PGDMC S1 02

Communication Theory

SEMESTER - I

JOURNALISM AND MASS COMMUNICATION

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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COURSE INTRODUCTION

We have discussed the concept of communication and mass communication in the first course of this programme such as communication concept, functions, types, process of communication etc. This is the second course of the post graduate level programmes in mass communication.

In this course we are going to discuss various communication theories and models. This paper is divided into nine units, which are as follows–

Unit 1 : Concept of Communication Theory

In this first unit we will concentrate on the meaning, definition and importance of communication theory. Communication theory and model are the integral parts of communication which will be discussed simultaneously. A conceptual observation on a set of events based on thorough research is called theory and the research to understand communication process can be termed as communication theory. This unit will provide you with a basic idea of the communication theory and its different aspects.

Unit 2 : Communication Models-I

This unit describes the basic models of communication. Aristotle's model, SMR and SMCR linear model have been discussed in detail in this unit. We will also discuss about the circular model of communication.

Unit 3 : Communication Models-II

This unit introduces three different models of communication, Lasswell's Model, Shannon and Weaver's model, and Diffusion of Innovations Model

Unit 4 : Communication Models-III

This unit aims at highlighting the Katz and Lazarsfeld's two step flow model of mass media and personal influence concept. This unit also enumerates the concept of Wilbur Schramm's model, White's Gatekeeping Model and Westley and MacLean's Conceptual Model.

Unit 5 : Communication Models-IV

This unit elucidates for you another three models, these are- Newcomb's Model, Gerbner's Model and Watzlawick, Beaven and Jacksons Model and Dance Model.

Unit 6 : Communication Effects Theories-I

This unit illustrates the different types of communication effect theories. Among them, Bullet Theory, Uses and Gratification theory, Cognitive Dissonance Theory, Agenda Setting Theory and Cultivation Analysis will be explained in detail in the unit.

Unit 7 : Communication Effects Theories-II

This unit describes another five of the communication effect theories. They are - Social Learning Theory, Dependency Theory, Spiral of Silence Theory and Heider's Balance Theory.

Unit 8 : Normative Theories

Normative theories are very much important in the field of mass communication and media. So, in this unit we will explain to you the Authoritarian theory, Libertarian theory, Social responsibility theory, Soviet Communist Theory, Development Communication Theory and Democratic Participation Theory. In this unit you will also be introduced to Bharat's Natyashastra – Sadharanikaran Theory.

POST GRADUATE DIPLOMA IN MASS COMMUNICATION

Course - 2

COMMUNICATION THEORY

DETAILED SYLLABUS

Unit 1 : Concept of Communication Theory

Concept of communication theory & model, Evolution of Communication Theories and Models

Unit 2 : Communication Models-I

Basic models — Aristotle's model, SMR, SMCR, Circular model (Schramm and Osgood)

Unit 3 : Communication Models-II

Lasswell'sModel, Shannon and Weaver's model, Diffusion of Innovations Model

Unit 4 : Communication Models-III

Katz and Lazarsfeld's two step flow model of mass media and personal influence, Wilbur Schramm's model, White's Gatekeeping Model, Westley and MacLean's Model

Unit 5 : Communication Models-IV

Newcomb's Model,Gerbner's Model, Walzlawick, Beaven and Jackson's Model, Dance Model

Unit 6 : Communication Effects Theories-I

Bullet Theory, Uses and Gratification theory, Cognitive Dissonance Theory, Agenda Setting Theory, Cultivation Analysis

Unit 7 : Communication Effects Theories-II

Social Learning Theory, Dependency Theory, Spiral of Silence Theory, Heider's Balance Theory.

Unit 8 : Normative Theories

Authoritarian theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Communication Theory, Democratic Participation Theory, Bharat's Natyashastra – Sadharanikaran Theory

UNIT-1 : CONCEPT OF COMMUNICATION MODEL & THEORY

UNIT STRUCTURE

1.1 Learning objectives

1.2 Introduction

1.3 Concept of Communication Theory

1.4 Concept of Communication Model

1.5 Evolution of Communication Theories and Models

1.6 Let **U**s **S**um **U**p

1.7 Further Reading

1.8 Answers to **C**heck **Y**our **P**rogress

1.9 Possible Questions

1.1 LEARNING OBJECTIVES

After going through this unit you will be able to

- explain the concept of communication theory
- discuss the concept of communication model
- elucidate the evolution of communication theories and models.

1.2 INTRODUCTION

We have discussed the concept of communication and mass communication in the first course of this programme such as the concept of communication, functions, types and process of communication etc. This is the second course of the post graduate level programmes in mass communication.

In this first unit, we will concentrate on the meaning, definition and importance of communication theory. Communication theory and model are the integral parts of communication which will be discussed

simultaneously. A conceptual observation on a set of events based on thorough research is called theory and the research to understand communication process can be termed as communication theory. This unit provides you with a basic idea on the communication theory and its aspects.

In the next unit, you will be acquainted with the basic models of communication. Aristotle's model, SMR and SMCR will also be enumerated in the next unit in details. Finally, in this unit we will discuss on the circular model of communication.

1.3 CONCEPT OF COMMUNICATION THEORY

Communication is the process of dissemination, or welcoming of messages from oneself to another individual via mutual understanding. It is deeply rooted in human behaviour and this constructs the society. In a communication process, information is first unfolded and the sender sends this information to a receiver. Once the message is received, the receiver decodes it and provides the sender a feedback. In any form of communication there is always a sender, a message and a receiver. There are a few kinds of communication forms like – *oral* which includes speech, song, and tone of voice, *nonverbal* which includes body language, sign language, paralanguage, touch, eye contact and *writing* etc.

Communication theory and model are the integral parts of communication which will be discussed simultaneously. A conceptual observation on a set of events based on thorough research is called theory and the research to understand communication process can be termed as communication theory. Communication theory is not a new or separate field of investigation and it is infused with other subjects.

Aristotle was the first person to identify the problem of communication and took the challenge to initiate a theory of it by focusing on the art of influence. Before the twentieth century, humanistic and rhetorical standpoints and concepts were used to enlighten this discipline. However, in the twentieth century more scientific methodologies and insights from

psychology, sociology, linguistics and advertising were found to have an inclination towards communication theory and practice.

The ontological, epistemological, and axiological framework helps to explain the theories imposed by the theorist.

Ontology answers questions like – what the theory is. The main concern here would be to identify that the explained answer is observed in terms of practical or social occurrence. Realists views the world objectively, believing that there is a world outside of our own experience and cognitions, whereas, nominalists observe the world subjectively, asserting that all (outside of our cognition) are simply names and labels. Social constructionists have extended beyond the fence between objective and subjective reality, claiming that reality is what is created together.

Epistemology frame work speaks about the assessment procedure. On the one hand it explains how the selected phenomenon is studied by the theorist and, on the other hand it informs about the consequence of a methodical appearance of the causal relationships of phenomena. This knowledge is generally achieved via scientific method. Research Scholars often believe that experimental proof collected through an objective manner is able to reflect the truth in the findings, whereas, subjective theories are developed to describe or to understand a phenomenon in the social world. Subjective theory holds that acceptance is based on already existing acquaintances and is also found using interpretative methodology such as ethnography and interviews.

Axiology is concerned with values for building up a theory and since there are probabilities of prejudices and unfairness, the theorists should keep in mind not to manipulate or twist the findings.

Many scholars explained communication by "contexts" or "levels". The process of communication research at times becomes complicated when intercultural and international communication, small group communication, communication technology, policy and legal studies of communication and telecommunications are included in it. A few of these obtain a largely social-scientific viewpoint, while some incline towards

humanities and a few also log themselves towards production and professional preparation.

These "levels" of communication propose the way of grouping communication theories, but inevitably, a few theories and concepts escape from one area to another, or are unsuccessful to uncover a proper place.

Another way of classifying communication is, when stress is laid upon the hypothesis that restrains particular theories, models, and approaches. While this advancement is apt to have as its basis for the institutional divisions, theories within each of the seven "traditions" of communication theory that Robert Craig suggested, tends to strengthen one another and also keeps hold of the same ground of the epistemological and axiological assumptions. His traditions include:

Rhetorical – Practical art of discourse
Semiotic – Inter subjective mediation through signs
Phenomenological – Experience of otherness, dialogue
Cybernetic – Information processing
Socio-psychological – Expression, interaction and influence
Critical – Discursive reflection
Socio-cultural – Reproduction of social order

In order to bring to light the communicative behaviour, Craig explained every point with consistency. As a taxonomic aid, these labels assist in systematizing a theory by its presumption and also support researchers to grasp the reasons as to why some theories may be incommensurable. Even as awfully communication theorists frequently use these two approaches, it seems that they decentralize the position of language and machines as communicative technologies. It is explained by some illustrations in the Toronto School of communication theory (sometimes called medium theory) as represented by the works of Innis, McLuhan, and others. It seems that the ways in which individuals and groups use the technologies of communication and in some cases as used by them, remains central to what communication researchers do.



CHECK YOUR PROGRESS

Q1: What do you mean by communication theory?

Q2: Who was the first person to identify the problem of communication and took the challenge to initiate a theory of it by focusing the art of influence?

1.4 CONCEPT OF COMMUNICATION MODEL

Although the field of communication has changed considerably in the last thirty years, yet the theories and models that had been discussed forty years back still remain almost the same, which is the evidence of their durable value. From the study of theory, models are developed and so designed, as to provide a simplified view of some more multifaceted object, observable fact or procedure, in order to focus and examine the basic characteristics. Models draw attention to some critical features which otherwise gets less focus. Thus, by examining models, one learns not only about the object, situation, or process, but also about the perspective of the profounder or designer.

In communication study, the simplification of complex dynamics through models helps scholars and students to understand the components and processes that are involved. As with other models, communication models also provide important insights into the perspectives of the designers.

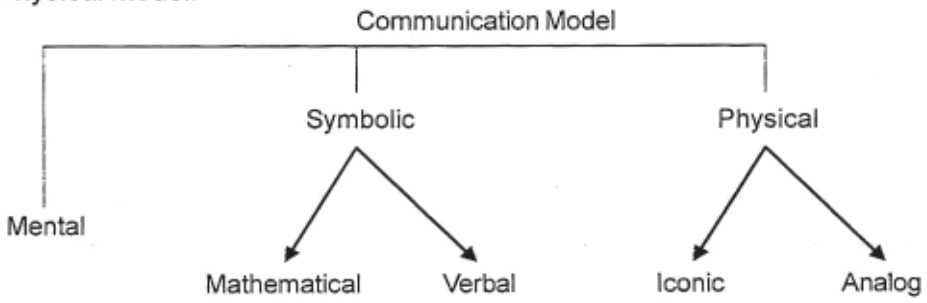
What is a Model?

A model is a representation of real world phenomenon in more abstract terms which can be applied to different forms at different times. C. David Mortensen defines the meaning of a communication model in his book *Communication: The Study of Human Communication* (New York: McGraw-Hill Book Co., 1972) as– "In the broadest sense, a model is a systematic representation of an object or event in idealized and abstract form. Models are somewhat arbitrary by their nature. The act of abstracting eliminates certain details to focus on essential factors. The key to the usefulness of a model is the degree to which it conforms—in point-by-point correspondence—to the underlying determinants of communicative behaviour".

Communication models are merely pictures; they're even distorting pictures, because they stop or freeze an essentially dynamic interactive or transitive process into a static picture. Models are metaphors as they allow seeing one thing in terms of another.

Types of Communication Models

In their book, 'Communication and Behaviour'(1975), G J Hanneman and William J McEwen classify the communication models in three types. They are – Mental Model, Symbolic Model and Physical Model. The authors again classify the Symbolic Model and Physical Model in to two types each. Mathematical Model and Verbal Model are the types of Symbolic Models. On the other hand, Iconic Model and Analog Model are the two types of Physical Model.



We are basically concerned with the Symbolic Model only which comprise of Verbal and Mathematical models. Verbal models are basically the theories

stated in words. For example, Gerbner's Model, SMCR Model, Lasswell's Model etc are the verbal model. But Shannon Weaver's model is a mathematical model. In a Mathematical Model, graph theory and statistical concepts communication networks and information processing system are expressed.

The Advantages of Models

- Asking Questions :

  Mortensen : "A good model is useful, then, in providing both general perspective and particular vantage points from which to ask questions and to interpret the raw stuff of observation. The more complex the subject matter—the more amorphous and elusive the natural boundaries—the greater are the potential rewards of model building."

- Clarifying Complexity :

  Models also help clarify the structure of complex events. As Chapanis (1961) noted, this is done by reducing complexity to simpler and more familiar terms. Thus, the aim of a model is not to ignore complexity or to explain it away, but rather to give it order and coherence.

- Heuristic Value :

  Models provide new ways to conceive hypothetical ideas and relationships as well as to accept new insights and conclusions.

Limitations of Models

- This can lead to oversimplifications :

  "There is no denying that much of the work in designing communication models illustrates the oft-repeated charge that anything in human affairs which can be modelled is by definition too superficial to be given serious consideration."

- Chances of missing out points :

  Models can miss out important points of comparison. According to Chapanis (1961), "A model can tolerate a considerable amount of slop."

- Can lead to confusion between the model and the behaviour it portrays: Mortensen : "Critics also charge that models are readily confused with

reality. The problem typically begins with an initial exploration of some unknown territory. . . .Then the model begins to function as a substitute for the event: in short, the map is taken literally. And what is worse, another form of ambiguity is substituted for the uncertainty the map was designed to minimize. What has happened is a sophisticated version of the general semanticist's admonition that "the map is not the territory."

- Premature.Closure :

  The model designer may escape the risks of oversimplification and map reading but still fall prey to dangers that are inherent in abstraction. To force down for closure is to strive for a sense of completion in a system.



CHECK YOUR PROGRESS

Q3: What is a Model?

Q4: Write the advantages of a model.

Q5: What are the disadvantages of a model?

1.5 EVOLUTION OF COMMUNICATION THEORIES AND MODELS

Aristotle (385-322 B. C. E.), considered as the first scholar to examine the communication process, opined that in a communication process (then called "rhetoric") there is an orator (i.e. a speaker) constructing

an argument which is to be presented as speech to an audience (i.e. listeners). This Aristotelian view emphasized the standpoint of communication of mid twentieth century thinkers. There were a few numbers of new communication models which were advanced, based on that theme.

Over the period many models and theories have evolved. For example, in 1949 Claude Shannon and Warren Weaver proposed the model "Mathematical Model of Communication", which was a result of their research based on telephonic communication.

However, their view at that point of time seemed very complex. They began with the "information source" box followed by arrows as the connections, progressed on boxes for the "transmitter", the "channel", the "receiver" and finally the "destination". This emphasized the components of communication i.e. sender, message, and receiver. The direction of persuasion that is shown by arrows flowing from left to right means from sender to a receiver. It can be concluded that it is the sender who, through messages or speeches, tries to influence the receiver.



Other models, including a helical-spiral model developed by Frank Dance (1967), a circular model proposed by Lee Thayer (1968), and a "Sawtooth" model advanced by Paul Watzlawick, Janet Beavin, and Don Jackson (1967), emphasized the dynamic and evolutionary nature of the communication process rather than the components or the directions of influence. A "Sawtooth" model is similar to the model advanced by Watzlawick, Beavin, and Jackson (1967) which highlights the communication process, dynamics, and history, while it minimizes the emphasis on direction of influence. There were more popular models, most of which emphasized on communication networks i.e., the flow of messages among individuals in a group or organization.

Importance

Communication models clarify the nature of communication, serve as guide

for research and offer a means of displaying research findings. Such models are considered as tools, by means of which scholars, practitioners and students can illustrate their thinking about what they consider to be the most important aspects of communication.



CHECK YOU PROGRESS

Q6: Fill in the blanks—

a. _____ is considered as the first scholar to examine the communication process.

b. In _____ Claude Shannon and Warren Weaver proposed the model "Mathematical Model of Communication".

c. A helical-spiral model was developed by _____ in 1967.



1.6 LET US SUM UP

Let us summarise the present unit by focusing on the following points-

- Communication theory and model are the integral parts of communication. A conceptual observation on a set of events based on thorough research is called theory and the research to understand communication process can be termed as communication theory. Communication theory is not a new or separate field of investigation and it is infused with other subjects.
- There are a few kinds of communication forms like – *oral* which includes speech, song, and tone of voice, *nonverbal* which includes body language, sign language, paralanguage, touch, eye contact and *writing* etc.
- Aristotle was the first person to identify the problem of communication and took the challenge to initiate a theory of it by focusing on the art of influence.

- Before the twentieth century, humanistic and rhetorical standpoints and concepts were used to enlighten this discipline of communication.
- *Ontology* answers questions like – what the theory is.
- *Epistemology* frame work speaks about the assessment procedure.
- *Axiology* is concerned with values for building up a theory and since there are probabilities of prejudices and unfairness, the theorists should keep in mind not to manipulate or twist the findings.
- Models are developed and so designed, as to provide a simplified view of some more multifaceted object, observable fact or procedure, in order to focus and examine the basic characteristics. Models draw attention to some critical features which otherwise gets less focus.
- A model is a representation of real world phenomenon in more abstract terms which can be applied to different forms at different times.
- In their book, 'Communication and Behaviour' (1975), G J Hanneman and William J McEwen classify the communication models in three types. They are – Mental Model, Symbolic Model and Physical Model. The authors again classify the Symbolic Model and Physical Model in to two types each. Mathematical Model and Verbal Model are the types of Symbolic Models. On the other hand, Iconic Model and Analog Model are the two types of Physical Model.
- Aristotle (385-322 B.C.E), considered as the first scholar to examine the communication process, opined that in a communication process (then called "rhetoric") there is an orator (i.e. a speaker) constructing an argument which is to be presented as speech to an audience (i.e. listeners).
- Communication models clarify the nature of communication, serve as guide for research and offer a means of displaying research findings.



1.7 FURTHER READING

1. Aggarwal, Vin Bala, Gupta, V.S (2001). *Handbook of Journalism and Mass Communication.* New Delhi : Concept Publishing Company.

2. Narula, Uma (2001). *Mass Communication Theory and Practice.* New Delhi : Har -Anand Publications Pvt. Ltd.



1.8 ANSWERS TO CHECK YOUR PROGRESS

Answer to Q.No.1: A conceptual observation on a set of events based on thorough research is called theory and the research to understand communication process can be termed as communication theory.

Answer to Q.No.2: Aristotle was the first person to identify the problem of communication and took the challenge to initiate a theory of it by focusing the art of influence.

Answer to Q.No.3: A model is a systematic representation of an object or event in idealized and abstract form.

Answer to Q.No.4: The Advantages of Models are–

1. Asking Questions
2. Clarifying Complexity
3. Heuristic Value

Answer to Q.No.5: Limitations of Models are–

1. This can lead to oversimplifications
2. Chances of missing out points
3. Can lead to confusion between the model and the behaviour it portrays
4. Premature Closure

Answer to Q.No.6: Fill in the blanks—

a. Aristotle is considered as the first scholar to examine the communication process.

b. In 1949 Claude Shannon and Warren Weaver proposed the model "Mathematical Model of Communication".

c. A helical-spiral model was developed by Frank Dance in 1967.



1.9 POSSIBLE QUESTIONS

A. Short questions

Q 1: What do you mean by communication theory?

Q 2: What does Epistemology framework deal with?

Q 3: What is the importance of a communication model?

B. Long questions

Q 1: What do you mean by model? Discuss the advantages and disadvantages of communication models.

Q 2: Discuss the various types of communication models with examples.

Q 3: "The ontological, epistemological, and axiological framework helps to explain the theories imposed by the theorist." –discuss.

*** ***** ***

UNIT-2 : COMMUNICATION MODELS–I

UNIT STRUCTURE

2.1 Objectives

2.2 Introduction

2.3 Basic models —SMR, SMCR

2.4 Aristotle's Model

2.5 Circular model

2.6 Let **U**s **S**um **U**p

2.7 Further Reading

2.8 Answers to **C**heck **Y**our **P**rogress

2.9 Possible Questions

2.1 OBJECTIVES

After going through this unit, you will be able to–

- discuss the basic models, such as SMR, SMCR
- analyse Aristotle's Model
- explain Circular model of Schramm and Osgood.

2.2 INTRODUCTION

In the first unit, we have discussed the meaning, definition and importance of communication theory. A conceptual observation on a set of events based on thorough research is called a theory and the research to understand communication process can be termed as communication theory. The previous unit provided you with a basic idea on communication theory and its aspects.

This particular unit describes the basic models of communication. Aristotle's model, SMR and SMCR have been enumerated in the unit in

detail. Finally, in this unit we will discuss on the circular model of communication.

The next unit will introduce three different models of communication, – Lasswell's Model, Shannon and Weaver's model, and Diffussion of Innovations model.

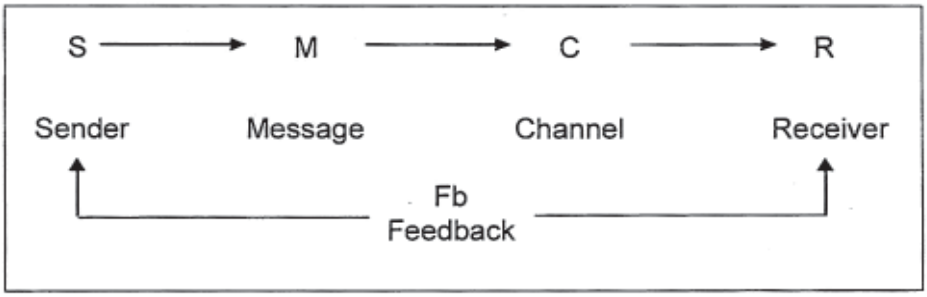
2.3 BASIC MODELS —SMR, SMCR

Communication is a complicated affair. Words seem to vanish into the air and touch the listener's ear. On one hand communication means to talk meaningfully, whereas on the other hand, individual experience depicts that people get easily confused about the kind of communication that occurs in the real world. It is a fact that a few people are unable to answer meaningfully to questions put to them. In such a situation it is not possible to understand each others actions as well.

A few factors are required to be considered when understanding the basic communication model. In a communication process there must be a sender, a receiver and a message. It is called the SMR model.



SMCR Model is another basic and simple model that tries to examine the communication process in the following manner —



It is a sort of an extension of the SMR model. This model says that the

messages are transmitted through a medium – that is a channel. So, here four elements are involved in the process – Sender, Message, Channel and Receiver and thus it is called the SMCR model.

Once the sender sends across the messages to the receiver, he or she in turn prepares a reply or expresses a reaction, depending upon the message, and sends the same back to the sender of the first message. It is called feedback. This exchange continues as long as both the parties want or unless one of the parties put a stop to it after sometime.

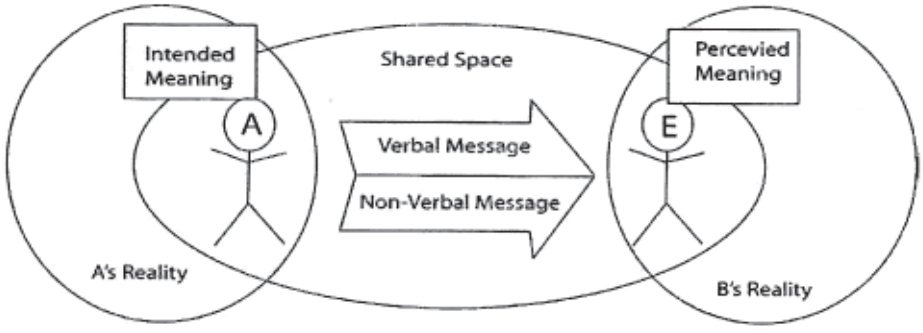
The elements of a communication process–

Sender – The sender is the person who tries to send a message to the receiver.

Receiver – The receiver is the target audience of the sender of the message.

Medium – The medium is the mode by which a message is transmitted. The telephone, internet and many other electronic systems use wires whereas, television and radio uses electromagnetic radiations.

Message – The message is the actual encoded information which is transmitted through the medium.



Over the periods the scholars have elaborated the model with their own experience in a modern and broader perspective.

Here A and B are different individuals, each having their own background shaped by their experiences, perceptions, ideas etc. which

may vary from person to person. However, to communicate there should be some shared space and the participants must have some kind of information of each other's background like place, possible channels between them and a common agreement. Thus, a sender would have some kind of meaning which he or she wishes to send to the receiver. This might not be conscious knowledge, rather a sub-conscious wish for communication. The message desired to be communicated can be some kind of idea, perception or feeling.

For sure, something would be transmitted across a distance in the shared space which can be regarded as an object, a particle or a wave or flow. It might also be sound vibrations, rays of light, words, pieces of paper, cannon balls, body language, telepathy etc.

From person to person there may be several layers of the message being sent like verbal (expressed through language, spoken or written) or may be non-verbal (expressed as signs, symbols, gesture or notable body language). Sometimes it may even happen that these verbal and non-verbal messages don't match with each other.

Based on what the receiver perceives and also on the explanation of the verbal and non-verbal contribution, an interpretation is drawn in actual terms of what meaning that message carries. This interpretation may be or may not be the intended meaning sent by the sender. In a successful communication, the perceived message has to be estimated by the receiver according to the planned message of the sender. The meaning of message differs based on the delivery mechanism. There is a broad agreement, at least within a particular culture, on what common physical objects would relate to. For instance, when we say motor bike or mobile phone, for almost everyone the understanding will be same. But to define abstract qualities when we use certain words such as "hope", "love", "superstition", "faith", "confidence", "fear" and so on, there may be vast differences in people's comprehension on these words.

It should not be taken for granted that the receiver has the same reality as the sender, which means that the receiver might not interpret the message as was intended by the sender and hence, feedback is not a

sure attribute in all communications.

Communication is not absolutely finite; particularly communication with language is always vague and misleading to some extent. For an effective communication all factors should be taken into consideration such as different realities, the space where communication takes place, verbal as well as non-verbal messages and the intended meaning versus the perceived meaning.

A few factors of this basic model are discussed below :

Chain of Responsibility

- Something grasped from the message between the sender and the receiver can give proof for an occurrence of communication.
- The communication medium itself may influence the message, either according to someone's intention or by accident (transmission flaw), especially when "the medium" comprises of computers and other such things.

For example– consider a newspaper story containing a quote from some source and some commentary by a reporter. By giving the quote to the reporter who is reporting on behalf of the newspaper, the source is trying to communicate with the readers of the newspaper story. In the communication of this story, from the source to the reader, the newspaper intervenes and probably also edits the quote and adds the rest of the article around it. In this case, the newspaper is on the chain of responsibility for this communication. This matches our intuition, namely that the newspaper could potentially distort or destroy the message as it pleases, and it has responsibilities that we commonly refer to as "journalistic ethics", which among other things means that newspaper shouldn't distort the message.

Being 'responsible' for a message means that a reporter can, by his words of description, affect the message and which in turn can hold the reporter partially responsible for what the final outcome could be of that communication. However, when writing a mail to someone or talking via telephone, he / she is not on the chain of responsibility for any of those communications because he / she will not have (practical) the ability to

affect any of those communications. On the other hand, if someone calls and leaves a message for another person, there are chances of the message being distorted or it may not be transmitted accurately or also it may not be delivered at all to the concerned person. This means that the message has all the chances to be affected by the first person in the communication process and thus he will be on the chain of responsibility for that particular message.

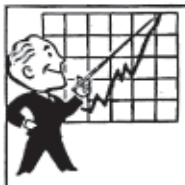
Anyone who can affect the message is therefore on the chain of responsibility even if they have no technical presence on the medium. The largest, and perhaps only, example of this is a government, which may choose to set rules about all messages that affect all message and thereby have a degree of responsibility for all messages. For instance, the government makes rules about "libel" and "slander", and has the ultimate responsibility of enforcing them. Since a government is capable of censoring a message, they are technically on every message's chain of responsibility, though the impact is so diffused that usually as a practical matter it's not worth worrying about.

Time

The modern age withstands the glorious journey made by men. As civilizations gradually grew, men were also able to conquer the physical distances over the globe. Through the presence of live television and radio, telephones and the internet, instant communication over a long distance have been effectively achieved. Some of the communications also carry messages that are achieved over a time period i.e. messages that are not instant. This means that a single "connection" may actually have a long life. While reading the evolution of communication, one gets information through a connection spanning nearly four thousand years. It can be informative to consider the chain of responsibility on this process of communication: Here, the connection between the original author, the transcriptionist, the carver, the translator and the web site host is in a unidirectional flow, unlike the more spontaneous (under some circumstances) bi-directional flow. "Connections" and "messages" often survive their senders.

Intention vs. Literal Speech

Sometimes, despite the typographical error, a message can be readily understood. For e.g. when it is written "Hello, how are you?" it is easily understood that it means "hello how are you?" However, this is not the case always especially, when the typographical errors are bad enough and there might be difficulty in understanding the original meaning of any given message. It may also happen that at times a communicator may not be able to say what they exactly mean or, even it may not be possible to directly say what they mean through a given medium. It is always impossible for a receiver to be completely sure that they truly understand what the sender was trying to communicate through their message.



CHECK YOUR PROGRESS

Q1: Fill in the blanks :

a) In a communication process there must be a sender, a _____, a message and a medium.

b) The SMR model is also called the _____ model.

c) The _____ is the person who tries to send a message to the receiver.

d) The _____ is the actual encoded information which is transmitted through the medium.

e) Something grasped from the message between the _____ and the _____ can give proof for an occurrence of communication.



2.4 ARISTOTLE'S MODEL

When discussing about the models of communication, the contribution of Aristotle cannot be forgotten. Before discussing his model of communication here is a quick glance on the life of Aristotle. Born at Stagira in Northern Greece (384-322 B.C), Aristotle was a Greek philosopher and the teacher of Alexander. Plato is also one of his students. Modern

physics, formal logic, philosophy etc. were his disciplines. He established his own school with Alexander's approval in 335 B.C. at Lyceum and spent his entire life in research, teaching and writing. He considered the natural desire to achieve happiness, described the operation of human coalition and moral deliberation, developed a theory of each virtue as the mean between vicious extremes, discussed the value of three kinds of friendship and defended his conception of an ideal life of intellectual pursuit.

Aristotle's model of communication is of linear type. He was interested in more than a strictly scientific exploration of human nature and this is evident from the discussion of literary art (particularly tragedy) in poetics and the methods of persuasion in 'Rhetoric'. 'Rhetoric' means 'the faculty of observing in any given cause the available means of persuasion'.

In 'Rhetoric' he advised the symmetrical and simple model of communication. He included four main components for communication process. These are - the speaker, speech, audience and the effect. According to his model the speaker prepares speech for different audiences, on different situations and for different effects. Here the persuasion being a change in an audience has been emphasized.

This earliest speaker centred model (some 2000 years before) got full preference at the Institution of Oratoria (Roman scholar Quintilian's Institute) and filled up with advice on the full training of a good speaker. That is why it can be said that this model is applicable to public speaking, propaganda etc.

Communication is reciprocal, two-way, even though the feedback may be delayed. Some of these methods of communication are very direct, as when talking in direct response to someone. Others are only moderately direct. Still other kinds of feedback are completely indirect. For e.g. Politicians, through the number of votes they receive, discovers if their messages are getting across. Again, commercial sponsors examine sales figures to gauge their communicative effectiveness through advertisements. A message may have different meanings associated with it depending upon the culture or society. Communication systems, thus, operate within the confines of cultural rules and expectations to which all have been educated.

Other model designers abstracted the dualistic aspects of communication as a series of "loops," (Mysak, 1970), "speech cycles" (Johnson, 1953), "co-orientation" (Newcomb, 1953), and overlapping "psychological fields" (Fearing, 1953). Schramm's model (less linear) still accounts for only bilateral communication between two parties. The complex, multiple levels of communication between several sources is beyond this model.



CHECK YOUR PROGRESS

Q2: Write a note on Aristotle.

_____

_____

_____

Q3: Fill in the blanks-

a. Aristotle's model of communication is of _____ type.

b. In _____ he advised the symmetrical and simple model of communication.

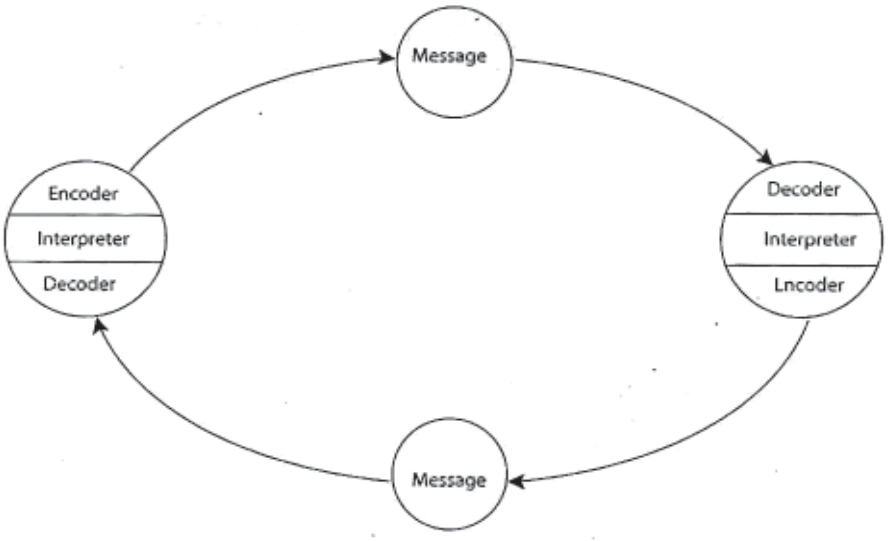
c. Communication is _____, two-way, even though the feedback may be delayed.

2.5 CIRCULAR MODEL

Once considered the father of communication studies, Wilbur Schramm (1954) was one of the first to alter the mathematical model of Shannon and Weaver. He conceived decoding and encoding as activities maintained simultaneously by sender and receiver. He also provided the additional notion of a "field of experience," or the psychological frame of reference, referring to the type of orientation or attitudes which participants maintain towards each other. Born in 1907, he grew up in the town of Marietta, Ohio and breathed his last in 1987. During the Second World War, Schramm joined the office of war information to investigate the nature of propaganda and to plan communication activities to promote the war

effort. In 1943 he was appointed as the Director of the School of Journalism. A vivid description on Schramm's Model has been given by Uma Narula in her book. According to her reference, Schramm implicitly suggested interaction component and referred the audience as active, selective and manipulative in his model. He argued that the most dramatic change in communication theory has been abandonment of ideas of passive audience where audience is a full partner in the communication process.

Schramm shows the fundamentals of communication process in his model. Dr. Andal N. describes it in a very simple way - When encoder is the microphone and decoder is the earphone then the diagram represents electronic communication. If the source and encoder is one person, decoder and destination are another and the signal is language, the diagram will represent human communication. (Schramm felt that the sender and receiver must be in same tune).



Schramm modified the diagram after research, where he proposed a circle which emphasized the opinion that the source can encode and the destination can decode only in terms of the experience each has. If the circles have huge areas in common then communication becomes easier.

Schramm's modified model emphasized to understand that each person in the communication process can be considered both as an encoder and decoder because he learns to transmit and receive the

message in the form acceptable to both on the basis of each individual's accumulated experience.

In this model, communication process is in a circular nature where focus is on three important elements - sender, receiver and behaviour. Those are encoding, decoding and interpretation of message. Communication is a dynamic process where the source and receiver are having interactive relationship. The source or sender may be the receiver and receiver may be the sender at the time of communication process. It is perfectly applicable in interpersonal communication.

This circular model is basically the one proposed by Wilbur Schramm, based on work by C E Osgood. It presents communication as a circular process. So, this model is also known as Osgood-Schramm model.



CHECK YOUR PROGRESS

Q4: Fill in the blanks

a) _____ felt that the sender and receiver must be in same tune

b) Schramm shows the fundamentals of _____ in his model.

c) Communication process is in a circular nature where focus is on three important elements - sender, receiver and _____.



2.6 LET US SUM UP

We can summarise the unit by highlighting on the following points –

- In a communication process there must be a sender, a receiver and a message. It is called the SMR model.
- SMCR model is a extension of the SMR model. This model says that the messages are transmitted through a medium – that is a channel.

So, here four elements are involved in the process – Sender, Message, Channel and Receiver.

- Aristotle's model of communication is of linear type. In 'Rhetoric' he advised the symmetrical and simple model of communication. He included four main components for communication process. These are – the speaker, speech, audience and the effect. According to his model the speaker prepares speech for different auidences, on different situations and for different effects. Here the persuasion being a change in an audience has been emphasized.
- 'Rhetoric' means 'the faculty of observing in any given cause the available means of persuasion.
- Wilbur Schramm conceived decoding and encoding as activities maintained simultaneously by sender and receiver.
- In Schramm's Model, communication process is in a circular nature where focus is on three important elements – sender, receiver and behaviour. Those are encoding, decoding and interpretation of message.
- Circular model is basically the one proposed by Wilbur Schramm, based on work by Charles E Osgood. It presents communication as a circular process. So, this model is alos known as Osgood-Schramm model.



2.7 FURTHER READING

1. Andal, N. (1998). *Communication Theories and Models.* Mumbai : Himalaya Publishing House.
2. Narula, Uma (2006). *Communication Models.* New Delhi : Atlanta Publishing & Distributions.



2.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No. 1: Fill in the blanks

a) In a communication process there must be a sender, a receiver, a message and a medium.

b) The SMR model is also called the SMCR model.

c) The sender is the person who tries to send a message to the receiver.

d) The message is the actual encoded information which is transmitted through the medium.

e) Something grasped from the message between the sender and the receiver can give proof for an occurrence of communication.

Ans to Q.No. 2: Aristotle is a towering figure in ancient Greek philosophy, making contributions to logic, metaphysics, mathematics, physics, biology, botany, ethics, politics, agriculture, medicine, dance and theatre. He was a student of Plato who in turn studied under Socrates. He was more empirically-minded than As a prolific writer and polymath, Aristotle radically transformed most, if not all, areas of knowledge he touched.

Ans to Q.No. 3: Fill in the blanks–

a. Aristotle's model of communication is of linear type.

b. In 'Rhetoric' he advised the symmetrical and simple model of communication.

c. Communication is reciprocal, two-way, even though the feedback may be delayed.

Ans to Q.No. 4: Fill in the blanks

a) Schramm felt that the sender and receiver must be in same tune

b) Schramm shows the fundamentals of communication process in his model.

c) Communication process is in a circular nature where focus is on three important elements - sender, receiver and behaviour.



2.9 POSSIBLE QUESTIONS

A. Short Questions :

Q 1: Why SMCR model is said to be an extension of SMR model?

Q 2: What are the basic elements in a communication process?

Q 3: Explain the concept of 'rhetoric' in the context of Aristotle's model.

Q 4: Who proposed the circular model of communication? What does it signify?

B. Long Questions :

Q 1: Critically discuss the Circular model of Schramm and Osgood.

Q 2: Explain the relevance of Aristotle's model of communication in the present communication system.

Q 3: Why SMR is called a linear model. Discuss the merits and demerits of this model.

*** ***** ***

UNIT-3 : COMMUNICATION MODELS–II

UNIT STRUCTURE

3.1 Learning objectives

3.2 Introduction

3.3 Lasswell's Model

3.4 Shannon and Weaver's Model

3.5 Diffusion of Innovations Model

3.6 Let **U**s **S**um **U**p

3.7 Further Reading

3.8 Answers to **C**heck **Y**our **P**rogress

3.9 Possible Questions

3.1 LEARNING OBJECTIVES

After going through this unit, you will be able to–

- discuss the meaning of Lasswell's questions
- explain the Shannon and Weaver's Model
- analyse the Diffusion of Innovations Model.

3.2 INTRODUCTION

In the earlier unit, we have discussed the basic models of communication like the Aristotle's model, SMR, SMCR and the circular model of communication.

This unit introduces three different models of communication, these are– Lasswell's Model, Shannon and Weaver's model, and Diffusion of Innovations Model.

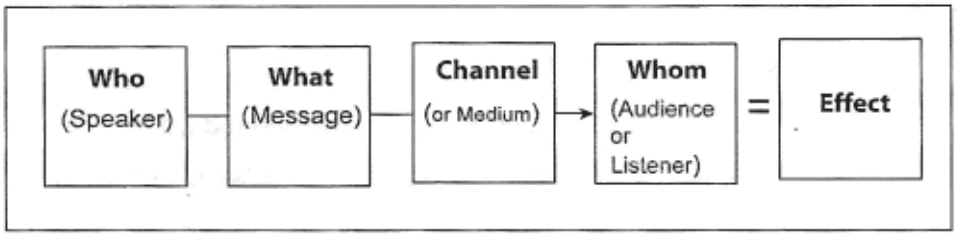
The next unit, i.e. unit – 4 will intend to highlight the Katz and Lazarsfeld's two step flow model of mass media and personal influence concept. The fourth unit will also discuss the concept of Wilbur Schramm's

model, White's Gatekeeping Model and Westley and MacLean's Conceptual Model.

3.3 LASSWELL'S MODEL

Lasswell's (1948) model can be summed up by the following question: "Who says what, to whom, in which channel and with what effect?"

Lasswell broadened the definition of "channel" by expanding communication to include more than just speech. He was primarily concerned with mass communication and propaganda.



A few important points regarding Lasswell's Model

- *Communicator*

  In every form of communication, if the audience of a message doesn't reciprocate appropriately, the communication process remains incomplete. This is why many communication specialists refer to the communicator as *source* or *transmitter* or *sender* of the message – at least that doesn't presuppose that communication does actually take place.

- *Control Analysis*

  Because of the application of Lasswell's formula to the media, his question "Who?", has been associated mainly with *control analysis*:

  - who owns this newspaper?
  - what are their aims?
  - what are their political allegiances?
  - do they attempt to set the editorial policy?
  - does the fact that they are a republican account for the newspaper's

repeated attacks on the Royal Family?

- ➢ are they subject to any kind of legal constraints?
- ➢ how does the editor decide what to put in the paper?
- ➢ and so on.

- *The Message*

  Being concerned with the mass media, Lasswell was particularly concerned with the messages present in the media. For example: how are women represented in the tabloid press? Or how are blacks represented on television? or how is the society represented in the movies?

- *Interpersonal Communication*

  In everyday interpersonal communication with friends, one probably doesn't give a conscious thought about the messages exchanged. For example –

  - ➢ what dress are we wearing?
  - ➢ how is our hair done?
  - ➢ are we wearing socks with shoes?
  - ➢ what about that earring?

  The answers to those questions may not be the result of a lot of thought, but they are the result of a variety of decisions about the image one projects of oneself – the messages about self, personality, and tastes etc. Also in a day, there is no doubt that there are certain messages which one thinks about more carefully.

- *Channel*

  The channel is the mode which carries the message. For e.g. words are carried via the channel of air waves, radio news is carried by both air waves and radio waves. In simple terms, messages can be sent through channels corresponding to five human senses.
  This use of the word 'channel' is similar to the use of the word medium when talking about communication. The words are sometimes used interchangeably. However, strictly speaking, often the word medium

is used to refer to a combination of different channels. Television for example, uses both the auditory channel (sound) and visual channel (sight).

- *Media Analysis*

  The question of which channel or medium should be used to carry a message is of vital importance in all communications. If the telephone is chosen to communicate with a profoundly deaf person and the computer for a blind person, then those will be the wrong media for communication. Advertising agencies employ Media Buyers for deciding the most suitable medium, or combination of media (newspapers, billboards, flysheets, TV advertising etc.) according to the type of message they want to communicate. They also decide on a particular target audience to whom they want to communicate it.

- *The Receiver*

  Many communication scholars use the technological-sounding terms: *sender*, *source* or *transmitter* to refer to the Communicator. Ordinarily the *receiver* is called as audience or readership. This whole question of audience is of vital importance for successful communication.

- *Effects*

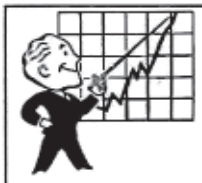
  Lasswell's model also introduces the question of media effects. Communication is not done in vaccum, in fact one communicates in order to achieve something. For instance, even a simple 'hello' uttered to greet an acquaintance, without really thinking about it, might be meant to convey a deeper meaning.

- *Feedback*

  To find out what kind of effect a communication has, one needs to have some kind of feedback. When one speaks, a response is expected from his / her audience, which could be a sign of interest, boredom etc. In other words, feedback is required to gauge the effect of communication. If there is a *positive* feedback, the person will

continue in the same vein and, if the feedback is negative, the subject or style could be changed and even one can stop speaking.

Though this model is useful yet, it is too simple. It assumes that the communicator wishes to influence the receiver and therefore sees communication as a persuasive process. It assumes that messages always have effects and also exaggerates the effects of mass communication. It omits feedback. On the other hand, it was devised in an era of political propaganda.



CHECK YOUR PROGRESS

Q1: What are the questions asked by Lasswell in his model?

_____

_____

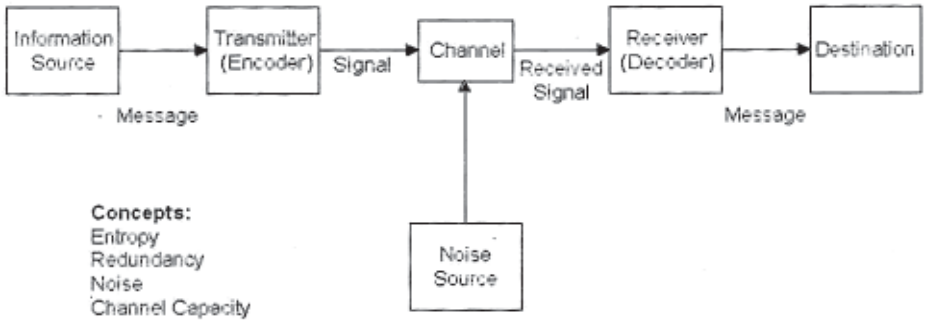
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3.4 SHANNON AND WEAVER'S MODEL

Claude Shannon, an engineer for the Bell Telephone company, designed a communication model. The history of telephone invention is familiar to all. From the last decade telephone (especially after the invention of the mobile phone) has become an indispensable part of life. Speaking over the telephone, transforms the sound waves into electrical impulses which are again transformed into sound waves when it reaches the other end of the receiver. It is one kind of transmission technology which has been introduced in the communication study by Shannon and Weaver in 1949, i.e. a year after Lasswell Model of Communication was developed.

According to this model, the communication process possess seven significant elements - source, encoder, message, channel, noise, decoder, and destination. It is an extension of Lasswell's model which also includes notions of perception, reactions to a situation and message context.

This model is presented as a linear process:



In all communication processes there must be a source of information from where the transmitter / sender gets the information for the purpose of sending a message.

The Encoder **:**

After getting the information from the source, the transmitter transmits the information having the purpose to express oneself in the form of message.

The Message **:**

In communication the importance of message can be compared to the importance of the heart to the human body. Whatever is disseminated from a sender to a receiver is called message. When the information sent from the transmitter is meaningful to the receiver, then the purpose of message is fulfilled, otherwise the communication process will be a failure. In an ongoing communication process, the message is related with other important, relevant and interlined elements of the environment where, the people are engaged in corresponding the message. Here all other factors come into play.

The Channel **:**

In order to send a message, a medium or channel is always required. For instance, in face to face communication air is the channel, in a telephonic conversation the telephone is the channel or when it is mass communication, television, radio etc. are the channels. It is important to choose the appropriate medium for a particular message to be sent. If the

selection of medium by the sender doesn't comply with that of the receiver's medium, then the effort and motive of sending a message or information becomes futile. For e.g. if a visual is used as a channel to disseminate message to a blind person and audio medium for a deaf person, then this would amount to unsuccessful communication.

The Receiver **:**

For a successful communication, it is mandatory for someone to be across the channel and this person is known as the receiver. For a communication to happen the transmitter and receiver should remain at the same system and the receiver also needs a decoder to interpret the message. Despite of having all required equipments to receive information from the sender, sometimes it so happens that the receiver is unable to decode the message. For e.g. a letter written in Gujarati language is at the disposal of the receiver who happens to be an Assamese. The receiver, despite of being aware that it is Gujarati script yet, will be unable to interpret the message contained in the said letter.

The Destination **:**

After the receiver decodes the message, he/she is expected to react on that message and give feedback to the receiver or another person. So here the sender or the other person, to whom the feedback is sent, is the destination of the receiver. The destination may differ depending on the reaction of the receiver.

The Noise **:**

Shannon and Weaver's Model for the first time introduced the concept of noise. While an information is being transmitted, sometimes certain disturbances are experienced, which may not always be a part of that information. This is referred to as noise and it can distort the quality of the information at the receiver's end.

i. *Physical Noise* : The unexplained variations in communication channel or the random disturbances in the transmission of message are called physical noise. Noise can be identified in the state of technology, operation of technology, physical and social access of

information through channels. For e.g. due to a network problem in communication through cell phones, sometimes the voice received may loose its clarity.

ii. *Semantic Noise* : Sometimes due to differences in knowledge level, communication skill, experience, prejudice etc. between the sender and the receiver, the latter may not understand the message of the former. This is also a kind of disturbance and is referred to as semantic noise. For e.g. if a politician goes to a remote village of Assam for election campaigning, where majority of potential voters are assumed to be under-literate, and he seeks votes from his public by speaking about development in the fields of Science & Technology, the public will not be able to decode his message correctly. This gap in communication would amount to semantic noise.

In a nutshell it can be concluded that the transmitter disseminates selected and desired message through a communication channel which is converted into a signal and is received by the receiver. As a reaction to the message, the receiver sends a feedback to a certain destination. There may be some distortions also in the channel of communication process.



CHECK YOUR PROGRESS

Q.2: 'Shannon and Weaver's Model for the first time introduced the concept of noise.' –explain.

_____

_____

_____

Q.3: What elements are required to complete a communication process according to this model?

_____

_____

_____

Q.4:. Fill in the blanks–

a. _____, an engineer for the Bell Telephone company, designed a communication model.

b. In communication the importance of _____ can be compared to the importance of the heart to the human body.

c. In order to send a message, a _____ or channel is always required.

d. As a reaction to the message, the receiver sends a _____ to a certain destination.

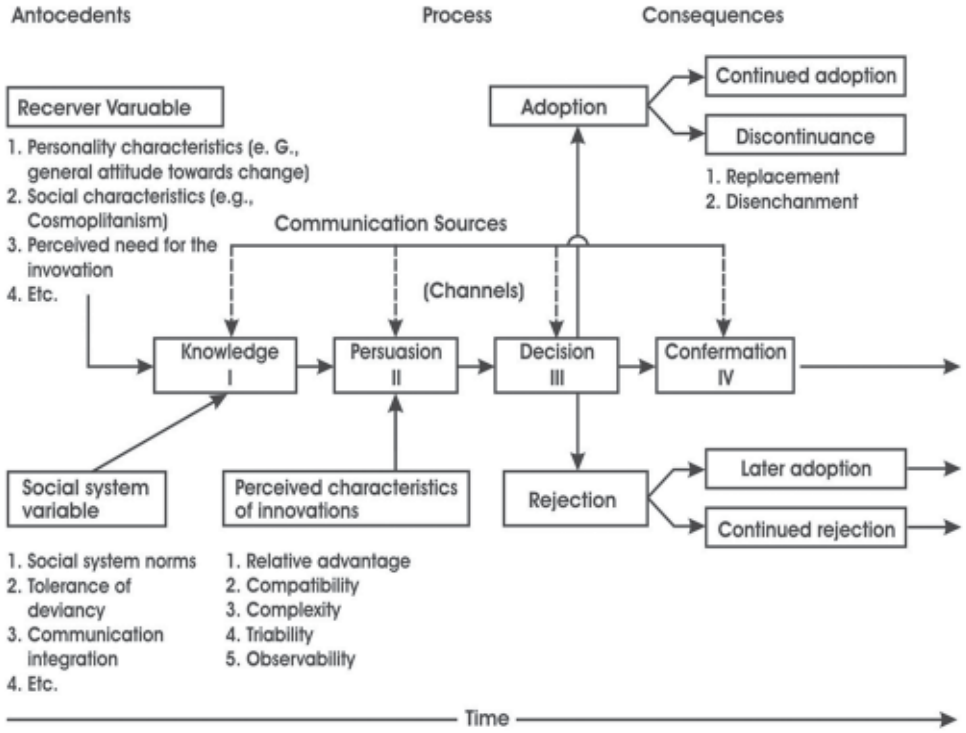
3.5 DIFFUSION OF INNOVATIONS MODEL

Diffusion is the "process by which an innovation is communicated through certain channels over a period of time among the members of a social system". An innovation is "an idea, practice, or object that is perceived to be new by an individual or other unit of adoption". "Communication is a process in which participants create and share information with one another to reach a mutual understanding". As the name implies the model means the adoption of new ideas, media, etc. Diffusion research goes one step advance than two-step flow theory. The original diffusion research was done in early part of 1903 by the French sociologist Gabriel Tarde. He planned the original S-shaped diffusion curve (Rogers, 1995).

In Diffusion model a new idea, product, or practice is adopted in a given culture. Diffusion of innovation theory asserts that media as well as interpersonal contacts provide information and influence opinion and judgment. Studying how innovation occurs, E.M. Rogers (1995) argued that it consists of four stages: invention, diffusion (or communication) through the social system, time and consequences. The information flows through networks. The nature of networks and the roles opinion leaders play in them, determine the likelihood that the innovation will be adopted.

Innovation diffusion research has attempted to explain the variables that influence how and why users adopt a new information medium, such as the Internet. Opinion leaders exert influence on audience behaviour via their personal contact, but additional intermediaries called change agents and gatekeepers are also included in the process of diffusion. Five adopted categories are: (1) innovators, (2) early adopters, (3) early majority, (4) late majority, and (5) laggards.

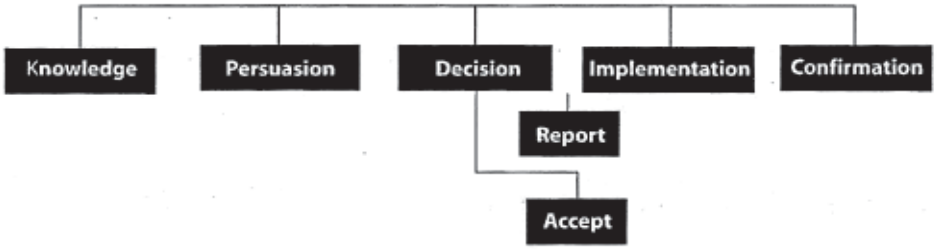
Throughout the diffusion process there is evidence that not all amount of influence over all individuals. In this sense there are opinion leaders, leaders who are influential in spreading either positive or negative information about an innovation. Rogers relies on the ideas of Katz & Lazarsfeld and the two-step flow theory in developing his ideas on the influence of Opinion Leaders in the diffusion process. Opinion Leaders have the most influence during the evaluation stage of the innovation-decision process and late adopters. In addition, opinion leaders have a set of characteristics that set them apart from their followers and other individuals. Opinion Leaders typically have greater exposure to the mass media, more cosmopolitan, greater contact with change agents, more social experience



and exposure, higher socioeconomic status, and are more innovative.

Diffusion research has focused on five elements: (1) the characteristics of an innovation which may influence its adoption; (2) the decision-making process that occurs when individuals consider adopting a new idea, product or practice; (3) the characteristics of individuals that make them likely to adopt an innovation; (4) the consequences for individuals and society of adopting an innovation; and (5) communication channels used in the adoption process.

Five Stages In Decision Innovation Process



Knowledge

In this stage the individual are first exposed to an innovation but lacks information about the innovation. It should be noted that during this stage of the process the individual has not been inspired to find more information about the innovation.

Persuasion

In this stage the individual is interested in the innovation and actively seeks information / detail about the innovation.

Decision

In this stage the individual takes the concept of the innovation and weighs the advantages / disadvantages of using the innovation and decides whether to adopt or reject the innovation. Due to the individualistic nature of this stage Rogers notes that it is the most difficult stage to acquire empirical evidence.

Implementation

In this stage the individual employs the innovation to a varying degree depending on the situation. During this stage the individual determines the usefulness of the innovation and may search for further information about it.

Confirmation

Although the name of this stage may be misleading, in this stage the individual finalizes their decision to continue using the innovation and may use the innovation to its fullest potential.



CHECK YOUR PROGRESS

Q.5:. Fill in the Blanks

a) Diffusion is the process by which an _____ is communicated through certain channels over a period of time among the members of a social system.

b) An innovation is an _____ that is perceived to be new by an individual or other unit of adoption.

c) The original diffusion research was done in early part of 1903 by the French sociologist _____.



3.6 LET US SUM UP

We can summarise the unit by focusing on the following points -

- Lasswell's (1984) model can be summed up by the following question: "Who says what, to whom, in what channel and with what effect?"
- According to Shannon and Weaver's Model, the communication process posses seven significant elements- source, encoder, message, channel, noise, decoder, and destination.
- Shannon and Weaver's Model for the first time introduced the concept of noise.
- The unexplained variations in communication channel or the random

disturbances in the transmission of message are called physical noise.

- Sometimes due to differences in knowledge level, communication skill, experience, prejudice etc. between the sender and the receiver, the latter may not understand the message of the former. This is also a kind of disturbance and is referred to as semantic noise.
- Diffusion is the "process by which an innovation is communicated through certain channels over a period of time among the members of a social system."
- An innovation is "an idea, practice, or object that is perceived to be new by an individual or other unit of adoption".
- The original diffusion research was done in early part of 1903 by the French sociologist Gabriel Tarde. He planned the original S-shaped diffusion curve (Rogers, 1995).
- In Diffusion model a new idea, product, or practice is adopted in a given culture. Diffusion of innovation theory asserts that media as well as interpersonal contacts provide information and influence opinion and judgment.
- Diffusion research has focused on five elements: (1) the characteristics of an innovation which may influence its adoption; (2) the decision-making process that occurs when individuals consider adopting a new idea, product or practice; (3) the characteristics of individuals that make them likely to adopt an innovation; (4) the consequences for individuals and society of adopting an innovation; and (5) communication channels used in the adoption process.



3.7 FURTHER READING

1. Andal, N. (1998). *Communication Theories and Models.* Mumbai : Himalaya Publishing House.
2. Narula, Uma (2006). *Communication Models.* New Delhi : Atlanta Publishing & Distributions.



3.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No. 1: Lasswell's (1948) model can be summed up by the following question: "Who says what, to whom, in what channel and with what effect?"

Ans to Q.No. 2: Shannon and Weaver's Model for the first time introduced the concept of noise. While an information is being transmitted, sometimes certain disturbances are experienced, which may not always be a part of that information. This is referred to as noise. In the model Shannon and Weaver pointed out two types of noise- Physical Noise Semantic Noise.

Ans to Q.No. 3: According to this model, the communication process posses seven significant elements – source, encoder, message, channel, noise, decoder, and destination.

Ans to Q.No. 4: Fill in the blanks –

a. Claude Shannon, an engineer for the Bell Telephone company, designed a communication model.

b. In communication the importance of message can be compared to the importance of the heart to the human body.

c. In order to send a message, a medium or channel is always required.

d. As a reaction to the message, the receiver sends a feedback to a certain destination.

Ans to Q.No. 5: Fill in the Blanks :

a) Diffusion is the process by which an innovation is communicated through certain channels over a period of time among the members of a social system.

b) An innovation is an idea, practice, or object that is perceived to be new by an individual or other unit of adoption.

c) The original diffusion research was done in early part of 1903 by the French sociologist Gabriel Tarde.



3.9 POSSIBLE QUESTIONS

A. Short Questions :

Q1: What are the significant elements of Shannon and Weaver's Model?

Q2: What is noise? What are its different types?

Q3: What is the role of the opinion leaders in the Diffusion of Innovation model?

B. Long Questions :

Q1: Enumerate the advantages and the disadvantages of the Shannon-Weaver's Model.

Q2: Do you think that Lasswell's Model is still relevant? Justify your answer.

Q3: What do mean by Diffusion of Innovations? Explain this model in detail.

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UNIT-4 : COMMUNICATION MODELS–III

UNIT STRUCTURE

4.1 Learning Objectives

4.2 Introduction

4.3 Katz and Lazarsfeld's Two Step Flow Model

4.4 White's Gatekeeping Model

4.5 Westley and MacLean's Conceptual Model

4.6 Let **U**s **S**um **U**p

4.7 Further Reading

4.8 Answers to **C**heck **Y**our **P**rogress

4.9 Possible Questions

4.1 LEARNING OBJECTIVES

After going through this unit, you will be able to–

- discuss the Katz and Lazarsfeld's Two Step Flow Model
- explain the White's Gatekeeping Model
- enlighten the Westley and MacLean's Conceptual Model.

4.2 INTRODUCTION

By now you must have become familiar with some models of communication. We have discussed the some of the basic models of communication like Aristotle's model, SMR, circular model of communication, Lasswell's Model, Shannon and Weaver's model, and Diffusion of Innovations Model.

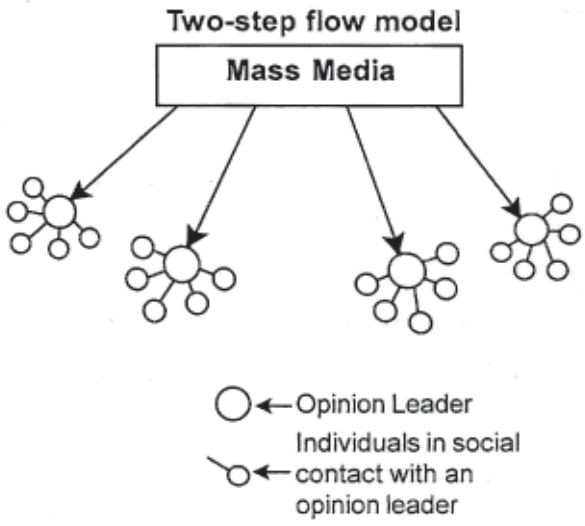
This unit aims at highlighting the Katz and Lazarsfeld's two step flow model of mass media and personal influence concept. This unit also enumerates White's Gatekeeping Model and Westley and MacLean's Conceptual Model.

The next unit will give you an idea about three other models- Newcomb's Model, Gerbner's Model and Watzlawick, Beavin and Jackson's Model along with Dance model.

4.3 KATZ AND LAZARSFELD'S TWO STEP FLOW MODEL

The two-step flow of communication was first developed by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet in *The People's Choice*, a 1944 study which focused on the process of decision-making during a Presidential election campaign. These researchers expected to find empirical support for the direct influence of media messages on voting intentions. However, to their surprise, it was found that informal, personal contacts were mentioned far more frequently than exposure to radio or newspaper as sources of influence on voting behaviour. Armed with this data, Katz and Lazarsfeld developed the two-step flow theory of mass communication.

This theory predicts that information from the media travels in two distinct stages. First, individuals (opinion leaders) who pay close attention to the mass media and its messages obtain the information. Opinion leaders pass on their own explanation in addition to the actual media content. The term 'personal influence' was invented to refer to the process of intervening between the media's direct message and the audience's ultimate reaction to that message. Opinion leaders are relatively powerful in getting people to change their attitudes and behaviour and they are quite similar in characteristics to those they influence. The two-step flow theory explains how mass media can manipulate decision making. The theory processed the ability to predict the influence of media messages on audience behaviour, and it helped explain why certain media campaigns may be unsuccessful to change target audience's attitudes and behaviour. The two-step flow theory caved in to the multi-step flow theory of mass communication or diffusion of innovation theory.



Source : Katz & Lazarsfeld (1955)



CHECK YOUR PROGRESS

Q1: Fill in the Blanks

a) The two-step flow of communication was first developed by _____, Bernard Berelson, and Hazel Gaudet

b) The two-step flow theory explains how mass media can manipulate _____.

c) The term _____ was invented to refer to the process of intervening between the media's direct message and the audience's ultimate reaction to that message.

4.4 WHITE'S GATE KEEPING MODEL

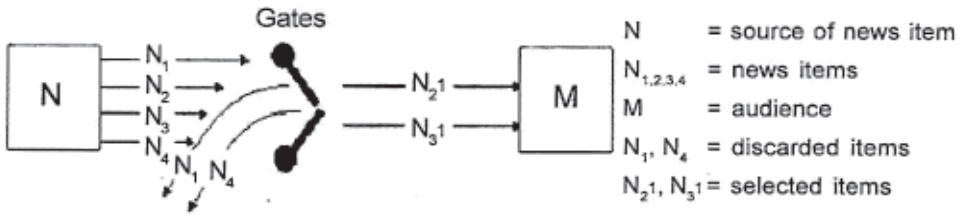
Kurt Lewin (1947) first coined the term "gatekeeping," which he used to describe a wife or mother as the person who decides which foods end up on the family's dinner table. The gatekeeper is the person who takes a decision on what shall pass through each gate in a given set of several gates. Though he applied it initially to the food chain, he then added that the gating process can include a news item winding through communication channels in a group. From here on most gatekeeping studies in communication field were launched. White (1961) was the person who seized upon Lewin's comments and turned it firmly towards journalism in 1950. In the 1970s McCombs and Shaw gave a different angel when they looked at the effects of gatekeepers' assessment. They revealed that audience feedback is significant if added in a news item as media places quite a lot of importance on it. McCombs and Shaw opined that the gate keeping thought is linked with the agenda-setting.

The gatekeeper decides which information will go forward, and which will not. In other words a gatekeeper in a social system decides which of a certain commodity – materials, goods, and information – may go into the system. They can control the public's knowledge of the actual events by passing some stories through the system but keeping others

out. Gatekeepers can also be seen as institutions or organizations. In a political system there are gatekeepers, individuals or institutions which control access to positions of power and regulate the flow of information and political influence. Media gatekeeping showed that decision making is based on principles of news values, organizational routines, input structure and common sense. It is very important in communication planning and almost all communication planning roles include some aspect of gatekeeping.

The gatekeeper's choices are a complex web of influences, preferences, motives and common values. Gatekeeping is expected and in some situations it can be useful too. It can also be dangerous, since it can lead to an abuse of power by deciding what information to discard and what to let pass. Nevertheless, gatekeeping is often a routine, guided by some set of standard questions.

Conceptual Model



Source : White (1964)

This theory is related to the mass media and organizations. In the mass media the focus is on the organizational structure of newsrooms and events. Gatekeeping is also important in organizations, since employees and management are using ways of influence. For e.g. a wire service editor decides alone what news audiences will receive from another continent. The idea is that if the gatekeeper's selections are biased, the readers' understanding will therefore be a little biased.



CHECK YOUR PROGRESS

Q2: Fill in the blanks :

a) _____ coined the term gatekeeping for the first time.

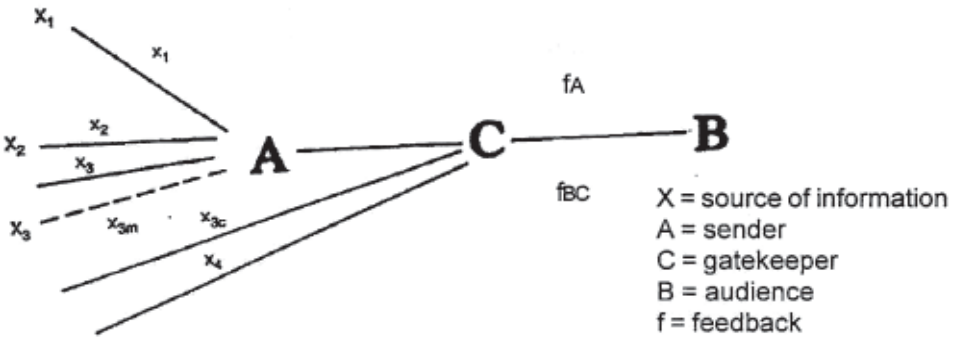
b) In the _____ McCombs and Shaw gave a different angle when they looked at the effects of gatekeepers' assessment.

c) The _____ decides which information will go forward, and which will not.

d) Gatekeeping theory is related to the _____ and organizations.

4.5 WESTLEY AND MACLEAN'S CONCEPTUAL MODEL

In 1957 the Newcomb's model of communication was prolonged and a new model came into existence. Maclean's model first introduced 'O' as gatekeeper between sender (A) and receiver (B), as developed by Lewin. The Linear feedback is an important component which was being introduced for the first time in a model of communication process. Westley and MacLean apprehended that communication does not begin when one person starts to talk, but rather when a person responds selectively to his immediate physical surroundings.



We can get a real example based on this model within our society. 'A' can be considered as reporter who receives information from many sources which may be considered as X_1, X_2, A_3 and so on. Based on the information received and his perception, 'A' prepares a story for a newspaper and sends it to the editor 'C', who edits the story and plays the role of gate keeping. 'C' decides what to publish or what not to, what to send or what not to for the readers / audience 'B'. This means 'C' is interposed between the sender and the audience. 'O' can also get information from source and edit the matter to send to 'B'. On the other hand the audience can give feedback to the editor in the form of letters to the editor. 'B' can respond to A directly also.

Strengths

i. Accounts for Feedback or reaction

ii. Accounts for a sensory field or, in Newcomb's (1953) words, "objects of co-orientation."

iii. Accounts for non-binary communications - more than just two people interacting directly.

iv. Accounts for different modes. For e.g. interpersonal vs. mass mediated communication.

Weakness

Westley and MacLean's model accounts for many more variables in the typical communication interaction. It is, however, two-dimensional and cannot account for the multiple dimensions of the typical communication event involving a broad context and multiple messages.



CHECK YOUR PROGRESS

Q3: Write the *strengths and weakness of the* Westley and MacLean's Conceptual Model.

_____

_____

_____



4.6 LET US SUM UP

- The two-step flow of communication was first developed by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet in *The People's Choice*, a 1944 study which focused on the process of decision-making during a Presidential election campaign.
- The two-step flow theory explains how mass media can manipulate decision making. The two-step flow theory caved in to the multi-step flow theory of mass communication or diffusion of innovation theory.
- Gatekeeping theory is related to the mass media and organizations.
- In the mass media the focus is on the organizational structure of newsrooms and events.
- Gatekeeping is also important in organizations, since employees and management are using ways of influence.
- Maclean's model first introduced 'O' as gatekeeper between sender (A) and receiver (B), as developed by Lewin.
- The Linear feedback is an important component which was being introduced for the first time in a model of communication process.
- Westley and MacLean apprehended that communication does not begin when one person starts to talk, but rather when a person responds selectively to his immediate physical surroundings.



4.7 FURTHER READING

1. Andal, N. (1998). *Communication Theories and Models.* Mumbai : Himalaya Publishing House.
2. Narula, Uma (2006). *Communication Models.* New Delhi : Atlanta Publishing & Distributions.



4.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No. 1: Fill in the Blanks-

a) The two-step flow of communication was first developed by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet

b) The two-step flow theory explains how mass media can manipulate decision making.

c) The term 'personal influence' was invented to refer to the process of intervening between the media's direct message and the audience's ultimate reaction to that message.

Ans to Q.No. 2: Fill in the blanks

a) Kurt Lewin coined the term gatekeeping for the first time.

b) In the 1970s McCombs and Shaw gave a different angel when they looked at the effects of gatekeepers' assessment.

c) The gatekeeper decides which information will go forward, and which will not.

d) Gatekeeping theory is related to the mass media and organizations.

Ans to Q.No. 3: The following are the *Strengths and Weakness of the* Westley and MacLean's Conceptual Model–

Strengths

i. Accounts for Feedback or reaction

ii. Accounts for a sensory field or, in Newcomb's (1953) words, "objects of co-orientation."

iii. Accounts for non-binary communications - more than just two people interacting directly.

iv. Accounts for different modes. For e.g. interpersonal vs. mass mediated communication.

Weakness

Westley and MacLean's model accounts for many more variables in the typical communication interaction. It is, however, two-dimensional and cannot account for the multiple dimensions of the typical communication event involving a broad context and multiple messages.



4.9 POSSIBLE QUESTIONS

A. Short Questions :

Q.1 : Who are the opinion leaders?

Q.2 : Who first coined the term 'gate keeping'? What does it signify?

B. Long Questions :

Q.1 : Write an essay on the importance of gatekeeping concept in mass media. Discuss the advantages and the disadvantages of the White's Gate keeping Model

Q.2 : What do you mean by Two Step Flow? Critically discuss the Two Step Flow Model.

Q.3 : Enumerate the Westley and MacLean's Conceptual Model.

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UNIT-5 : COMMUNICATION MODELS– IV

UNIT STRUCTURE

5.1 Learning Objectives

5.2 Introduction

5.3 Newcomb's Model

5.4 Gerbner's Model

5.5 Watzlawick, Beavin and Jackson's Model & Dance Model

5.6 Let **U**s **S**um **U**p

5.7 Further Reading

5.8 Answers to **C**heck **Y**our **P**rogress

5.9 Possible Questions

5.1 LEARNING OBJECTIVES

After going through this unit, you will be able to–

- discuss the Newcombe's Model
- analyse the Gerbner's Model
- explain the Watzlawick, Beavin and Jackson's Model
- discuss the Dance Model.

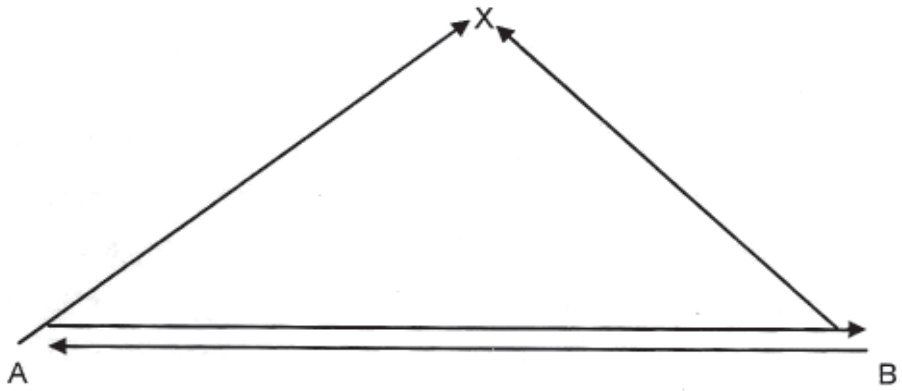
5.2 INTRODUCTION

The previous unit has highlighted some important models of communication. That unit aimed at highlighting the Katz and Lazarsfeld's two step flow model of mass media, Wilbur Schramm's model, White's Gatekeeping Model etc.

This unit elucidates for you another three models, these are- Newcomb's Model, Westley and McLean's Model, Gerbner's Model. The subsequent unit will illustrate the the different types of communication effect theories. Among them Bullet Theory, Uses and Gratification theory, Cognitive Dissonance Theory, Agenda Setting Theory, Cultivation Analysis etc. will be explained in detail.

5.3 NEWCOMB'S MODEL

Unlike other linear models of communications which have been discussed earlier, the model by Theodore M. Newcomb has been presented in different shape, emphasizing the role of communication in the context of society. This model is like a triangle.



Theodore Newcomb (1953) emphasizes communication from the social psychology view point. This model is also known as ABX model. According to this model, someone (A) sending information to the other (B) about something (X) by assuming that A's orientation to B and to X depends on each other. The three of them are a system contenting four round orientation.

i. A to X orientation
ii. A to B orientation
iii. B to X orientation
iv. B to A orientation

In this model, communication is a normal and effective way, which makes people orient themselves according to their environment. It is an intentional communication act model of two persons.

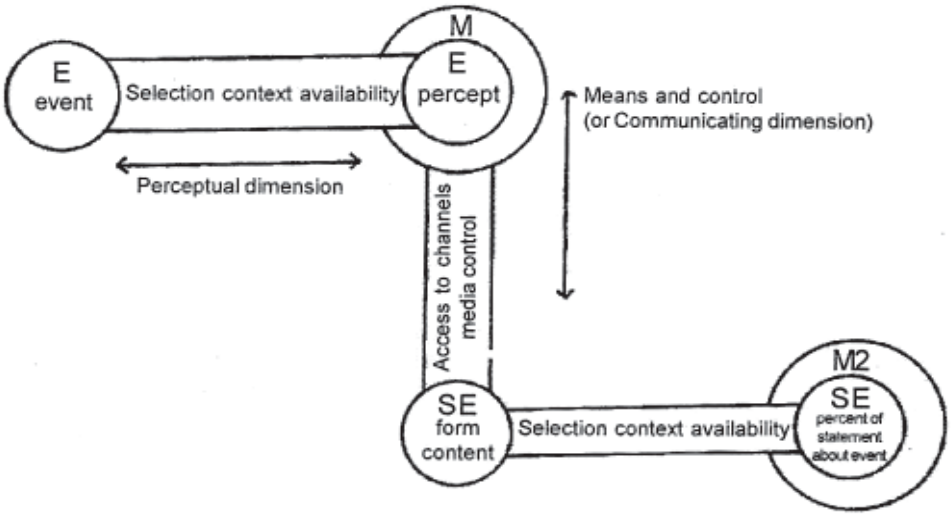
5.4 GERBNER'S MODEL



Gerbner's Model is an expansion of Lasswell's model. It consists of verbal model (where someone observes an event and gives a feedback in a situation, through some ways, to make available material in some form by maintaining a consequence) and diagrammatic model (where someone observes an event and sends some messages to transmitter which will be send through signal to receiver. In transmission there may be some noise also).

In this model, event i.e. the external reality as perceived by M (human being or machine such as camera, microphone etc.) selects E according to his perception of event in a horizontal dimension. Here external stimuli and internal patterns of thoughts or concepts are matched to perceive something with a meaning. This matching is nurtured by culture, internal concept, thought, knowledge etc.

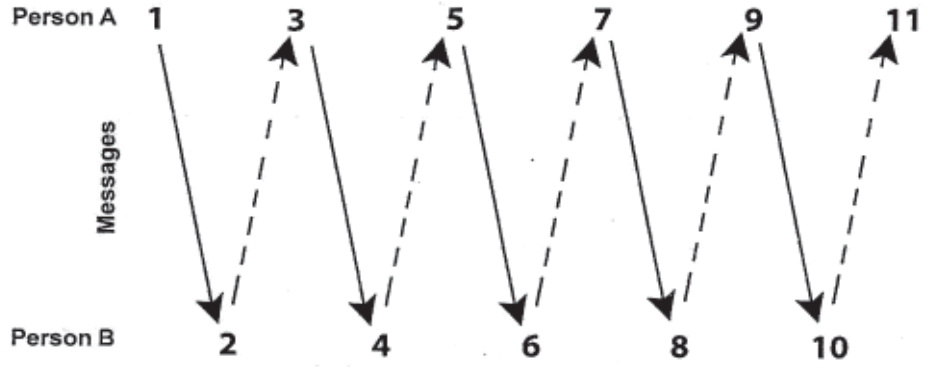
In the third stage M_2 brings to SE a set of needs and concepts derived from his culture and sub culture in a horizontal manner and the meaning is being identified in the message. In brief it can be said that someone perceives an event and reacts in a situation through some means to make available materials in some form and context conveying content of some consequence.



Gerbner's Model

5.5 WATZLAWICK, BEAVIN AND JACKSON'S MODEL & DANCE MODEL

Paul Watzlawick, Janet Beavin and Don Jackson provided a general view of communication on the basis of psychiatric study and therapy in their book 'Pragmatics of Human Communication', published in 1967. This model presented communication as a process of give and take of messages between individuals. Communication is an ongoing, communicative activity between individuals who function alternatively as source and receiver. This model explains behavioural choices in an evolutionary form of explanation.



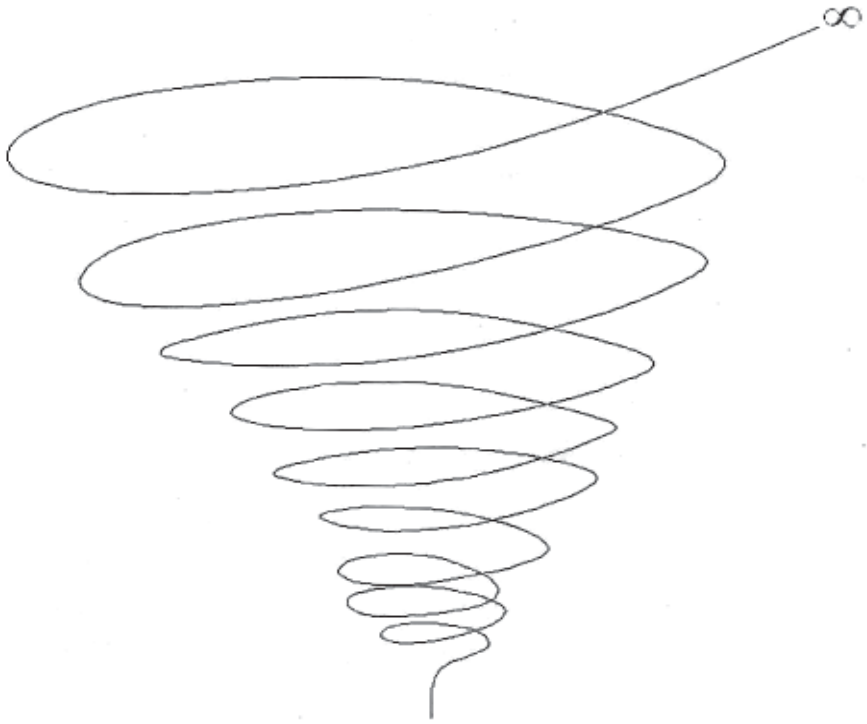
Paul Watzlawick, Janet Beavin and Don Jackson's Model

Dance Model :

Frank Dance proposed this model in 1967. It appears relatively simple and says a great deal that is not obvious about the process of communication is the helical spiral. This model emphasizes that communication has no clear observable beginning and no clear observable end. The spiral continues indefinitely. No communication transaction can be said to have fixed boundaries. It depicts communication as a dynamic process. According to Mortensen "the helix represents the way communication evolves in an individual from his birth to the existing moment."

About this model, Dance mentioned "at any and all times, the helix gives geometrical testimony to the concept that communication while moving forward is at the same moment coming back upon itself and being affected by its past behavior, for the coming curve of the helix is fundamentally

affected by the curve from which it emerges. Yet, even though slowly, the helix can gradually free itself from its lower-level distortions. The communication process, like the helix, is constantly moving forward and yet is always to some degree dependent upon the past, which informs the present and the future. The helical communication model offers a flexible communication process."





CHECK YOUR PROGRESS

Q1: Fill in the blanks

i. Newcomb's Model is like a _____.

ii. _____ Model is an intentional communication act model of two persons.

iii. Gerbner's Model is an expansion of _____ model.

iv. _____ Model consists of verbal model and diagrammatic model.

v. Jackson's model presented communication as a process of give and take of messages between _____.



5.6 LET US SUM UP

- George Gerbner's Model which was Developed in 1956 stands out from the others because of its stress upon two distinct aspects – relating messages to 'reality' and establishing that communication process comprises two dimensions – the receptive/ perceptual dimensions and the communicating dimensions. This model can be said to be based on three parts – two perceptual dimensions and one communicating dimension.
- Communication expert Theodore M Newcomt 's model was developed in 1953 and is based on examining the communication process as an interaction between two or among more persons which is affected by the contemporary developments in the society.



5.7 FURTHER READING

1. Aggarwal, Vin Bala, Gupta, V.S (2001). *Journalism and Mass Communication.* New Delhi : Concept Publishing Company.
2. Narula, Uma (2001). *Mass Communication Theory and Practice.* New Delhi : Har-Anand Publications Pvt. Ltd.



5.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No. 1: Fill in the blanks

i. Newcombe's Model is like a triangle.

ii. Newcombe's Model is an intentional communication act model of two persons.

iii. Gerbner's Model is an expansion of Lasswell's model.

iv. Gerbner's Model consists of verbal model and diagrammatic model.

v. Jackson's model presented communication as a process of give and take of messages between individuals.



5.9 POSSIBLE QUESTIONS

A. Short Questions :

Q1 : Which models is also known as the ABX model and why?

Q.2: Who proposed the Dance Model? What does it relate to?

B. Long Questions :

Q1 : Who is Theodore M Newcombe? Do you think his model is based on examining the communication process as an interaction between two or among more persons which is affected by the contemporary developments in the society? Justify your answer.

Q2 : 'Gerbner's Model is an expansion of Lasswell's model'- explain.

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UNIT-6 : COMMUNICATION EFFECTS THEORIES–I

UNIT STRUCTURES

6.1 Learning Objectives

6.2 Introduction

6.3 Communication Effects Theories

6.4 Hypodermic or Bullet Theory

6.5 Uses and Gratification Theory

6.6 Cognitive Dissonance Theory

6.7 Agenda Setting Theory

6.8 Cultivation Analysis

6.9 Let **U**s **S**um **U**p

6.10 Further Reading

6.11 Answers to **C**heck **Y**our **P**rogress

6.12 Possible Questions

6.1 LEARNING OBJECTIVES

After going through this unit, you will be able to–

- define the Communication Effects Theories
- discuss the Hypodermic or Bullet Theory and Uses and Gratification Theory
- explain the Cognitive Dissonance Theory, Agenda Setting Theory and Cultivation Analysis.

6.2 INTRODUCTION

In the earlier unit we have discussed the Newcomb's Model, Gerbner's Model and Watzlawick, Beavin and Jackson's model. This unit illustrates the different types of communication effect theories. Among them Bullet Theory, Uses and Gratification theory, Cognitive Dissonance Theory,

Agenda Setting Theory, Cultivation Analysis etc. will be explained in the unit in detail.

The next unit describes another five of the communication effect theories. They are - Social Learning Theory, Dependency Theory, Spiral of Silence Theory and Heider's Balance Theory.

6.3 COMMUNICATION OR MEDIA EFFECTS THEORIES

Communication is deeply rooted in human behaviour and societies, and communication is never absent from social or behavioural events. Indeed, communication applies to shared behaviours and properties of collection of things, whether they are human or not.

We may turn to etymology for clues: "communication" (from the Latin "communicare") literally means "to put in common", "to share". The term originally meant sharing of tangible things; food, land, goods, and property. Today, it is often applied to knowledge and information processed by living things or computers.

We might say that communication consists of transmitting information. In fact, many scholars of communication take this as a working definition, and use Lasswell's maxim ("who says what to whom") as a means of circumscribing the field of communication. Others stress the importance of clearly characterizing the historical, economic and social context. The field of communication theory can benefit from a conceptualization of communication that is widely shared. It is an attempt to document types of communication, and to optimize communications for the benefit of all.

From the History of Communication Theory, it is learnt that at the time of World War-I, the interest in communication studies intensified and the social-science study was fully recognized as a legitimate discipline after World War II. Communication Theory is based on one universal law opined by S. F. Scudder (1900). The Universal Communication Law asserts that, "All living entities communicate." All living entities communicate via

movements, sounds, reactions, physical changes, gestures, languages, breath, etc. Communication is a means of survival. Example, the cry of a hungry infant (communicate that he / she is hungry), the bowing of a leaf (communicate that it is a summer day) etc. falls under this universal communication law. Everything living must communicate as a way to survive.

The communication scientists have been researching on the subject since the inception of it's concept which has resulted in various theories. Theory is a conceptual observation on a set of events based on thorough research and the research on understanding communication process can be termed as communication theory. A discussion on some important theories will focus on the role of communication in the society and the way audiences react to the media.

6.4 HYPODERMIC NEEDLE OR BULLET THEORY

A brief revision of the bullet communication model is being done here. Bullet theory which came into existence during World War II suggests that messages were thought to be like magic bullets that were shot directly to the receiver who were assumed as passive in nature. But this theory doesn't exist any longer because the various communication theorists did not support the views.

According to this needle theory, mass media has a direct, immediate and powerful effect on audiences. In the 1940s and 1950s it was observed that mass media had a powerful influence on behaviour changes. The fast popularization of radio and television, the emergence of the persuasion media industries along with advertising and propaganda, the impact of motion pictures and use of mass media during World War II to unify the German public behind the Nazi party, contributed to this "strong effects" theory of communication. Harold Lasswell pioneered the work of Propaganda Technique in the World War (1927). He gave his opinion that the people had been duped and degraded by propaganda during the war. Lasswell based his work on a stimulus-response model focusing on mass

effects, this approach sighted human feedbacks to the media as uniform and immediate. E. D. Martin opined, "Propaganda offers ready-made opinions for the unthinking herd". The "Magic Bullet" or "Hypodermic Needle Theory" sometimes is not widely accepted by scholars. Lowery & DefFleur said that it is thought that it was not based on empirical results from research but rather on assumptions of the time about human nature. People were assumed to be consistently managed by 'instincts' and those they give reaction uniformly to whatever 'stimuli' came along.



CHECK YOUR PROGRESS

Q1: Which theory says that mass media audiences are passive receivers? Discuss briefly.

6.5 USES AND GRATIFICATION THEORY

Uses and Gratifications Theory is a popular approach in mass communication. This theory gives more importance to the consumer, or audience, instead of the actual message itself by asking "what people do with media" rather than "what media does to people" (Katz, 1959). It presumes that audience are not passive but take an active role in the interpretation and amalgamating media into their own lives. The theory also holds the audience responsible for choosing media to meet their needs. This approach opines that people use the media to fulfill specific gratifications or satisfactions. If so, this theory would imply that the media competes against other information sources for the viewer's gratification.

One influential tradition in media research is referred to as 'uses and gratifications' (occasionally 'needs and gratifications'). This approach focuses on why people use a particular media rather than on content. In contrast to the concern of the 'media effects' tradition with 'what media do

to people' (which assumes a homogeneous mass audience and a 'hypodermic' view of media), Uses and Gratifications can be seen as part of a broader trend amongst media researchers which is more concerned with 'what people do with media', allowing for a variety of responses and interpretations.

Uses and Gratification theory arose originally in the 1940s and underwent a revival in the 1970s and 1980s. Blumler & Katz mention that this approach emerged from a functionalist paradigm in the social sciences where the use of media is depicted in terms of the gratification of social or psychological needs of an individual. The mass media compete with other sources of gratification, but gratifications can be obtained from a medium's content (e.g. watching a specific programme), from familiarity with a genre within the medium (e.g. watching soap operas), from general exposure to the medium (e.g. watching television) and from the social context in which it is used (e.g. watching television with the family). U & G theorists argue that people's needs influence how they use and respond to a medium. Zillmann (cited by McQuail 1987: 236) has shown the influence of mood on media choice: boredom encourages the choice of exciting content and stress encourages a choice of relaxing content. The same television programme may gratify different needs for different individuals. Different needs are associated with individual personalities, stages of maturation, backgrounds and social roles.

Denis McQuail offers the following typology of common reasons for using media :

Information : Audience need information from immediate surroundings, society and the world for taking decision, seeking advice or opinion etc.

Personal Identity : For personal identity they need reinforcement of personal values and insight into one's self.

Integration and Social Interaction : They need the insight into circumstances of others

Social Empathy : Gaining a sense of belonging, social interaction, to carry out social roles and to be in society, they need media use.

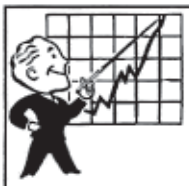
Entertainment : Handling the problem, to get relaxation, getting intrinsic cultural or aesthetic enjoyment, emotional release etc, they require media use.

Criticisms of 'Uses and Gratifications'

The use of retrospective 'self-reports' has several limitations. Viewers may not know why they chose to watch what they did, or may not be able to explain fully. The reasons which can be articulated may be of least importance as they may simply offer reasons which they have heard others mention. Therefore, a study of people's engagement with media as it happens would rather be more effective. Some degree of selectivity of media and content is clearly exercised by audience, for e.g. choice or avoidance of television soap operas. However, instrumental (goal-directed) accounts assume a rational choice of appropriate media for predetermined purposes. Such accounts over-emphasize informational purposes and ignore a great deal in people's engagement with media: Television viewing can be an end in itself. There is evidence that media use is often habitual, ritualistic and unselective (Barwise & Ehrenberg 1988). But more positively, television viewing can sometimes be seen as aesthetic experience in which intrinsic motivation is involved.

The U & G approach has been criticized as 'vulgar gratification'. It is individualistic and psycho logistic tending to ignore the socio-cultural context. As a theoretical stance it foregrounds individual psychological and personality factors and backgrounds sociological interpretations. For instance, David Morley (1992) acknowledges that individual differences in interpretation do exist, but he stresses the importance of sub-cultural socio-economic differences in shaping the ways in which people interpret their experiences with TV (via shared 'cultural codes'). U & G theorists tend to exaggerate active and conscious choice, whereas media can be forced on some people rather than freely chosen. The stance can also lead to the exaggeration of openness of interpretation, implying that audience may obtain almost any kind of gratification regardless of content or of 'preferred readings'. Its functionalist emphasis is politically conservative: if we insist that people will always find some gratifications from any use of media, we may adopt a complacently uncritical stance towards what the mass media currently offer.

U & G research has been concerned with why people use media. When this approach sprang from 'mainstream' research in social science, an interpretive tradition has arisen primarily from the more arts-oriented 'cultural (and 'critical') studies'.



CHECK YOUR PROGRESS

Q2: Fill in the blanks–

a) Uses and Gratifications Theory gives more importance to the _____, or audience, instead of the actual message.

b) This approach focuses on why people use a _____ rather than on content.

c) U & G arose originally in the _____.

d) U & G theorists argue that people's needs _____ how they use and respond to a medium.

6.6 COGNITIVE DISSONANCE THEORY

Leon Festinger (1951) proposed a set of studies to condense a theory about communication's social influences. Cognitive dissonance enjoyed great popularity from the late 1950s through the mid-1970s. Theoretical problems and conflicting findings led to temporary replacement by similar "self" theories in the early 1980s, but cognitive dissonance regained its place as the umbrella theory for selective exposure to communication by the late 1980s.

Cognitive dissonance is a communication theory adopted from social psychology where cognitive means thinking or the mind; and dissonance is inconsistency or disagreement and cognitive dissonance is the psychological conflict from holding two or more mismatched beliefs at once. It is a relatively clear-cut social psychology theory that has agreed with wide receipt in a variety of disciplines including communication. The

theory replaces earlier reinforcement theories by viewing individuals as more purposeful decision makers. They struggle for equilibrium in their beliefs. If presented with decisions or information that creates dissonance, they use dissonance-reduction strategies to regain balance, especially if the dissonance influences their self-worth. The theory asserts –

1. Dissonance is psychologically rough enough to induce people to attain consonance
2. In a stage of dissonance, people will keep away from information and situations that might amplify the dissonance. It can be visualized how dissonance can occur because it is sometimes obvious in an information rich-society and to deal with it is more difficult.

Dissonance theory applies to all situations involving attitude formation and change. This theory influences people into certain behaviour so that these people change their approach themselves. It is especially applicable to decision-making and problem-solving. For e.g. Consider a motor bike rider who refuses to use a helmet despite knowing that the law requires it, and it saves lives. Then a news report on an accident for not using helmet changes his habit or seeking information that is consonant with the behaviour - full helmet is safer than half one. If the rider never faces a situation that threatens the decision not to use helmet, then no dissonance-reduction action is likely because the impulsion to decrease dissonance depends on the extent of the dissonance held.

6.7 AGENDA SETTING THEORY

The Agenda Setting Theory is proposed by Maxwell, Mc Combs and Donald L. Shaw (1972) in connection with the election campaign and other related and relevant issues. In order to understand the theory the meaning of the term should be known. Agenda means the list of the items based on their significance according to the demand of the plan. Setting means the arrangements itself. This theory focuses that news media always gives the direction of people's thinking by selection of reports about

the world. 'What is what' is directed and presented by the media. The public is bound to think and believe that it is important. In this theory we can get the conception of gatekeeping also. Amongst the heaps of news only some are selected by media person. This process is called gatekeeping which has already been discussed earlier. Many factors like ethics, background information, politics, economics, society, time limitation, different types of pressure and personal desire can affect the gatekeeping process.

The different types of principles of this theory are discussed below–

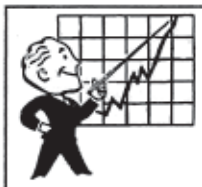
- There is a high increase in the use of mass communication during a presidential campaign.
- The influence of media program on individuals is most regularly depicted in mass communication in order to explain higher level of agreement between personal agendas and mass media agenda.

6.8 CULTIVATION ANALYSIS

Cultivation theory by George Gerbner (1967) stresses on the opinion that mass media has subtle effects on audience who absorb the message of media. With the help of constant exposure to media, people are able to cultivate some common conceptions on world. The theory views that the television does not portray the image and messages of reality of the society. Repeated presentation of these types by television, leads the society to distortion rather than development. For e.g. the usual projection of colourful, expensive cloth, jewellery and high cost cars and flats cannot be beneficial for the poor and unprivileged community. The various principles of their theory are discussed in brief:

- Media is a powerful weapon to cultivate common belief among the general mass.
- The television is not quite real message sender in the society.
- The influential effect of mass media proceeds as moulders of society.
- Cultivation analysis concentrates on long term effects of exposure than the short term impact on approach and opinion.

But some critics study focuses on some points like cultivation appears to be dependent on the motivation for viewing. The casual television audience is more affected. Cultivation assumes to be enhanced when the viewer perceives the content of activity demonstrated as realistic. On the other hand, it has been noticed that in the indirect and distant contact between the topic and audience, cultivation is expected to be the best task.



CHECK YOUR PROGRESS

Q3: Which theory says that people seek out messages which are in tune with their existing opinions?

_____

_____

_____

Q4: Which theory suggests that mass media sets the agenda for people?

_____

_____

_____

Q5: Which theory says that people use mass media for the gratification of their needs?

_____

_____

_____

Q6:. Match the following :

a. Agenda Setting theory	1. Festinger
b. Cognitive Dissonance theory	2. McCombs & Shaw
c. Bullet theory	3. Katz
d. Uses and gratification theory	4. Goebbles



6.9 LET US SUM UP

- Media effect theories are the theories that try to explain the kind of role the media plays or what kind of effect or influence it has on the audience.
- Hypodermic Needle or Bullet Theory is an interesting theory as it believes that if the masses are constantly supplied with information repeatedly for hundreds of thousands of times the readers or audiences get affected by it and they start to believe in those information.
- Uses and Gratification Theory advocates that the masses use media for gratification of many of their needs or requirements. They accept it provided they find it satisfactory and reject it if it is found to be contrary to their personal beliefs and interests. In simple terms, it means that though we use media to a great extent in our everyday life yet we do not get influenced by it unless the programmes presented by it match our requirements and personal interests.
- Agenda Setting Theory was propounded by Maxwell McCombs and Donald Shaw in the 1970s. According to this theory, mass media set the agenda for public opinion by highlighting certain issues. Agenda setting is now considered to be an important function of the mass media. McCombs and Shaw found the main effect of mass media to be agenda setting when they were studying how political campaigns were covered in the media. The agenda setting theory says that the media are not always successful in telling us what to think, but they are quite successful in telling us what to think about. It predicts that if people are exposed to the same media, they will place importance on the same issues.
- Cognitive Dissonance Theory was propounded by L.A. Festinger in the year 1957. According to this theory people will seek information which would match existing attitudes and views of the world and they reject information that do not conform to existing views. We tend to filter the information that conflicts with what we already believe, in an effort to ignore that information and reinforce our existing beliefs.



6.10 FURTHER READINGS

1. Aggarwal, Vin Bala, Gupta, V.S (2001). *Handbook of Journalism and Mass Communication,* New Delhi : Concept Publishing Company.
2. Kumar, Keval J (2012). *Mass Communication in India :* Mumbai : Jaico Books.
3. Vilanilam, J.V. (2005). *Mass Communication in India :* New Delhi : Sage Publications.



6.11 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No. 1: Bullet theory.

Hypodermic Needle or Bullet Theory : this is an interesting theory as it believes that if the masses are constantly supplied with information repeatedly for hundreds of thousands of times the readers or audiences get affected by it and they start to believe in those information.

Based on the concept developed by Hitler's Publicity Minister Goebbles during the World War II, it believes that masses are passive receivers and as such if they are continuously fed a lot of information by mass media, the people absorb them as well as get influenced by them without much thought.

Ans to Q.No. 2: Fill in the blanks–

a) Uses and Gratifications Theory gives more importance to the consumer, or audience, instead of the actual message.

b) This approach focuses on why people use a particular media rather than on content.

c) U & G arose originally in the 1940s.

d) U & G theorists argue that people's needs influence how they use and respond to a medium.

Ans to Q.No. 3: Cognitive dissonance theory

Ans to Q.No. 4: Agenda setting theory

Ans to Q.No. 5: Uses and gratification theory

Ans to Q.No. 6: a – 2
b – 1
c – 4
d – 3



6.12 POSSIBLE QUESTIONS

A. Short Questions :

Q1: Write short notes of the following –

a) Agenda Setting Theory

b) Cognitive Dissonance Theory

c) Hypodermic Needle or Bullet Theory.

Q2: What are the different principles of the agenda setting theory?

B. Long Questions :

Q1: What type of a media system is prevailing in India at present? Examine if any of the other theories or systems is relevant for our country's socio-political situation. If yes, why?

Q2: What do you understand by theories of Mass Communication? Write a few lines about each one of them.

Q3: Explore the role of mass media in creating, mobilizing and guiding public opinion from time to time. Cite suitable examples in support of your answer.

Q4: Discuss the Uses and Gratification Theory with suitable example.

*** ***** ***

UNIT-7 : COMMUNICATION EFFECTS THEORIES–II

UNIT STRUCTURES

7.1 Learning Objectives

7.2 Introduction

7.3 Social learning Theory

7.4 Dependency Theory

7.5 Spiral of Silence Theory

7.6 Heider's Balance Theory

7.7 Let **U**s **S**um **U**p

7.8 Further Reading

7.9 Answers to **C**heck **Y**our **P**rogress

7.10 Possible Questions

7.1 LEARNING OBJECTIVES

After going through this unit, you will be able to–

- discuss the Social Learning Theory
- explain the Dependency Theory
- enlighten the Spiral of Silence Theory
- elucidate the Heider's Balance Theory.

7.2 INTRODUCTION

In the earlier unit, we have discussed different types of communication effect theories. Among them Bullet Theory, Uses and Gratification theory, Cognitive Dissonance Theory, Agenda Setting Theory, Cultivation Analysis etc. were explained in the unit in detail.

This unit describes another four of the communication effect theories. They are– Social Learning Theory, Dependency Theory, Spiral of Silence Theory, Heider's Balance Theory.

In the next unit, we will discuss on the normative theories. Normative

theories are very much important in the field of mass communication and media. So, in the next unit we will explain to you the Authoritarian theory, Libertarian theory, Social responsibility theory, soviet communist theory, development media theory and democratic participant media theory.

7.3 SOCIAL LEARNING THEORY

Social learning theory or SLT explains that people learn new behaviour through overt reinforcement or punishment, or via observational learning of the social factors in their environment. If people observe positive, desired outcomes in the observed behaviour, then they are more likely to model, imitate, and adopt the behaviour themselves. Social learning theory is derived from the work of Cornell Montgomery (1843-1904) which proposed that social learning occurred through four main stages of limitation, such as close contact, imitation of superiors, understanding of concepts, role model behaviour. It consists of three parts observing, imitating, and reinforcements. Julian Rotter moved away from theories based on psychosis and behaviourism, and developed a learning theory. In Social Learning and Clinical Psychology (1954), Rotter suggests that the effect of behaviour has an impact on the motivation of people to engage in that specific behaviour. People wish to avoid negative consequences, while desiring positive results or effects. If one expects a positive outcome from a behaviour, or thinks there is a high probability of a positive outcome, then they will be more likely to engage in that behaviour. The behaviour is reinforced, with positive outcomes, leading a person to repeat the behaviour. This social learning theory suggests that behaviour is influenced by these environmental factors or stimulus, and not psychological factors alone. Social learning theory is a combination of behavioural and cognitive theories. Bandura suggests that both internal and external factors are equally important. The basic equation set forth is: Personal factors, such as beliefs, expectations, attitudes and knowledge (cognitive) plus environmental factors, such as resources, consequences of actions, physical setting (behavioural) plus behaviours, such as individual actions, choices, and verbal statements influence learning and motivation.

One of the more important concepts with social learning theory is observational learning. The power of observational learning is well documented in literature. No-trial learning is when a human being acquires new behaviour all at once, entirely through observation. In this type, one does not need to go through the process of trial and error learning with differential reinforcement for each small response. When this new behaviour is acquired through observation alone, the learning appears to be cognitive.

In today's society, media has a powerful influence on our lives. As children enter adolescence, print and electronic media help them define who they are and what they want to become. By the time children reach middle school, they have spent tens of thousands of hours watching television, movies, and videos; listening to the radio, CDs and cassettes; reading magazines, newspapers, and books; playing video and computer games and surfing the internet. Advertisers of alcohol use the power and influence of media to convey a positive message for their products. Alcohol advertisements glamorize drinking and play directly into the needs of teen-agers by promising fun, popularity, relaxation and escape.

Social learning theory has generated much research. Evidence shows that social learning theory and one's sense of self efficacy predicts such diverse outcomes as alcohol abuse, smoking cessation, pain tolerance, athletic performance, career choices, assertiveness, coping with feared events, recovery from medical procedures and sales performance.

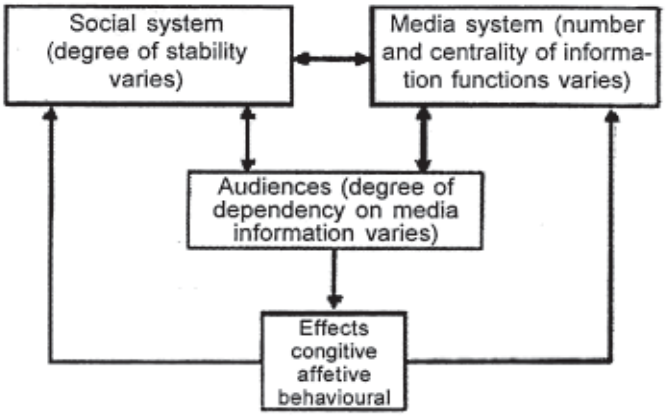
7.4 DEPENDENCY THEORY

Dependency theory is essentially a body of social science theories predicated on the notion that resources flow from a "periphery" of poor and underdeveloped states to a "core" of wealthy states, enriching the latter at the expense of the former. It is a central contention of dependency theory that poor states are impoverished and rich ones enriched by the way poor states are integrated into the "world system".

Earlier theories of development mentioned that all societies should progress through similar stages of development, that today's underdeveloped areas are thus in a similar situation to that of today's

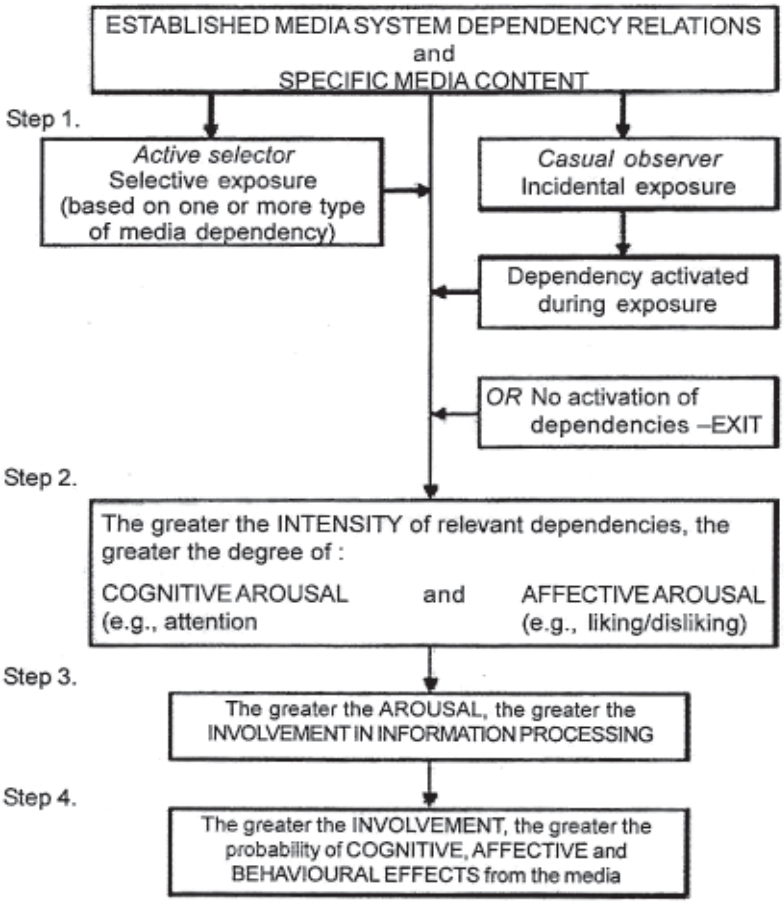
developed areas at some time in the past, and that therefore the task in helping the underdeveloped areas out of poverty is to accelerate them along this supposed common path of development, by various means such as investment, technology transfers, and closer integration into the world market. The dependency theory which came up around 1950 as a reaction to the earlier theories rejected it and argued that underdeveloped countries are not merely primitive versions of developed countries, but have unique features and structures of their own and importantly, are in the situation of being the weaker members in a world market economy, whereas the developed nations were never in an analogous position and they never had to exist in relation to a bloc of more powerful countries than themselves. In opposition to free market economists, the dependency theorists argued that the underdeveloped countries needed to reduce their connectedness with the world market so that they could pursue a path more in keeping with their own needs, less dictated by external pressures.

Sandra Ball-Rokeach and Melvin DeFleur first proposed Dependency theory in 1976 which integrates several view points like the merging of psychology and social perspectives. On the other hand, it puts together system perspectives with elements from more causal approaches. Thirdly, it blends components from the uses and gratifications research with those of media effects traditions and finally, philosophy is integrated into the theory, which also describes traditional method with the content of media messages and their effects on audience.



This model is the general idea of the dependency theory.

Source : Ball-Rokeach & DeFleur (1976)





CHECK YOUR PROGRESS

Q1. Fill in the blanks :

a) Social learning theory is derived from the work of _____.

b) Social learning occurred through four main stages of limitation, such as _____, imitation of superiors, understanding of concepts, _____.

c) Social learning theory is a combination of _____ and _____ theories.

d) Sandra Ball-Rokeach and _____ first proposed Dependency theory in _____.

7.5 SPIRAL OF SILENCE THEORY

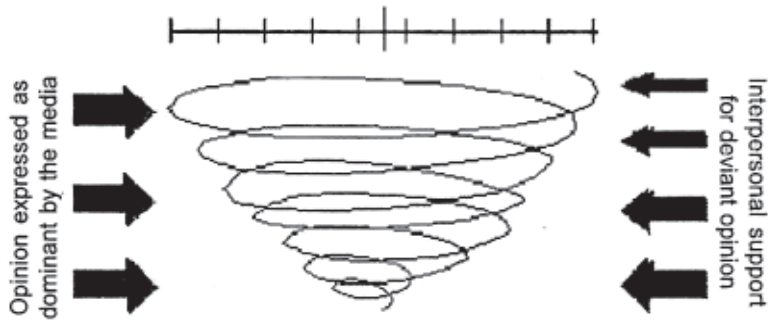
Neumann (1974) introduced the "spiral of silence" as an attempt to explain in part how public opinion is formed. She wondered why the Germans supported wrong political positions that led to national defeat, humiliation and ruin in the 1930s-1940s.

The phrase "spiral of silence" in fact asserts to how people are inclined to stay silent when they experience that their views are in the margin. This theory is based on three perspectives:

1. People have a sixth-sense, which allows them to know the existing public opinion, even without access to polls.
2. People have a fear of segregation and know what behaviours will increase their likelihood of being socially isolated.
3. People are reserved to articulate their minority views, primarily because of the fear of being isolated.

When a person is convinced that his/her opinion is closer to that of the prevailing public opinion, only then he is willing to open up in public. Again if public sentiment changes, the person will recognize that the opinion is less in favour and thus he will be less willing to express that opinion publicly. As the perceived distance between public opinion and a person's personal opinion grows, the more unlikely the person will express his opinion.

Conceptual Model



Noelle-Neumann's Spiral of Silence

7.6 HEIDER'S BALANCE THEORY

Fritz Heider proposed the motivational theory of attitude change which is called Balance Theory and it shapes the steady motive as a drive towards psychological balance. Heider asserts that "sentiment" or liking relationships are balanced if the affected balance in a system multiplies out to a positive result.

For e.g. A person who likes another person will be balanced by the same balance attitude on behalf of the other. Symbolically, P (+) > O and P < (+) O result in psychological balance.

This can be extended to objects (X) as well, thus introducing triadic relationships. If a person P likes object X but dislikes other person O, what does P feel upon learning that O created X? This is symbolized as such:

- P (+) > X
- P (-) > O
- (+) > X

Multiplying the signs shows that the person will perceive imbalance (a negative multiplicative product) in this relationship, and will be motivated to correct the imbalance. The Person can either:

- Decide that O isn't so bad after all,
- Decide that X isn't as great as originally thought, or
- Conclude that O couldn't really have made X

Any of these will result in psychological balance, thus resolving the dilemma and satisfying the drive. (Person P could also avoid object X and other person O entirely, lessening the stress created by psychological imbalance.)

Balance Theory is also useful in examining how celebrity endorsement affects consumers' attitudes toward products. If a person likes a celebrity and perceives (due to the endorsement) that said celebrity likes a particular product, the said person will tend to be liking the product more, in order to achieve psychological balance.



CHECK YOUR PROGRESS

Q2: 'Spiral of Silence Theory is based on three perspectives.' –What are these three perspectives?

_____

_____

_____

Q3: Who proposed the motivational or Balance Theory.

_____

_____

_____

7.7 LET US SUM UP

- Social learning theory or SLT explains that people learn new behaviour through overt reinforcement or punishment, or via observational learning of the social factors in their environment. Social learning theory is derived from the work of Cornell Montgomery (1843-1904) which proposed that social learning occurred through four main stages of limitation, such as close contact, imitation of superiors, understanding of concepts, role model behaviour.
- The dependency theory which came up around 1950 as a reaction to the earlier theories rejected it and argued that underdeveloped countries are not merely primitive versions of developed countries, but have unique features and structures of their own and importantly, are in the situation of being the weaker members in a world market economy, whereas the developed nations were never in an analogous position and they never had to exist in relation to a bloc of more powerful countries than themselves.
- Neumann (1974) introduced the "spiral of silence" as an attempt to

explain in part how public opinion is formed. When a person is convinced that his opinion is closer to that of the prevailing public opinion, only then he is willing to open up in public.

- Fritz Heider proposed the motivational theory of attitude change which is called Balance Theory and it shapes the steady motive as a drive towards psychological balance.



7.8 FURTHER READING

1. Aggarwal, Vin Bala, Gupta, V.S (2001). *Journalism and Mass Communication.* New Delhi : Concept Publishing Company.
2. Narula, Uma (2001). *Mass Communication Theory and Practice.* New Delhi : Har – Anand Publications Pvt. Ltd.



7.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No. 1: Fill in the blanks

a) Social learning theory is derived from the work of Cornell Montgomery.

b) Social learning occurred through four main stages of limitation, such as close contact, imitation of superiors, understanding of concepts, role model behaviour.

c) Social learning theory is a combination of behavioural and cognitive theories.

d) Sandra Ball-Rokeach and Melvin DeFleur first proposed Dependency theory in 1976.

Ans to Q.No. 2:

i) People have a sixth-sense, which allows them to know the existing public opinion, even without access to polls.

ii) People have a fear of segregation and know what behaviours will increase their likelihood of being socially isolated.

iii) People are reserved to articulate their minority views, primarily because of the fear of being isolated.

Ans to Q.No. 3: Fritz Heider proposed the motivational or Balance Theory.



7.10 POSSIBLE QUESTIONS

A. Short Questions :

Q1: Write short notes of the following-

a) Fritz Heider.

b) Balance Theory.

c) Spiral of Silence.

B. Long Questions :

Q1: Critically discuss the Social Learning Theory.

Q2: What do you understand by dependency theory? Discuss with example.

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UNIT-8 : NORMATIVE THEORIES

UNIT STRUCTURES

8.1 Learning Objectives

8.2 Introduction

8.3 Authoritarian Theory

8.4 Libertarian Theory

8.5 Social Responsibility Theory

8.6 Soviet Communist Theory

8.7 Development Communication Theory

8.8 Democratic Participation Theory

8.9 Indian Theory of Communication

8.10 Let **U**s **S**um **U**p

8.11 Further Reading

8.12 Answers to **C**heck **Y**our **P**rogress

8.13 Possible Questions

8.1 LEARNING OBJECTIVES

After going through this unit, you will be able to–

- discuss the normative theories of mass media, such as Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory
- analyse the Development Communication Theory
- enumerate the Democratic Participation Theory
- explain the Sadharanikaran Theory, which is an important Indian theory by Bharat Muni.

8.2 INTRODUCTION

In the earlier two units we have discussed different types of communication theories. Among them, Bullet Theory, Uses and Gratification theory, Cognitive Dissonance Theory, Agenda Setting Theory, Cultivation

Analysis, Social Learning Theory, Dependency Theory, Spiral of Silence Theory, Heider's Balance Theory etc. were noteworthy.

Normative theories are very much important in the field of mass communication and media. So, in this unit we will explain to you the Authoritarian theory, Libertarian theory, Social responsibility theory, soviet communist theory, development media theory and democratic participant media theory. Finally we will discuss the Sadharanikaran Theory, which is an important Indian theory by Bharat Muni.

8.3 AUTHORITARIAN THEORY

At the time when printing press was invented in Europe, this theory evolved, emphasizing the opinion on the elite rule over the mass. During that period public dissent and criticism was not entertained and the press was only to mirror government opinion and position to the public. In other words the press was the weapon of the ruling party. Still in the 21st century in some third world countries, dictatorship nations and communist countries, the media is the toy of rulers. A brief discussion on the various principles of this theory is given below :

- Media should not do anything which could underestimate the recognized authority and influenced power or hamper the law and order.
- Media should be inferior to Govt.
- Censorship and restriction will be reasonable to implement the principles.
- Staying away from offence to preponderance or leading, moral and political morals will be taken care of by media.
- Media should not unnecessarily harass the authority. That will be unacceptable. Divergences from official rules and strategies or offences against normal system should be criminal offences.
- Media persons have no autonomy within their media organizations.

Here it is important to note that in certain circumstances such as war, emergency, the authoritarian tendency is imposed on press in a country like India. The authorities can take the help of the provision of Official Secrets Act to deny free access to information and not to hampers the press freedom.

The authoritarian theory has been also criticized by many communication theorists based on some opinion such as :

- It is autocratic in nature.
- The flow of information is one way.
- If there is no media freedom, no free speech or expression in general, there is a chance of frequent agitation and aggression of mass.
- There is no mention as to what extent the Government can utilize the power.

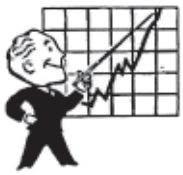
8.4 LIBERTARIAN THEORY

The principles of Libertarian Theory of communication are just opposite in nature of The Authoritarian Theory and emphasizes on individual right to decision making power. The government should serve the people without interfering with the media and the general mass should have the capacity to distinguish between good and bad as well as right and wrong. In connection to this, Wilbur Schramm said that the intellectual revolution is purely secular and the open minded people denied the rule of Church. Even though in India the press is said to be free, in practice it is not true. The various principles of this theory are discussed below.

- Media will own the power to publish anything which will be free from any former censorship and pressure.
- The media should not be penalized for going against Government opinion.
- There should be free flow of information.
- Press person should have the freedom of expression.

But the theory has been criticized by different scholars based on different opinions such as :

- To what extent it will be applicable to public broadcasting.
- Though the media owners will get preferences and defend under the shadow of the theory but there is no mention about the freedom of the editors, reporters etc.
- The theory has given stress on faith and view but not on the real fact or the fact objectivity has not got importance.
- There is no demarcation line for the responsibility on handling power of media.



CHECK YOUR PROGRESS

Q1: How many normative theories are there? Name them.

_____

_____

Q2: Who propounded the normative theories?

_____

_____

Q3: Summarise the authoritarian and libertarian theories in about 50 words each.

_____

_____

8.5 SOCIAL RESPONSIBILITY THEORY

Proposed by the commission on Freedom of the Press in 1974, the Social Responsibility Theory states that the media possess the power to influence the mass and exercise adequate restrains and responsibility in the society. The responsibility entails maintaining the highest standard in their code of conduct, professional ethics and professionalism, being

impartial and objective in its analysis, views, investigations etc. Subsequently, self regulatory bodies and mechanisms in the mass media have evolved with a motive to monitor situations and to keep an observant eye on media performing its duties and responsibilities. The various principles of this theory are discussed below.

- Media should admit and accomplish positive responsibility towards society. Providing professionals and experts who have genuineness, accurateness, impartiality, equilibrium of mentality etc.
- Media should be self regulating within the time frame work of law and recognized organizations.
- Media personnel should be answerable and liable to society as well as to owner of the organization.

This theory assumes that in connection with democracy, media should serve the significant functions in the society. Here is an example to show how media can be held responsible for creating problems in society because of their irresponsible behaviour. The major communal riot of Bangalore in 1987 was brought under control after one long month. When things were calming down, a weekly newspaper from the city published a short story on the communal riots. Immediately, riots flared up again which caused innumerable damages to the society.

8.6 SOVIET COMMUNIST THEORY

Soviet communist theory or communist media theory is derived from the basic assumption of Mark and Engels. After the revolution of 1917 the Russian media became prominent and according to the Soviet interpretation, the press is free. But the rise of working class has been emphasized more in the revolution. The freedom from the domination of an upper, middle and lower class is the philosophy of Soviet States. It predicts the media to be under the control of working class. Projecting the views of Marx-Lenin, media must be related to information, education,

motivation and mobilization. The media is considered to provide right direction and to prepare the general people for unity. The theory is summarized below.

- Media should not be a personal property.
- It should take care of the interest of working class. On the other hand they should have full control over media.
- Media should take action on the audience aspiration and requirement.
- Media should present an objective view of the society totality.
- Media should serve education, information, motivation and mobilization for society.

8.7 DEVELOPMENT COMMUNICATION THEORY

Development communication theory is relevant in the third world countries emphasizing to carry out development in a society. This theory supports democracy at the grassroots level, focusing everyone's freedom of expression and opinion. This theory is summarized below.

- Media should take the responsibility of positive development tasks in terms of county's development policies.
- Media should give first preference to the country, its culture and language.
- Freedom of media should be restricted to an extent keeping in view the economic priorities and developmental needs of the society.
- The state has a right to interfere or confine media manoeuvre and plans of censorship and also direct and control it in the interest of the country's progress.

A few common conditions such as media infrastructure, technology, skills, awareness in similar identity, interest in global political scenario etc. of developing countries limits the potential benefits of other theories.

8.8 DEMOCRATIC PARTICIPATION THEORY

The problem of indifferent political participation can be conceptualized as both a cause and an effect of many of the evaluation of democratic politics. Democratic practice is commonly recognized as an adversarial development described by competition, conflict, and power resistance amongst elected representatives. The form of representative democracy is often connected to a notion of citizen's political participation that primarily includes voting in elections. In its present form, however, representative democracy often leads to decisions "for the many being made by a few" that inadvertently (or not) under-represent minority (race, class, gender, etc) interests.

Democratic Participation Theory advocates that the media organizations should devote their maximum efforts towards catering to the needs and aspirations of the public and not those of their owners, so that their commitment to the society can be adequately fulfilled. It stresses up to decentralization of mass media as opposed to centralization so that more and more people can be served properly with better variety rather than serving maximum number of people with less variety.

In a nutshell it can be said that :

- Every citizen including the minority groups has the communication right.
- The organization and content of media should not be the subject to centralize political or state bureaucratic control.
- Small scale, interactive and participative media forms are better than large scale, one way and professionalized media.

Actually the theory is the amalgamation of libertarianism, utopianism, socialism, localism etc. The theory favours multiplicity of media, smallness of scale of operation and horizontality of communication at all levels. It emphasizes that media should exist first for the general mass that means audience and not for the media organizations, professionals, owners etc.



CHECK YOUR PROGRESS

Q4: Summarise the normative theories except authoritarian and libertarian in about 50 words each.

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Q5: Which media theory applies best to India?

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8.9 INDIAN THEORIES OF COMMUNICATION– SADHARANIKARAN THEORY

The Natya Shastra of Bharata written by the venerable sage Bharata Muni is the main dramatic theory of Sanskrit drama. Consisting 6000 verse stanzas and written in Sanskrit, it originally dealt with the stagecraft, elucidating the rules of writing and performing music, dance and theatre. It then went on to deal with literature, dance and music as well. It is also known as the fifth Veda owing to its immense importance. It was written at an uncertain date in classical India and is traditionally attributed to the Sage Bharata who has been identified as muni or sage, and the work is strongly associated with his personage. It will not be untrue to say that Natya Shastra is the foundation of the fine arts in India and the most authoritative commentary on this is *Abhinavabharati* by Abhinava Gupta.

Then Bharata describes histrionics, which is called *Abhinaya* in Natyashatra. The drama is communicated to the audience in four ways.

- The communication through body movements, called *Angika Abhinaya*, where the movements of most important limbs like head, chest, hands and feet as well as movements of minor limbs like eyes, nose, lips, cheeks, chin etc. are involved. The glances, gestures, gaits are also part of this.

- The verbal communication is called *Vachika Abhinaya*. In this, the vowels, consonants and their places of origin in the mouth, intonation, modes of address etc. are discussed. While giving the literary aspect of drama, Bharata describes ten types of dramas which are known as *Dasharupaka*. One of them is *Veethi* i.e. road shows. At present, a lot of them are seen during the election time.
- Extraneous representation is called *Aaharya Abhinaya* and is done by means of costumes, make up, ornaments, stage properties etc.
- Representation of temperament of the characters is called *Sattvika Abhinaya*. It is the highest quality of Abhinaya, expressing the inner feelings of the character by subtle movements of lips, nasal, trembling of body, turning the face red, rolling down the tears etc.
- Then Bharata describes how to represent the phenomena like sunrise, sunset, different times of the day, rains etc. which is called *Chitrabhinaya*. He also mentions in detail how to show the animals on stage, how to make them artificially and with what material.

Sadharanikaran has been greatly accepted as the Hindu theory of communication. A unique communication model has already been presented based on the Sadharanikaran theory and model, which is the only model of communication in diagrammatic form proposed from the Hindu perspective. Since the present communication concept and discipline has developed in the west, we do get carried away by its Western perception however, sometimes it becomes ineffective on Indian perspective. It is the need of the hour that we hold ourselves firmly to our culture, beliefs and ethos. Dissanayake (1988) opined that Western communication theories are functionalist, mechanistic, positivist and it regards communication as an external event, discreet and separate, and each part of the sender-message- receiver process as different. The Western models and theories of communication have been criticized as "reflective of the biases of Western thought and culture".

The Sadharanikaran Model gives an idea to comprehend the process

of communication as envisioned in Vedic Hindu perspective. "Hindu Awadharanama Sanchar Prakriya" sought to study both of the verbal and non-verbal forms of communication from Hindu perspective. The studies over the periods draw on Bharata Muni's *Natyashastra* and Bhartrihari's *Vakyapadiya,* and argues that communication process as envisioned in Vedic Hinduism is perfectly for mutual understanding and becoming Sahridaya. Moreover, it does not border its goal up to that accomplishment, and the goal of communication process covers worldly as well as spiritual matters. It serves as a means for achieving all of the four highest goals of human life (*Purushartha Chatustaya*) as envisioned in Hinduism: *Artha, Kama, Dharma* and *Moksha.*

In "Sancharyoga: Verbal Communication as a means for attaining Moksha." The verbal communication process has been dealt from Hindu perspective with the help of the Sadharanikaran model. Also, it has illustrated that the verbal communication is capable of leading humans to Moksha, particularly the Moksha-in-life. In other words, it qualifies not only as a process of perfect human communication in worldly setting but also as a means for attaining Moksha-in-life. Finally, it has claimed that the process of communication (*Sanchar*) can be accepted as a kind yoga if the process results in the attainment of Moksha. As Hinduism has set Moksha as the highest of purushartha chatustaya (four goals of human life) and has introduced different paths i.e. different kinds of yoga for the attainment of Moksha, the Sancharyoga is an added path in this tradition. Thus Sancharyoga is a kind of yoga wherein the suffix represents the same as in Karmayoga, Jnanayoga and Bhaktiyoga.

The different elements of the Sadharanikaran model are discussed below.

Sahridayas (Sender and Receiver), *Bhava* (Moods or Emotions) and *Rasa*, *Abhivyanjana* (Expression or Encoding), *Sandesha* (Message or Information), *Sarani* (Channel), *Rasaswadana* (Firstly receiving, decoding and interpreting the message and finally achieving the Rasa), *Doshas* (Noises), *Sandarbha* (Context), *Pratikriya* (Process of Feedback).



CHECK YOUR PROGRESS

Q6: What do you mean by Sadharanikaran?

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Q7: What are the elements mentioned in the Sadharanikaran Model?

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8.10 LET US SUM UP

- Authoritarian theory advocates that mass media is subordinate to the state with no independent identity of its own. The Libertarian theory says that mass media should be absolutely free in its functioning so as to allow a healthy atmosphere of debates and discussions among the people for evolving better things for the society.
- Social Responsibility theory believes that mass media, especially in a developing nation like ours should exercise a sufficient amount of duties for executing the social responsibilities in different ways rather than leaving it to others for implementation. Soviet Communist media theory believes that the media should serve the working class. Development Media theory says that media must inform the masses who are normally idle about the various developmental activities so that their life can be enriched and propelled towards a meaningful existence,
- Democratic Participant theory on the other hand advocates facilitating optimum possible participation of the masses in the whole activity of production, broadcasting and publication of mass media contents or programme software. This is expected to facilitate the reflection of local-specific problems of various areas and the people of the country.

- *Sadharanikaran* has been greatly accepted as the Hindu theory of communication. A unique communication model has already been presented based on the Sadharanikaran theory and model, which is the only model of communication in diagrammatic form proposed from the Hindu perspective.



8.11 FURTHER READING

1. Aggarwal, Vin Bala, Gupta, V.S (2001). *Handbook of Journalism and Mass Communication,* New Delhi : Concept Publishing Company.
2. Kumar, Keval J (2012). *Mass Communication in India :* Mumbai : Jaico Books.
3. Vilanilam, J.V. (2005). *Mass Communication in India :* New Delhi : Sage Publications.



8.12 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No. 1: There are six normative theories. They are :

a. Authoritarian theory
b. Libertarian theory
c. Social responsibility theory
d. Soviet Communist media theory
e. Development media theory
f. Democratic participant media theory

Ans to Q.No. 2: The original set of four normative media theories was propounded by Siebert and his colleagues. Later on, Denis McQuail added two more normative theories to make it six.

Ans to Q.No. 3: Authoritarian theory: This normative theory advocates that mass media is subordinate to the state with no independent identity of its own. According to this, media is a machinery of the state and should be used for state propaganda.

Libertarian theory: According to this theory, mass media should be absolutely free in its functioning so as to allow a healthy atmosphere of debates and discussions among the people for evolving better things for the society.

Ans to Q.No. 4: Social Responsibility theory: This is a theory which believes that mass media, especially in developing nations like ours, should exercise a sufficient amount of duties for executing the social responsibilities in different ways rather than leaving it to others for implementation.

Soviet Communist media theory: This theory believes that the media should not be privately owned and should serve the working class. Mass Communication, according to the Soviet Communist theory, is an instrument of the state. The media do not have integrity of their own.

Development Media theory: This theory says that media must inform the masses who are normally idle about the various developmental activities so that their life can be enriched and propelled towards a meaningful existence.

Democratic Participant Media theory: This theory advocates facilitating optimum possible participation of the masses in the whole activity of production, broadcasting and publication of mass media contents or programme software. This is expected to facilitate reflection of local-specific problems of various areas and the people of the country.

Ans to Q.No. 5: Development media theory.

Ans to Q.No. 6: *Sadharanikaran* has been greatly accepted as the Indian or Hindu theory of communication. A unique communication model has already been presented based on the Sadharanikaran theory and model, which is the only model of communication in diagrammatic form proposed from the Indian or Hindu perspective.

Ans to Q.No. 7: The different elements of the Sadharanikaran model are- *Sahridayas* (Sender and Receiver), *Bhava* (Moods or Emotions) and *Rasa*, *Abhivyanjana* (Expression or Encoding), *Sandesha* (Message

or Information), *Sarani* (Channel), *Rasaswadana* (Firstly receiving, decoding and interpreting the message and finally achieving the Rasa), *Doshas* (Noises), *Sandarbha* (Context), *Pratikriya* (Process of Feedback).



8.13 POSSIBLE QUESTIONS

A. Short Questions :

Q1: Who proposed the Social Responsibility Theory ? What does it relate?

Q2: What are the different elements of the Sadharanikaran model ?

B. Long Questions :

Q1: What is the concept of Participatory Mass Communication? Write with suitable examples.

Q2: What are the differences between authoritarian theory and libertarian theory?

Q3: Name the merits and demerits of social responsibility theory.

Q4: Enumerate the thinkings of Bharata Muni in his *Natya Shastra* on communication.

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REFERENCES FOR ALL UNITS

1. Aggarwal, Vin Bala, Gupta, V.S (2001). *Handbook of Journalism and Mass Communication.* New Delhi : Concept Publishing Company.
2. Andal, N. (1998). *Communication Theories and Models.* Mumbai : Himalaya Publishing House.
3. Kumar, Keval J (2012). *Mass Communication in India :* Mumbai : Jaico Books.
4. Narula, Uma (2001). *Mass Communication Theory and Practice.* New Delhi : Har – Anand Publications Pvt. Ltd.
5. Narula, Uma (2006). *Communication Models.* New Delhi : Atlanta Publishing & Distributions.
6. Vilanilam, J.V. (2005). *Mass Communication in India :* New Delhi : Sage Publications.