicate one's mood, or opinion or even show a reaction to the messages that are relaying. One's non-verbal actions often set the tone for the dialogue. One can control and guide communication if they control their Non- Verbal Communication. Some of the modes of non-verbal communications are:

(a) Physical Non-verbal Communication

Physical Non –Verbal Communication is the total of the physically observable actions. For instance, hand gestures, body language, facial expressions, the tone of one's voice, posture, stance, touch, gaze, and others. Several researchers have revealed that physical nonverbal communication constitutes about 55% of our daily communication.

Physical Non- Verbal Communications are signals that are picked up as part of our biological wiring. For example, if you rest your head on your palms, it will mean that you are very disappointed or angry. Similarly, other subtle hints will convey your reaction to the presenter or your audience's reaction to you.

(b) Paralanguage

The art of reading between the lines is called the Paralanguage. the tone of one's voice is mainly used as a part of this communication. This kind of communication amounts to almost 38% of all the communication that an individual does every day. Along with the tone of voice, the style of speaking, voice quality, stress, emotions, or intonation serves the purpose of communication. And, these aspects are non-verbal.

(c) Aesthetic Communication

Art is an important means of communication. Through paintings or any other forms of art, an artist can convey the strongest messages. Several times in the history of the world, art has been used as an effective form of nonverbal communication.

(d) Appearance

The first impression sets the tone. People will react to an appearance and this is a fact of life. The clothes, the color of the fabrics, etc. all determine the reaction of an audience.

(3) Visual Communication

This communication is done through visual aids like drawings, placards, presentations, and illustrations, etc.

(4) Formal & Informal Communication:

Another type of communication that one can witness in the day to day life is Formal and Informal communications.

FORMAL COMMUNICATIONS:

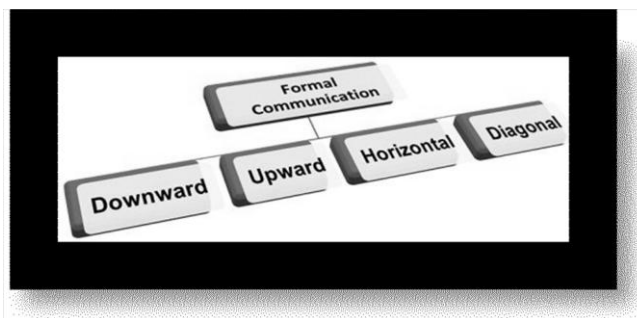
Formal communication refers to the flow of official information through proper, predefined channels and routes. The flow of information is controlled and it needs deliberate effort to be properly communicated.

Formal communication follows a hierarchical structure and chain of command. The structure is typically top-down, from leaders in various departments and senior staff in the organization, which circulates down to lower-level employees.

Employees are bound to follow formal communication channels while performing their duties.

Formal communication is considered effective as it is a timely and systematic flow of communication.

Types of Formal Communication are:



1. Downward Communication

Downward communication represents the most stereotypical form of formal communication. Information flows from the management level down to lower levels. It is the most common form of formal communication. Downward communication includes orders and instructions represented in oral or written format. Reports, emails, letters, and manual communication are commonly used as downward communication tools.

2. Upward Communication

Upward communication contains information which passes from subordinate levels up to management and senior levels.

Common forms of upward communication include reports, suggestions, requests, instructions and complaints.

3. Horizontal Communication

Horizontal communication refers to communication between individuals who are at the same or similar levels within an organization but have different areas of responsibility. Horizontal communication is slightly more fluid and dependent on cross-individual communication. Typical examples exist as communication between managers of different departments.

4. Diagonal Communication

This occurs when employees of different departments at different levels communicate with each other irrespective of the chain of command. Communication between a floor manager and a Sales team is a prime example of diagonal communication.

Means of Formal Communication:

Different means of Formal Communication are :

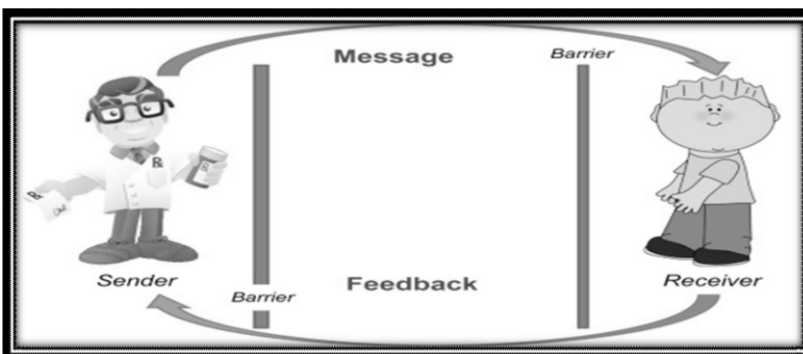
Memos Intranet Meetings Conferences Formal One-on-Ones

Bulletin Boards Handout Letters Presentations Speeches

Notice Boards Organizational blogs Emails from managers and leaders

Interpersonal & Intrapersonal Communication

Interpersonal Communication:



Interpersonal communication is the process by which people exchange information, feelings, and meaning. People use verbal and non-verbal means to convey their messages: Interpersonal communication is also called Face to Face Communication. Interpersonal communication is not just about what is being said, the language being used but how it is said, and the non-verbal messages sent through tone of voice, facial expressions, gestures, and body language.

ELEMENTS OF INTERPERSONAL COMMUNICATION



The Main Elements of Interpersonal communication are:

(1) The Communicators

Two or more people should be involved in a communication to take place. It is easy to think about communication involving a sender and a receiver of a message. However, the problem with this way of seeing a relationship is that it presents communication as a one-way process where one person sends the message and the other receives it. While one person is talking and another is listening, for example.

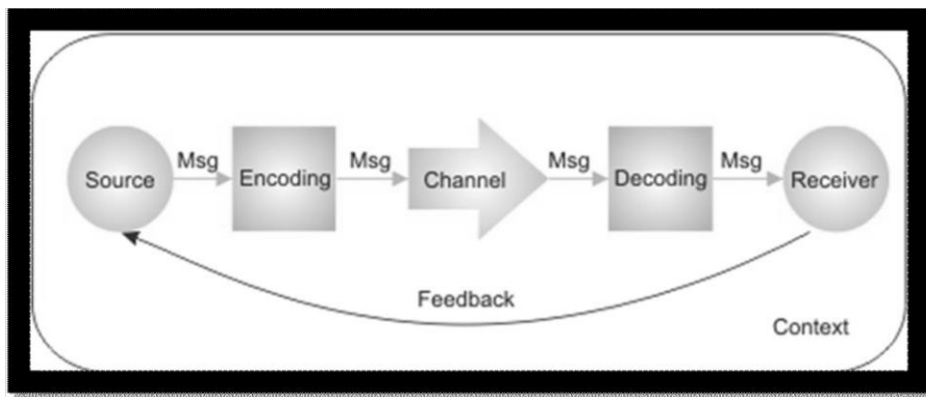
Communications are almost always complex, two-way processes, with people sending and receiving messages to and from each other simultaneously. In other words, communication is an interactive process. While one person is talking the other is listening but while listening they are also sending feedback in the form of smiles, head nods, etc.

(2) The Message

Message not only means the speech used or information conveyed, but it also refers to the non-verbal messages exchanged such as facial expressions, tone of voice, gestures, and body language. Non-verbal behavior can convey additional information about the spoken message. In particular, it can reveal more about emotional attitudes which may underlie the content of speech.

(3) Noise

Noise has a special meaning in communication theory. It refers to anything that distorts the message so that what is received is different from what is intended by the speaker. Whilst physical 'noise' e.g. background sounds or a low-flying jet plane can interfere with communication, other factors are considered to be 'noise'. The use of complicated jargon, inappropriate body language, inattention, disinterest, and cultural differences can be considered 'noise' in the context of interpersonal communication. In other words, any distortions or inconsistencies that occur during an attempt to communicate can be seen as noise.



(4) Feedback

Feedback consists of messages the receiver returns, which allows the sender to know how accurately the message has been received, as well as the receiver's reaction. The receiver may also respond to the unintentional message as well as the intentional message. Types of feedback range from direct verbal statements, e.g. "Say that again, I don't understand", to subtle facial expressions or changes in posture that might indicate to the sender that the receiver feels uncomfortable with the message. Feedback allows the sender to regulate, adapt, or repeat the message to improve communication.

(5) Context

All communication is influenced by the context in which it takes place. However, apart from looking at the situational context of where the interaction takes place, for example in a room, office, or perhaps outdoors, the social context also needs to be considered, e.g., the roles, responsibilities, and relative status of the participants. The emotional climate and participants' expectations of the interaction will also affect communication.

(6) Channel

The channel refers to the physical means by which the message is transferred from one person to another. In a face-to-face context, the channels which are used are speech and vision, however, during a telephone conversation the channel is limited to speech alone.

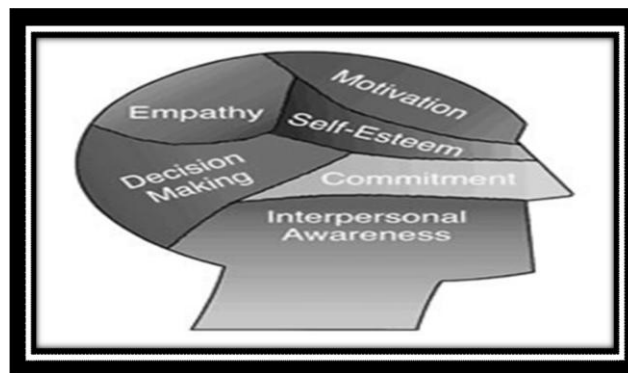
USES OF INTERPERSONAL COMMUNICATION

The main purposes of Interpersonal Communication are :

- Give and collect information
- Influence the attitudes and behavior of others
- Form contacts and maintain relationships
- Make sense of the world and our experiences in it
- Express personal needs and understand the needs of others
- Give and receive emotional support
- Make decisions and solve problems
- Anticipate and predict behavior
- Regulate power

Intrapersonal Communication

Intrapersonal communication is communication with oneself using internal vocalization or reflective thinking. Like other forms of communication, intrapersonal communication is triggered by some internal or external stimulus. For example, one communicates with oneself about what they want to eat due to the internal stimulus of hunger, or they may react intrapersonally to an event they witness. Unlike other forms of communication, intrapersonal communication takes place only inside one's head. The other forms of communication must be perceived by someone else to count as communication.

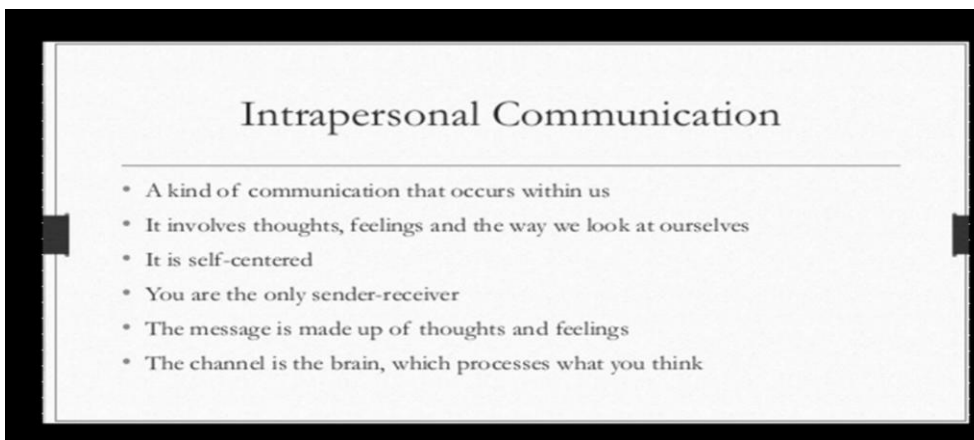


Types of Intrapersonal Communication

There are three different types of intrapersonal communication. They are Self-Concept, Perception, and Expectation.

1. Self-concept or self-awareness

This is the core foundation of intrapersonal communication since it decides on how one sees themselves concerning other people. This aspect of intrapersonal communication consists of beliefs, values, and attitudes. Again, this is important for developing emotional intelligence, a crucial aspect of being a leader. The attitudes on different topics are normally connected to the core values of an individual. These attitudes are based on the values, that are an individual's rules of what are the right and wrong things to do, the ideas, etc. Values are in turn based on the core beliefs, which are the personal perspectives of an individual on what is right and wrong, good or bad, etc.



2. Reception

The perception aspect is based on outwards. How an individual perceives other people and the world, in general, is filtered by the self-concept. Depending on the beliefs, values, and attitudes, an individual can perceive the same thing differently than another person with differing beliefs, values, and attitudes. This happens all the time. A person perceives things in connection to a framework of judging parameters so to speak. One also tends to perceive themselves in a perhaps better light than others.

3. Expectations

The third type or aspect of intrapersonal communication is regarding expectations of the future. Certain people expect to become something great, others don't. The long-term expectations are sometimes projections of what an individual has learned from environments such as their own family growing up and the society they belong to.

These three aspects are used in your intrapersonal communication as one reflects, thinks, analyzes, or clarify. If an individual ponders on something, then they consciously or unconsciously judge in the context of their self-concept, perception of the world, and the expectations they have. These three aspects form a framework to bounce the thoughts and rules made by an individual for themselves.

FORMS OF INTRAPERSONAL COMMUNICATION

1. Thinking form

This includes thinking as well as dreaming, both day-dreaming and the dreaming that one does while sleeping. Whenever one thinks about having something for example: having something for dinner or a complex mathematical problem, one is engaging in intrapersonal communication

2. Vocal form

This way of performing intrapersonal communication is essential to talk loud to oneself. Normally reoccurring reasons for this are to repeat or otherwise rehearse a message; letting emotions be heard; giving oneself all the instructions. Many of us do this now and then, whether it is talking to ourselves in the mirror or perhaps commenting on other drivers while alone in the car.

3. Written form

This involves all writing work that one does for themselves as the only intended reader. This could for instance be a personal journal or diary, but could just as well be a shopping list, reminders, or notes.

ADVANTAGES OF INTRAPERSONAL COMMUNICATION

1. Understanding yourself and your emotions

By realizing and being aware of one's emotional state one can consider what impact it has on the intrapersonal communication and in the next step also in any interpersonal communication one engages in. If an individual is in a positive or negative state, it will color their intrapersonal communication. Negative emotions can lead to negative thoughts and interpretation of events and the acts of others and vice versa for positive emotions Realizing emotions makes it possible for a person to pause and reflect on what is going on and the reasons for it. If one is good at intrapersonal communication, they can catch themselves in the act and correct themselves when they are heading in the wrong direction.

2. Empathy and understanding others

Grasping and understanding the situation another human being is in and considering what it would be like is to a large degree a case of intrapersonal communication. Yes, one might ask questions to the other person, but putting themselves in his or her shoes is an act of intrapersonal communication. Deciding what to ask as a next question depending on the previous answer is also an act of intrapersonal communication. Hence, being skilled at intrapersonal communication will make an individual better at understanding and treating others. This is very important for affiliative leaders, transformational leaders, and servant leaders.

3. Good analytical skills

By visualizing and seeing problems in different directions in an intrapersonal communication, one can make an individual understand what additional information is required and how and why it is important in the context. One can identify options and alternatives on how to move forward and judge the outcome and likelihood of those different aspects

4. Improved decision-making skills

If an individual can think about an issue through and weigh aspects and consequences back and forth which is part of the aforementioned analytical skills, it will be easier for them to make good decisions. An individual can understand the consequences of different decisions as well as if not deciding at all.

All the above-mentioned skills within the intrapersonal communications department are likely to help a person in interpersonal relationships and communication.

GROUP COMMUNICATION



Group communication is communication among three or more people interacting to achieve a shared goal. Even though it can be frustrating, group work in any setting provides useful experience and preparation for group work in professional settings. Organizations have been moving towards more team-based work models, and whether an individual likes it or not, groups are an integral part of people's lives. Therefore the study of group communication is valuable in many contexts.

Group communication is more intentional and formal than interpersonal communication. Unlike interpersonal relationships, which are voluntary, individuals in a group are often assigned to their position within a group. Additionally, group communication is often task-focused, meaning that members of the group work together for an explicit purpose or goal that affects each member of the group. Goal-oriented communication in interpersonal interactions usually relates to one person; Goal-oriented communication at the group level usually focuses on a task assigned to the whole group; for example, a group of people may be tasked to figure out a plan for moving a business from one office to another.

Working in groups that have more communicators usually leads to more complicated interactions. Some of the challenges of group communication relate to task-oriented interactions, such as deciding who will complete each part of a larger project. But many challenges stem from interpersonal conflict or misunderstandings among group members. Since group members also communicate with and relate to each other interpersonally and may have preexisting relationships or develop them during group interaction, elements of interpersonal communication occur within-group communication too.

MASS COMMUNICATION



Mass communication is the process of imparting and exchanging information through mass media to large segments of the population. It is usually understood for relating to various forms of media,

as these technologies are used for the dissemination of information, of which journalism and advertising are part.

Mass communication differs from other forms of communication, such as interpersonal communication and organizational communication, because it focuses on particular resources transmitting information to numerous receivers. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behavior, attitude, opinion, or emotion of the people receiving the information.

Normally, the transmission of messages to many persons at a time is called mass communication. But in a complete sense, mass communication can be understood as the process of extensive circulation of information within regions and across the globe.

Through mass communication, information can be transmitted quickly to many people who generally stay far away from the sources of information. Mass communication is practiced in multiple mediums, such as radio, television, social networking, billboards, newspapers, magazines, books, film, and the Internet. In this modern era, mass communication is being used to disperse information at an accelerated rate, often about politics and other charged topics. There are major connections between the media that is being consumed, via mass communication, and our culture, contributing to polarization and dividing people based on consequential issues.

TYPES OF MASS COMMUNICATION

Advertising

Advertising, concerning mass communication, is marketing a product or service in a persuasive manner that encourages the audience to buy the product or use the service. Because advertising generally takes place through some form of mass media, such as television, studying the effects and methods of advertising is relevant to the study of mass communication. Advertising is the paid, impersonal, one-way marketing of persuasive information from a sponsor. Through mass communication channels, the sponsor promotes the adoption of products or ideas. Advertisers have full control of the message being sent to their audience.

Journalism

Journalism is the production and distribution of reports on events for presentation through the media. The study of journalism involves analyzing the dissemination of information to the public through media outlets such as newspapers, news channels, radio stations, television stations, and more recently, e-readers and smart phones.

Alternative Journalism deviates from established or dominant types of media in terms of their content, production, or distribution. Alternative journalism utilizes the same media outlets as mainstream journalism, to advocate the "interests of those excluded from the mainstream.

Civic journalism is also known as public journalism is the idea of integrating journalism into the democratic process. The media not only informs the public, but it also works towards engaging citizens and creating public debate.

Citizen journalism is based upon citizens actively producing news and information. Citizen journalism deals with the distribution of news by the public, often through the Internet.

Public relations

Public relations is the process of providing information to the public to present a specific view of a product or organization. Public relations differs from advertising as it is less obtrusive, and aimed at providing a more comprehensive opinion to a large audience to shape public opinion. Unlike advertising, public relations professionals only have control until the message is related to media gatekeepers who decide where to pass the information on to the audience.

Social media

Social media, in its modern use, refers to platforms used on both mobile devices and home computers that allow users to interact through the use of words, images, sounds, and video. Social media includes popular sites such as Facebook and Instagram, as well as sites that can aid in business networking such as LinkedIn. The use and importance of social media in communications and public relations has grown drastically throughout the years and is now a staple in advertisements to mass audiences. For many newer companies and businesses geared towards young people, social media is a tool for advertising purposes and growing the brand. Social Media provides additional ways to connect and reach out to one's targeted audience.

Multiple social-networking sites can visualize and share one's personal social life. Even though the first social networking sites were created several years ago, the rise of both [MySpace](#) and [Facebook](#) took over and canceled out the previous social media sites. Facebook has the ability for people to view an individual's personal life by posting a picture, videos, and updating their status. As of today, Facebook is one of the most popular social media websites for multiple types of communication. Generally, Facebook is used for communication with relatives and friends along with people who share interests.

Social media have introduced new difficulties in relationships. One way this has occurred is through catfishing. The term catfish refers to a person who uses a false online profile on a social media platform. Most commonly, a catfish communicates with another online profile to get them to fall in love with the false persona they created. The MTV reality show "Catfish": TV Show has brought mainstream attention to this issue. The goal of these episodes is to keep track of people who have fallen in love with someone they interacted with online but never met in person. As catfishing has become a mainstream term, people have wondered how and why it continues to happen.

AUDIO MEDIA

Recorded music

Recordings, developed in the 1870s, became the first non-print form of mass communication. The invention of the phonograph by Thomas Edison in the late 19th century, the graphophone by Alexander Graham Bell and Charles Tainter, and the gramophone by The Victor Talking Machine Company were the first competing mass media forms that brought recorded music to the masses. Recording changed again in the 1950s with the invention of the LP or long play vinyl record, then eight track-tapes, followed by vinyl, and cassettes in 1965. Compact discs or CDs followed and were seen as the biggest invention in recorded arts since Edison.

Radio

Radio is considered to be the most widely accessible form of mass communication in the world and the medium used to the greatest degree. Internet Radio has now become increasingly more popular, as radio stations are streaming content through their websites and other applications. Music streaming services such as Apple Music and [Spotify](#),

have also integrated radio features onto the platform. Spotify Radio is a feature that allows Spotify to continuously create a playlist for its users with tracks and podcast segments based on any artist or playlist they wish.

CONVERGENCE

Convergence refers to the coming together of telecommunications as forms of mass communication in a digital media environment. There is no clear definition of Convergence and its effects. However, it can be viewed through three lenses: Technological convergence, Cultural convergence, and Economic convergence.

Technological convergence: It is the action of two or more media companies merging in a digital platform that can lead companies to develop new commodities or become part of new sectors and/or economies.

Cultural convergence: It deals with the blending of different beliefs, values, and traditions between groups of people and may occur through the globalization of content. A study on the consumption of YouTube, conducted by the Information Technology Department and Sociology Department at Cornell University, concluded that cultural convergence occurs more frequently in advanced cosmopolitan areas.

FILM AND TELEVISION

Film

The film industry began with the invention of the Kinetoscope by Thomas Edison. His patent failure resulted in Louis and Auguste Lumiere creating a portable camera that could process film and project images. Louis and Auguste Lumiere were brothers. The invention quickly gained notoriety when the Lumiere brothers debuted a series of 60-second clips screened outdoors to a Parisian audience. Despite the ever-growing popularity of moving images, the Lumiere Brothers did not seek to revolutionize the style of the film but stuck to documenting daily life in France. This set the grounds for future film revolutionaries, including George Melies, who sought to create narrative sequences in his films through the use of special effects.

Television

In the 1970s, television began to change to include more complicated and three-dimensional characters and plots. PBS was launched in 1970 and was the home for programming that would not be suitable for network

television. By 1972, the sales of color television sets surpassed that of black-and-white sets. In the 1980s, television became geared towards what has become known as the MTV Generation, with a surge in the number of cable channels.

Photography

Photography plays an important role in the field of technology and mass communication by demonstrating facts or reinforcing ideas. Although the photos are altered digitally, it is still considered to be proof to expose and communicate.

Video games

Video game genres are a classification assigned to a video game based on its gameplay rather than visual or storytelling differences. A video game genre is defined by a set of gameplay challenges and is classified independently of when and where the game takes place.

Interactive media

Interactive Media is a form of communication technology that refers to services on digital computer-based systems. This requires two or more parties who respond to each other through text, moving images, animation, video, audio, and video games. The ethics in interactive media mainly focus on the violence of video games, advertising being influenced in different ways, and behavioral targeting.

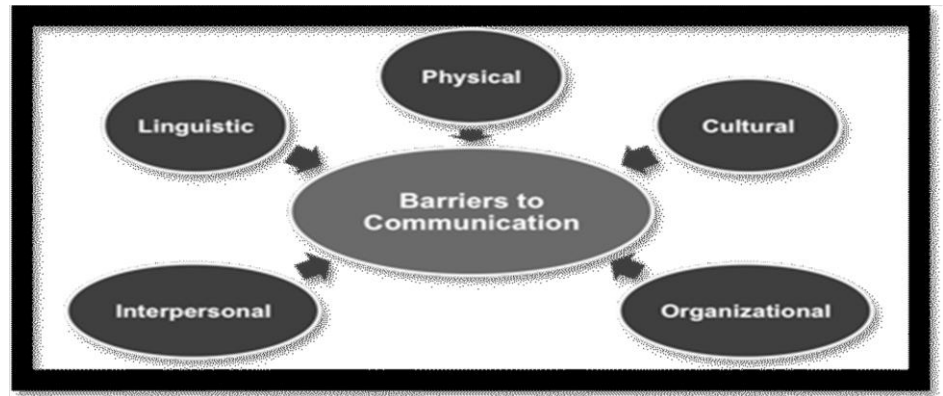
The violence of video games relates to ethics in interactive media because it brings on aggressive attitude and behavior that impacts the social lives of the people playing these video games. Interactive media influences advertising because society using social media or any websites can see that there's advertising in everything.

EBOOKS

EBooks have changed how people read. People can download books on their devices. This allows consumers to track what they read, annotate, and search for definitions of words on the internet. With e-books in education, the increased demand for mobile access to course materials and eBooks for students corresponds with the increased number of smartphones. E-readers such as the **Amazon Kindle** have advanced over the years. Since its launch in 2007, the Kindle has expanded its memory from 4 GB to 8 GB. Besides, the Kindle has added accessories including games, movies, and music

BARRIERS TO COMMUNICATION

There are many communication barriers and they may occur at any stage in the communication process. Barriers may lead to your message becoming distorted and you, therefore, risk wasting both time and/or money by causing confusion and misunderstanding.



Effective communication involves overcoming these barriers and conveying a clear and concise message.

Some of the major communication barriers are :

1. **The use of jargon.** Over-complicated, unfamiliar, and/or technical terms can create a problem in communicating with a person who is completely unaware of the terms. So to have proper and smooth communication one should use language that is easily understandable and less complicated.

2. **Emotional barriers and taboos.** Some people may find it difficult to express their emotions and some topics may be completely 'off-limits' or taboo. Taboo or difficult topics may include politics, religion, disabilities mental and physical, sexuality and sex, racism, and any opinion that may be seen as unpopular.

3. **Lack of attention,** interest, distractions, or irrelevance of any information to the receiver may lead to hard communication.

4. **Differences in perception and viewpoint-** If two people communicating with each other are of a different opinion or may have a different outlook on a similar situation then there is a possibility of a conflict between them. Hence it can act as a communication barrier.

5. **Physical disabilities:** A person suffering from any physical disability like hearing loss or speech issues can find it difficult to communicate. Thus this can create a barrier in communication.

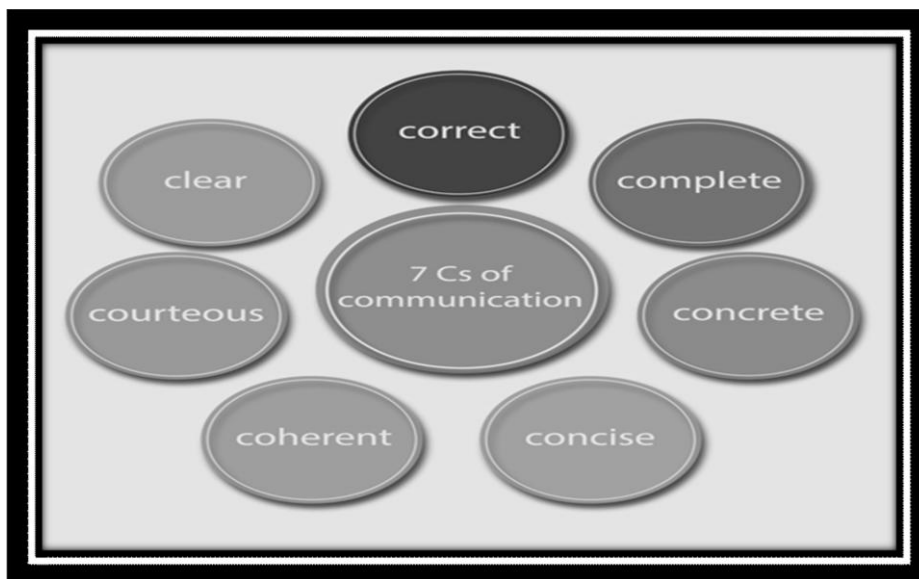
6. Physical barriers to non-verbal communication: Not being able to see the non-verbal cues, gestures, posture, and general body language can make communication less effective. Phone calls, text messages, and other communication methods that rely on technology are often less effective than face-to-face communication.

7. Language differences and the difficulty in understanding unfamiliar accents: People feel comfortable communicating with someone who can communicate in his or her language. If someone has to communicate with a person who is from another state or country then they might face the problem of language and accent. For example, A person from Kerala can find it difficult to communicate in Hindi in cities like Delhi or Mumbai.

8. Expectations and prejudices: They may lead to false assumptions or stereotyping. People often hear what they expect to hear rather than what is said and jump to incorrect conclusions.

9. Cultural differences: The norms of social interaction vary greatly in different cultures, as do how emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.

7 C'S OF COMMUNICATION:



Communication can only be understood if it is sent in the right manner and with clarity. Any message sent without clarity can create a misunderstanding as it could be misunderstood by the receiver. The seven Cs of communication provide a checklist for making sure that the meetings,

emails, conference calls, reports, and presentations are well constructed and clear so that an audience gets the message correctly.

According to the seven Cs, communication needs to be: clear, concise, concrete, correct, coherent, complete, and courteous.

1. Clear

When writing or speaking to someone, an individual needs to be clear about the message. It means that the purpose for which the message is being sent should be clear and loud otherwise it would create problems for the receiver. It could also lead to serious misunderstandings between the sender and the receiver.

To be clear, the number of ideas in each sentence should be minimized. The message should be easy for the reader to understand and decipher the meaning of the same. People shouldn't have to "read between the lines" and make assumptions on their own to understand what the sender is trying to say.

Information and actions required must be clear so that the reader has the information they needed to take action.

2. Concise

When an individual is concise in communication, they should stick to the point and keep it brief. The audience doesn't want to read six sentences when the same message could be communicated in three lines.

Are there any adjectives or "filler words" that can be deleted? An individual should often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean."

- Are there any unnecessary sentences?
- Have the same things been repeated several times, in different ways?

3. Concrete

When the message is concrete, then the audience has a clear picture of what the sender is trying to tell them. There are details and vivid facts, and there's the laser-like focus. In a nutshell, the message is solid.

4. Correct

When communication is correct, it fits the audience. And correct communication is also error-free communication.

5. Coherent

When communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text are consistent.

6. Complete

In a complete message, the audience has everything they need to be informed and, if applicable, take action.

7. Courteous

Courteous communication is friendly, open, and honest. There are no hidden insults or passive-aggressive tones. The sender keeps the receiver's viewpoint in mind, and they are empathetic to their needs.

There are a few variations of the 7 Cs of Communication:

- **Credible** – Does the message improve or highlight the sender's credibility? This is especially important when communicating with an audience that doesn't know much about the sender.
- **Creative** – Does the message communicate creatively? Creative communication helps to keep the audience engaged.

SUMMARY

The word "Communication" has been derived from the Latin word "Communicare" which means "To Share". Communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules.

Proper communication has three parts The Sender, The Message, and The Recipient.

A message or communication is sent to multiple receivers through a communication channel by the sender.

The sender must encode the message that needs to be communicated into a form that is appropriate to the communication channel, and the receiver then decodes the message to understand its meaning and significance.

The communication channel is the term given to how one communicates. It is therefore the method used to transmit a message to a recipient or to receive a message from someone else.

Scope of communication means the normal functioning area of Communication.

Based on the communication channels, there are three types of communication. They are:

- A. Verbal Communication
- B. Non-Verbal Communication
- C. Visual Communication

Group communication is communication among three or more people interacting to achieve a shared goal.

Mass communication is the process of imparting and exchanging information through mass media to large segments of the population.

According to the seven Cs, communication needs to be: clear, concise, concrete, correct, coherent, complete, and courteous.

QUESTIONS

Short Answer Type Questions

1. What is communication? What are the elements of communication?
2. Explain the communication process in brief. What are the communication channels? Explain.
3. Explain the function and scope of communication in brief.
4. Explain the various forms of communication.
5. Write a short note on Group communication.
6. What is Mass communication? Explain the various types of Mass communication
7. What are the various barriers to communication? Explain them.
8. What are the 7 C's of communication? Write a short note on it.

Multiple Choice Questions:

1. The word "Communicare" means_____
- (a) To Share (b) To Talk
- (c) To Distribute (d) To Move
2. Proper communication has three parts The Sender, The Message, and the_____.
- (a) Recipient (b) Code
- c) Gossip (d) Gift

3. The sender _____ the message.
 - (a) Decodes (b) Encodes
 - (c) Lecodes (d) Becodes
4. A message or communication is sent to multiple receivers through a communication _____ by the sender.
 - (a) Series (b) Number
 - (c) Code (d) Channel
5. Clarification and [Nhttps://www.skillsyouneed.com/ips/reflecting.html](https://www.skillsyouneed.com/ips/reflecting.html) are _____ used by receivers to understand a message in a right way.
 - (a) Technology (b) Skills
 - (c) Tools (d) Techniques
6. The recipient lets the sender know that they have received and understood the message through _____.
 - (a) Reply (b) Answer
 - (c) Feedback (d) Letter
7. _____ involves the usage of language and words to pass on the intended message.
 - (a) Verbal Communication (b) Non-Verbal Communication
 - (c) None (d) Gesture
8. The art of reading between the lines is called the _____.
 - (a) Sign Language (b) English Language
 - (c) Paralanguage (d) Vernacular Language
9. _____ communication refers to the flow of official information through proper, predefined channels and routes.
 - (a) Informal (b) Formal
 - (c) Verbal (d) Non- Verbal
10. _____ communication is communication with oneself using internal vocalization or reflective thinking.
 - (a) Interpersonal (b) Intrapersonal
 - (c) Verbal (d) Formal
11. _____ communication is communication among three or more people interacting to achieve a shared goal.

- (a) Mass (b) Clan
(c) Group (d) None
12. _____ communication is the process of imparting and exchanging information through mass media to large segments of the population.
(a) Verbal (b) Oral
(c) Informal (d) Mass
13. _____ refers to the coming together of telecommunications as forms of mass communication in a digital media environment.
(a) Mixing (b) Convergence
(c) Separated (d) None
- Answer: Convergence
14. Lack of attention and The use of jargon are _____ to communications.
(a) Barriers (b) Support
(c) Types (d) None
15. Amazon Kindle is a type of _____.
(a) Ebook (b) Elibrary
(c) Academic book (d) Hard cover book

ANSWER

1. (a) 2. (b) 3. (b) 4. (d) 5. (d) 6. (c) 7. (a) 8. (c) 9. (b) 10. (b)
11. (c) 12. (d) 13. (c) 14. (a) 15. (a)