KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Patgaon, Rani, Gate Guwahati – 781017

SEMESTER 1

JOURNALISM AND MASS COMMUNICATION

PAPER – 1

INTRODUCTION TO MASS COMMUNICATION

BLOCK -1

CONTENTS

UNIT- 1	:	Early communication system
UNIT- 2	:	Human Communication
UNIT - 3	:	Communication
UNIT - 4	:	Mass Communication
UNIT - 5	:	Models of Communication
REFERENCES	:	For All Units

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DETAILED SYLLABUS

JOURNALISM AND MASS COMMUNICATION

SEMESTER 1

BLOCK – 1

PAPER -1 : INTRODUCTION TO MASS COMMUNICATION

Unit – 1 : EARLY COMMUNICATION SYSTEM

From stone age to digital era, Early communication systems in India, Evolution of modern communication

Unit – 2 : HUMAN COMMUNICATION

Human communication and its elements, Evolution of human communication, Speech, writing and visual, Sociology of Communication, Psychology of communication, Communication and Culture, Myths related to human communication

Unit – 3: COMMUNICATION

Definition of communication, How communication takes place, Barriers to communication, Functions of communication , Types of communication

Unit-4 : MASS COMMUNICATION

Mass Communication – definition, characteristics and types, Functions of mass communication, Evolution of mass communication, Mass Media

Unit- 5: MODELS OF COMMUNICATION

Concept and functions of models, Some important models of communication -SMR, SMCR, Shannon and Weaver, Lasswell's model, Osgood's model, Schramm's model, Gerbner's model, Newcomb's model, Gate-keeping model, Convergence model

COURSE INTRODUCTION

"The media of today as a mass communicator has not only become the most important of the 'four estates', but has even acquired the power of setting the political, socio-economic, educational and cultural agenda of the country,"
— Justice GN Ray, Chairman of the Press Council of India.

"Communication is not only a system of information, but also an integral part of education and development"
- McBride Commission Report (1978).

Our country has passed through a revolution of Mass Communication and media during the last few years and the development is set to grow more at an impressive yearly rate of 18 % in the coming years. This segment of the country's industry is expected to cross the Rs 1 trillion mark in just four years time, a joint study by the reputed organizations - FICCI-PricewaterhouseCoopers (PWC) has indicated in the first part of the year 2007. At present its worth is about Rs 437 billion.

So we see that a very high number of jobs in the media industry will be coming up in the days to come in the country and will remain so for at least another few years. The primary condition is that there should be adequately-trained personnel for taking up those challenging jobs and opportunities.

The Bachelor of Arts in Journalism & Mass Communication programme is aimed at this very end.

Introduction to Mass Communication is the first course of this programme. This course has been divided into three blocks, with each block containing five units. This course will introduce you to the concept of communication and Mass Communication. It will be your doorway to the exciting and challenging world of Mass Communication. Various concepts, themes and sub-themes have been discussed in a detailed and simple, comprehensive language so that you do not find any difficulty in understanding them. We expect you to gain a thorough and comprehensive idea about Mass Communication after completion of this course.



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1. Aggarwal, Vir Bala, V.S Gupta (2002). Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company
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Ans to Q.No 5 : Gatekeeping model.

Ans to Q.No 6 : Lasswell's model.

Ans to Q.No 7: SMR model.

Ans to Q.No 8 : Channel

Ans to Q.No 9: Two dimensions - Perceptive or horizontal dimension and Communicating or Vertical dimension.



5.8 MODEL QUESTIONS

A. Very short Questions

Q.1 What do you understand by the term 'model of communication'?

Q.2 What is the difference between SMR and SMCR model?

Q.3 : What is an important characteristic of Shannon and Weaver's Model?

Q.4 : What is noise? What are its different types?

B. Short Questions (Answer each question in about 150 words)

Q.1. What is a model and why do we need to study models of communication?

Q.2. Which model is suitable from the point of view of journalism and how?

Q.3. Is the Gate-keeping model relevant for our personal life? Justify your answer.

C. Long Questions (Answer each question in about 300-500 words)

Q.1. What are the different models of communication? Explain a few of them with illustrations.

Q.2. Discuss about the importance of the Gate-keeping model of communication. Justify your answer.

* * * * *

BLOCK INTRODUCTION

This is the first block of the course on 'Introduction to Mass Communication'. A brief over view of the five units of the first block has been given below-

Unit 1 : EARLY COMMUNICATION SYSTEM

This is the first unit of the course on 'Introduction to Mass Communication'. This unit gives an overview of the different stages of human communication by specially focusing on the early communication systems in India. The unit will also bring to light as to how communication evolved over a period of time. This has been specifically highlighted as the five waves of communication technology.

Unit 2 : HUMAN COMMUNICATION

'Human Communication' is the second unit of the course on 'Introduction to Mass Communication'. This unit will help you in understanding the concept of human communication and its different types. It gives an overview of the psychological and sociological contexts of human communication, along with discussing the relation between communication and culture.

Unit 3 : COMMUNICATION

This unit introduces you to the concept of communication. We have discussed in this unit the process of communication, definition of communication, types of communication and functions of communication. Verbal, non-verbal communication, intra-personal, inter-personal, small and large group communication have been discussed in details. Also, barriers to communication have been talked about in this unit.

Unit 4 : MASS COMMUNICATION

This unit describes the concept of Mass Communication. Apart from the concept of mass communication, characteristics of Mass Communication, types of Mass Communication, Mass Communication and mass media, functions of Mass Communication, evolution of Mass Communication etc. have been discussed in detail in this unit.

Unit 5 : MODELS OF COMMUNICATION

In this unit we have discussed the concept and functions of models along with studying some of the important models of communication — SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbner, Newcombe and Gate-Keeping model. The models will help you to understand the process of communication in a better way.

While going through this course, you will come across some along-side boxes, which are put on the left side or right side of the text. These boxes will explain you the meaning of some words and concepts within the text. Apart from this, there will be some broad and short questions which have been included under 'Activity' and 'Check Your Progress' in every unit. Activities will increase your thinking capacity because questions put under 'Activity' section are not directly derived from text. Answers to the short questions have been put under section 'Answers to Check Your Progress'. Besides, a few text-related questions have been put under the section 'Model Questions'. These questions will help to draw your attention on the probable topics for the examination so that you can prepare for the examination with confidence.

- Westley and McLean's model is very much suitable to journalism.



5.6 FURTHER READING

1. Aggarwal, Vir Bala, V.S Gupta (2002). Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company
2. Adler, Ronald B. , Rodman ,George R. (2000) Understanding Human Communication. Harcourt Brace College Publishers.
3. Kumar, Keval J. (2006) Mass Communication in India. Mumbai : Jaico Publishing House
4. Narula, Uma (2001) Mass Communication : Theory and Practice. New Delhi : Har-Anand publications Pvt. Ltd.
5. Vilanilam, J.V (2005) Mass Communication in India . New Delhi : Sage Publications



5.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 :

A model is a graphical presentation of a concept designed to help us in understanding the concept or activity better.

Ans to Q.No 2 :

Communication is an extremely complex process that becomes more complex with the ever-changing communication phenomenon. Complexity and constant change in communication makes it necessary that it is presented in simple and generalized way to understand the structure and functions of communication. Now, it is commonly said that a picture is worth a thousand words. It means that a picture accords an event such a vision that it cuts down the need of words to explain it to us. A model helps us realize something more clearly than a description in written language.

Ans to Q. No 3 : Gatekeeping model.

Ans to Q.No 4 : Shannon and Weaver's model.

communication?

Q.8. What new element did the SMCR model introduce?

Q.9. How many dimensions does the Gerbner's model talk about? What are they?



5.5 LET US SUM UP

- A model of communication facilitates a graphic presentation of the entire communication process which makes it convenient for understanding.
- There are several models from simple to complex ones which focus on different interesting aspects of communication and mass communication.
- These models were evolved following extensive scientific observations of human behaviour and activity under various circumstances.
- The models of Shannon and Weaver, and Gerbner are considered to be universally applicable as they can explain any form of communication.
- Lasswell's model verbalizes the communication process in such terms which can be applied to mass media.
- Osgood stresses upon a dynamic relationship between the source and the receiver through his model.
- Schramm's model has several interesting features which include - emphasis upon sharing of experiences on the basis of commonness as well as stressing on the importance of feedback and noise in Interpersonal and also social communications.

UNIT -1 EARLY COMMUNICATION SYSTEM

UNIT STRUCTURE

1.1 Learning objectives
1.2 Introduction
1.3 From Stone Age to Digital Era
1.4 Early communication systems in India
1.5 Evolution of modern communication
1.6 Let us Sum up
1.7 Further Reading
1.8 Answers to Check Your Progress
1.9 Model Questions

2.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- trace the origin and development of communication through the ages
- discuss the early communication systems in India
- describe the evolution of modern communication

2.2 INTRODUCTION

This is the first unit of the course on Bachelor of Arts in Journalism and Mass Communication under the new semester system. Here, we shall discuss the evolution of the language of communication and how this has changed the world we communicate.

Today we live in the Information Age. Communication and Information technologies pervade every aspect of our life in such a way that these communication technologies no longer surprise us or even give a thought about how they operate or how they had originated. And yet the Information age has a history which is both fascinating and awe-inspiring. Now, in this unit we will delve into this very history and discuss the evolution of communication. We shall trace the origin and growth of communication through the ages. Then, we shall discuss the growth of communication in India and attempt an analysis of the evolution of modern communication.

1.3 FROM STONE AGE TO DIGITAL AGE

The Upper Paleolithic (or Upper Palaeolithic, Late Stone Age) is the third and last subdivision of the Paleolithic or Old Stone Age. Very broadly, it dates to between 50,000 and 10,000 years ago, roughly coinciding with the appearance of behavioral modernity and before the advent of agriculture

The history of communication dates back to prehistoric times, with significant changes in communication technologies (media and appropriate inscription tools) evolving in tandem with shifts in political and economic systems, and by extension, systems of power.

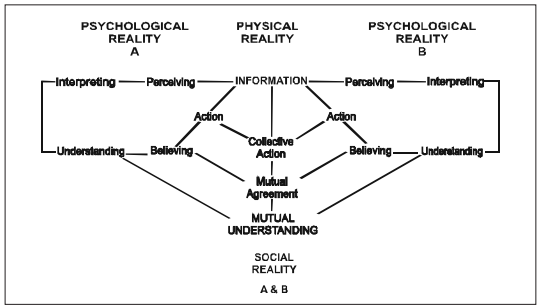
Before going into further details about the history of the process of communication, let us examine how humans acquired the means of communication. It was not a one day miracle. In fact, it took millions of years to arrive at the present situation. Communication had evolved with the human evolution. When did human beings start to communicate? How did our ancestors communicate with each other when there was no language? When did they begin to use words and texts? These are some of the common questions that come to our mind whenever we think about its evolution. Suppose you are stranded in some unknown place cut off from the bustling city life where your language is not understood by others. How will you ask for a glass of water or for that matter, a plate of food? You would obviously try to use hand and facial gestures, signs or symbols which may indicate thirst or hunger. In the same way, our ancestors communicated with the help of sign languages and through cave drawings. With the passage of time, a system of communication became inevitable for the exchange of ideas and co-existence.

The Neolithic Age, Era, or Period, or New Stone Age, was a period in the development of human technology, beginning about 10,200 BC, in some parts of the Middle East, and later in other parts of the world and ending between 4,500 and 2,000 BC.

History is replete with many curious and interesting methods of communication. Sri Lankan history reveals that messages were sent by birds and most of the time, some messages were named after the bird that carried it. The postal system was one of the early forms of communication. The Chou Dynasty in China created its own postal system in 1000 BC. The mail would travel on a horse to the next pass. Romans had their own system called the 'cursus publicus' which was the state-run courier and transportation service of the Roman Empire, later inherited by the Byzantine Empire. This system was created by Emperor Augustus for transporting messages, officials and tax revenues between the provinces and Italy.

Human communication, or anthroposemiotics, is the field dedicated to understanding how humans communicate. Human communication has passed through the following stages to reach the present status:

single event. The model emphasizes information exchange and networks that exist between individuals.



CHECK YOUR PROGRESS

Q.3: What is the Westley and McLean's model better known as?

Q.4 Which model was based on the concept of telecommunications?

Q.5 Which model is best applicable to Journalism?

Q.6 Which model proceeds in a question answer pattern?

Q.7. Which is the most basic and simplest model of

For example, everyday several hundred news items, opinions, views (both important and ordinary) arrive at the offices of the newspapers or TV / Radio news channels. But it does not mean that all those news items would be published or broadcast without subjecting them to a detailed scrutiny which is very much like the gatekeeping function. This scrutiny is done not only at one level, but also at several levels. In addition to this scrutiny, messages are also modified according to that newspaper or the channel's principles and attitudes etc.
You may well remember the concept of professional communicators in different media organizations. This group of professionals also act as the gatekeepers in those organizations who keep a control over which messages will actually be published and which will not be published or broadcast. He or she can be a journalist / a programme producer etc.

It is true to a big extent even for our personal life because we also receive messages from different sources but after receiving them we decode or interpret them according to our own perception and express our feedback depending upon this aspect.

Further, in our day-to-day life we meet so many persons, see so many events happening but we are not bothered by all these events or persons equally. Some of them affect us more than the others and differently compared to the others.

5.4.10 CONVERGENCE MODEL

In the Convergence Model, 'communication' is defined as a process in which participants create and share information with one another in order to reach a mutual understanding. Lawrence Kincaid proposed the Convergence model in 1979, which led to a relational perspective of human communication. When information is shared with individual or groups taking part in the communication process, it is understood, interpreted and perceived by individuals which may lead collective action towards mutual agreement and mutual understanding.

Communication in this model is viewed as a process rather than a

a. The age of symbols, signs and signals :

The history of communication can be traced back to the very beginning of life itself. Before the development of speech, the prehistoric man used to communicate by using signs and symbols. The age of signs and signals is associated with the human evolutionary process, specially the movement from 'pre-hominid to early proto-human life'. Cave paintings, a form of rock art, are the oldest known symbols which were created for the purpose of communication dating back to Upper Paleolithic civilisation. These paintings contained vast amounts of information. The most common themes in cave paintings are large wild animals, such as bison, horses, deer and tracings of human hands as well as abstract patterns.

Petroglyphs are images created by incising, pecking or carving on a rock surface by people of the Neolithic age. It is the next step in the history of communication after cave paintings. The term derives from the Greek words petros meaning "stone" and glyphein meaning "to carve". These images serve as an important form of pre-writing symbols used in communication dating back to 10,000 B.C. Most of the petroglyphs are said to represent some kind of not-yet fully understood symbolic or ritual language.

Petrogylphs



Petroglyphs from Häljesta, Sweden Nordic Bronze Age.(https://commons.wikimedia.org/wiki/File:Haljesta.jpg?uselang=en-gb)



Native American petroglyph taken near Saint George, Utah, USA (https://commons.wikimedia.org/wiki/File:Pictograph_2_tds.jpg?uselang=en-gb)

Pictograms, ideograms and logograms served as other mediums of communication. After petroglyphs, pictographs were the next step in the evolution of communication. A pictogram or a pictograph is a symbol representing a concept, an object, an activity, a place or an event by way of illustration. Here ideas are transmitted through drawing. While petroglyphs simply show an event, pictograms tell a story about the event. Pictograms evolved into ideograms. They are graphical symbols that represent an idea. While pictograms could represent only something resembling their form but not concepts, ideograms could convey abstract concepts as well. For instance, a pictogram of a circle could only represent a sun, but not concepts like 'heat', 'light', 'day' among others. But the ideogram of two sticks could mean not only 'legs' but also 'walking'. A logogram or logograph is a single grapheme which represents a word or a morpheme (a meaningful unit of language).

Pictograph



Ojibwa pictographs on cliff-face at Agawa Rock, Lake Superior Provincial Park (https://commons.wikimedia.org/wiki/File:Agawa_Rock,_panel_VIII.jpg)

Geoglyphs are drawings that are created on the ground or a large motif (usually greater than 4 meters) or design produced on the ground either by arranging clasts (stones, stone fragments, gravel or earth) in order to create a positive geoglyph. The Nazca lines in Peru are a form of geoglyphs which were created by the Nazca culture between 200 BC and 600 AD.

process as an interaction between two or among more persons which is affected by the contemporary developments in the society.

In the illustrative diagram here 'A' and 'B' are common citizens and they have to communicate between themselves. So, if they meet during the time of the Muzaffarabad - Kashmir bus journey launching time definitely their conversation would be more concerned with it rather than anything else. Similarly, the general trend of conversation amongst the people of Assam would normally tend to veer towards the major issues confronting the society as a whole like insurgency, unemployment, floods etc. In this diagram 'X' is the issue concerning the society at that time.

It also says that significant developments in every walk of life or society actually affect the lifestyle of the people of that society or nation. In a chain reaction, it also affects the communication relationship among the people as well as between the government and the society as a whole.

5.4.9 WESTLEY AND MACLEAN'S MODEL

More widely known as the Gatekeeping model, it was developed in 1957. It advocates that messages or information in mass communication have essentially to pass through several layers of scrutiny or gates so that everything received in the media offices are not aired or broadcast or published without any check. In simple terms, this means that mass media is a 'dignified gatekeeper' allowing only selective messages or information to be passed through, rejecting others. Some of these messages are rejected as they do not meet the approval of that particular mass media agency like newspaper, TV or Radio channel.

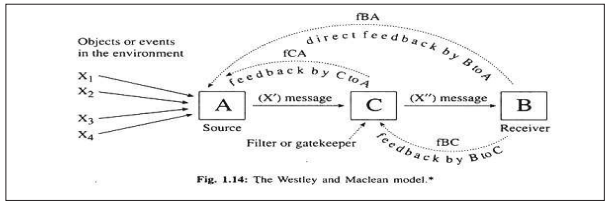
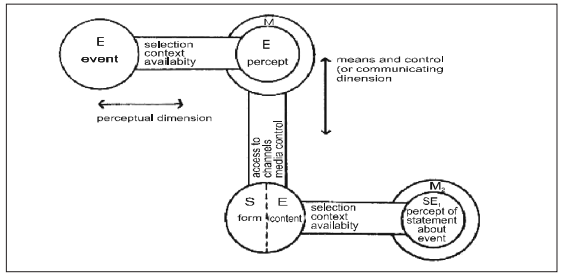


Fig. 1.14: The Westley and Maclean model.*

slightest of hint and the socio-cultural, economic and political developments of the time actually do have an impact on it which determines how the person would perceive a certain event.

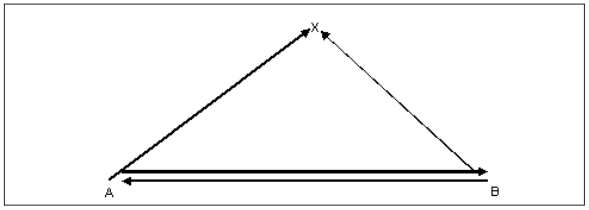


source : **www.researchgate.net/figure/257936010_fig1_Figure-1-Gerbner's-general-graphic-model-Source-Fiske-2002-p25**

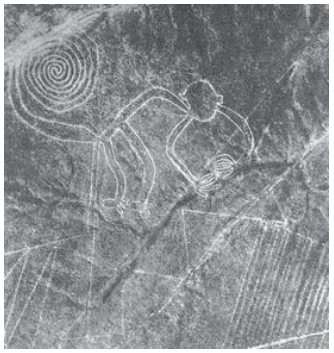
In the second stage or communicating stage, we imply a certain meaning to what we have perceived which is then converted into a message for onward transmission to the receiver. At this stage it is also important to select a suitable channel for putting forward the messages so that there is the minimum of disturbance during the transmission. At this point the selection of channel assumes a major significance as the media selected would also entail a major credibility to the messages.

5.4.8 NEWCOMB'S MODEL

Communication expert, Theodore M Newcomb's model was developed in 1953 and is based on examining the communication



Nazca lines (https://commons.wikimedia.org/wiki/File:Nazca_monkey.jpg)



Gestures, sounds and other signals were used to indicate danger, presence of food, hunting and others. Many of these signs are still used in the present day context for different occasions. For instance while communicating with differently-abled people; very often the sign language is used along with other communication tools. The Director of a radio programme or a cameraman also communicates with the anchor of a radio programme within the confines of a studio with the help of hand gestures.

Terms such as kinesics, proxemics, haptics, vocalic, chronemics, artifacts and physical appearance are widely used in explaining these forms of non-verbal communication. Ray Birdwhistel who is associated with the founding of the study of kinesics or body language, has argued that human body movements are patterned and signify different meanings. He refers to certain patterned movements like 'shrugging of shoulders', 'fluttering of eyelids', and 'hand gestures' as kines.

Proxemics is the study of the spatial requirements of humans and the effects of population density on behaviour, communication, and social interaction. It refers to the ways humans manage space. Haptics refers to touching. The stroke of a cheek or a pat on the back has different connotations. Vocalics refers to the use of voice. For example, grunts and shrieks may signal alarm, fear or joy depending on the situation.

Chronemics refers to the use of time. Artifacts refer to material objects that are used in day to day lives. For instance, if a person waves a club at someone, then it may connote anger. In fact, human beings still draw upon this repertoire of nonverbal communication to make meaning.

b. The age of speech and language :

Developments in human physiology had led to the development of the age of speech and language about 35,000 years ago. The origin of speech completely revolutionized communication marking the beginning of a new age. Gradually speech became more complex and different languages were born. It completely changed life and became the carrier of history. Melvin DeFleur and Sandra Ball-Rockeach, two of the renowned communication scholars, said that language helped human beings to cope with their physical and social environment. Language enables people to classify, analyse and synthesize the environment that surrounds them. Language is an important determinant of cultural difference and a marker of identity.

c. The age of writing

The earliest instances of writing could be found on rocks and stone pillars. This made it possible to store information in writing for posterity. It was a very good system that could communicate across time but it proved inefficient for communicating across space as information in such forms could not be carried across long distances. The oldest known forms of writing were primarily logographic in nature, based on pictographic and ideographic elements. Gradually, more portable media like clay and stone tablets developed. Sumerians dwelling in Southern Iraq invented one of the world's earliest systems of writing over five thousand years ago known as cuneiforms. Clay was used as the standard medium of writing whereby the writing system used signs to represent numbers, words and the sounds of words. Ancient Egyptians used a method of writing system known as Egyptian hieroglyphs which consist of a combination of logographic, alphabetic and ideographic elements. Writing enabled people to express their views and opinions on a variety of issues. Much later, around 170 BC, writing materials like papyrus and parchment came into use. This gave permanence to

c) According to Schramm, communication is essentially a process of sharing our experiences which are influenced by the prevailing socio-cultural and economic situation and factors which are invariably reflected in our communication. In his words, the communication process is basically sharing of our experiences and shaping and reshaping of the same in view of the feedback we receive from the constant interaction with our counterparts in the society at any moment of time.

d) Schramm also emphasized the fact that all communicators or parties involved in the communication process are driven by his or her personality or the group's characteristics which are based upon a complex set of factors including family background, socio-cultural development etc. And more importantly, people encode, interpret, decode and send back feedback according to these values and set of beliefs. So, those influencing factors are constantly at work every moment throughout the entire communication process.

5.4.7 GEORGE GERBNER'S MODEL

This 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 -receptive / perceptual and communicating.

This model can be said to be based on three parts - two perceptual dimensions and one communicating dimension.

The perceptual dimension is also called as the Horizontal dimension in which a person (say A), the communicator perceives a certain event (an external reality) directly or through a device like a camera or a microphone. Now, A selects or perceives the events according to his or her perception of the event which in itself is shaped by long years of experience and the overall personality. Human perception is quite a complex phenomenon which may vary any moment without the

Different facets of Wilbur Schramm's model of communication

This model lays a good emphasis upon 'feedback' as it believes that this aspect plays a very important role in continuation and also the success of the process. This happens because once the process is started by the sender a certain feedback is sure to follow suit. Now, the third step of the communication process would be highly dependent upon the first feedback or reaction that was developed by the initial sender of messages. This happens because with every successive reaction or feedback from our messages we become wiser with the new information being generated which helps us in improving our communication with the other partners of the process. It is true also for the other partners of the communication process.

Now let us look at a few features of this model. Such as:

a) Noise is an important feature of the model. Noise is the disturbance that may affect the communication process making the desired result less effective. For example - mechanical sound disturbing our conversation, bad printing of photographs or text, printing mistakes, bad pronunciation, lack of ground work or preparatory work prior to a lecture or a class, faulty transmission of messages or programmes by the electronic media etc. are 'noise' which disturb the communication process and makes message difficult to understand.

b) Schramm is presenting a different meaning of the term 'feedback' in contrast to the normal popular version of the term. That is, feedback in the form of responses generated by our own messages. For example, by observing our own preparation of a lecture, writing, pronunciations etc. we can gather if there is anything amiss or any lacunae in it. This helps us to improve our own preparations for future usage. This is somewhat different from the feedback that is generated from our messages to the receivers or someone else.

the written language. The development of writing was rather slow. This happened because the clergy, who were at the helm of authority, had understood the significance of this powerful tool and wanted it to remain their exclusive privilege.

Cuneiforms



26th century BC Sumerian cuneiform script in Sumerian language,listing gifts to the high priestess of Adab on the occasion of her election. (https://commons.wikimedia.org/wiki/File:Sumerian_26th_c_Adab.jpg)

Egyptian hieroglyphs



A section of the Papyrus of Ani showing cursive hieroglyphs (https://commons.wikimedia.org/wiki/File:Papyrus_Ani_curs_hiero.jpg).

Religious propagation and spread of education necessitated the duplication of written texts. Thus, printing was started using stone or wooden blocks. The first block printed book produced by the Chinese was Diamond Sutra in 868 AD. Very soon the techniques of paper and pulp making which was developed in China were introduced in other parts of the world by the Arabs.

d. The age of printing

The most important event in the history of communication that actually ushered in a new era was the invention of the printing press by Johann Guttenberg in the fifteenth century. He developed a method of printing with mass producing movable- types, oil based ink and wooden printing press. Earlier printing could only be done using wood blocks

but now information could be copied much faster with the printing press. This resulted in the rapid spread of information which could not be restricted to the Roman Church anymore and information became readily available to a wide section of European audiences. The first book he published using his machine is the famous "42-line Bible".

Very soon lots of other books were published, then news pamphlets and then came the newspapers. The coming of newspapers in the seventeenth century marked the beginning of a new age. In fact, the concept of newspaper had its origin in Renaissance in Europe where handwritten newsletters were privately circulated among merchants. These newsletters carried all kinds of information including news of wars, economic conditions, social issues and even 'human interest' features.

But it was only in the seventeenth century that it took a concrete form. The predecessor of the printed newspaper was the news pamphlet or the 'corantos' which were published only when some newsworthy event occurred. The first news pamphlet to start regular publication was The Weekly News of 1622. Within two decades many other titles followed, and gained momentum in the 1640s and 1650s. The first - ever 'real' newspaper in English was the London Gazette which was published in the year 1666. For a long time it remained the only officially sanctioned newspaper, in spite of the fact that many other periodicals also came into being by the end of the seventeenth century. The first newspaper to come up in America was the 'Publick Occurrences Both Forreign and Domestick' which appeared in 1690, but, it could not survive for long. The first successful newspaper was the Boston News-Letter which began in 1704.

e. The age of mass communication

The history of modern communication began with the invention of printing press with movable types. Following this, many other technological advancements like telegraph, telephone, radio, television and the Internet revolutionized communication. These forms of media ushered in the era of Mass Communication. The era that we are living in today is the era of Information Technology. New technologies are

feedback. The process is repeated infinitely.

Encoding here signifies framing a certain signal based on verbal signs (written and spoken language) or non-verbal signs (body expressions, gestures etc.).

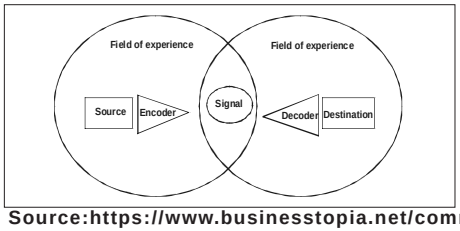
On the opposite side when the receiver receives this encoded messages he or she first analyses it and draws out its meaning and connotation, which is decoding. After decoding or understanding the meaning of the message, he or she again encodes a response in return and sends it back to the first sender.

The system of preparation of a message and also its successful transmission plays a highly-important role in making the receiver understand the same with the minimum loss of meaning or distortion. In other words, if the message cannot be transmitted properly and its formation is faulty then the participating parties would not be able to understand its true meaning as it was desired. This will render the communication efforts defective and unsuccessful unable to achieve the desired effect on the receivers.

5.4.6 WILBUR SCHRAMM'S MODEL

This model, developed in 1971 is also unique as it presented us with a more convenient and acceptable description of the communication process for the first time as against all other conventional models developed till then.

Though the proponent of this model - Wilbur Schramm took the framework of the Weaver and Shannon's Model for explaining his presentation, he also introduced new concepts such as encoder, decoder, redundancy, feedback, noise etc. into it.

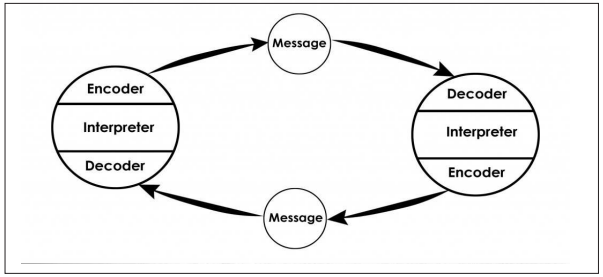


Source:https://www.businesstopia.net/communication/schramms-model-communication

With WHAT EFFECT (feedback / response generated)

These five steps of the model adequately describe the whole communication process. You may remember that communication is a continuous process with no definite point which can be termed as the beginning or end of it. So any change in these links is definitely going to affect the whole process.

5.4.5 CHARLES E OSGOOD'S MODEL



This 1954 model assumes communication as a dynamic process in which the status of the communicator keeps constantly changing from Sender to Receiver and vice versa. It is quite simple - in any situation someone has to start the communication process which causes a certain response from the targeted receivers of this effort.

And, in response to this reaction or feedback, the first communicator again sends back a reaction or feedback to the second partner in the process. Thus it goes on to start a chain reaction where roles of the Senders and Receivers continuously interchange or alternate. The same person functions both as a Sender and Receiver of the communication in the subsequent times.

Here also, like any other communication process, the activity involving both the parties (sender and receiver) go through the basic steps of communication - encoding (by sender) followed by interpretation (by the receiver) and again decoding (by the first communicator) of the

emerging every day. The World Wide Web has made the world a very small place and digital technology is the new mantra which is changing the very nature of communication.



CHECK YOUR PROGRESS

Q.1. What was the name of the postal system of the Roman Empire? Who created it?

_____

_____

Q.2.What were the oldest known instances of the use of symbols?

_____

_____

Q.3.What are petroglyphs?

_____

_____

Q.4.Why was the development of writing rather slow?

_____

_____

Q.5.Which was the first newspaper to come up in America?

_____

_____

1.4 EARLY COMMUNICATION SYSTEMS IN INDIA

The communication systems found in ancient India are replete with romanticism. During the era when images and symbolic representations were the foremost means of communication, messages were written on leaves and stones. Music was the most remarkable and emotive way to communicate. The rendering of the flute or the melody and pitch of a song carried deep meaning and could very effectively transmit news instantly across the village. When information had to be transmitted across rivers and valleys, drum beatings and bushfires were used.

Later on when oral communication developed, oral narratives which were passed down from one generation to the other became the most important means of communication. These narratives are imbued with regional flavour and musical overtones and form an integral part of the cultural

and social fabric of the country till date. It is through these narratives that we can trace the history of the country to a large extent.

Necessity is the mother of invention. As the ancient Indian's necessities increased, so also a new method of communication emerged. References to 'carriers of message' can be found in the Hindu scriptures like Vedas. The 'Rig-Veda' mentions a dog called 'Sarama' which was used to carry message. Again, in the 'Atharvaveda' we find reference to couriers called 'Palagala'. Devarishi Narada was perhaps a yellow journalist in his own right by dint of his ability to deliver every news story in a sensational manner.

In Indian mythology and ancient history too, we find mention of traditional emissaries conveying messages in an unconventional manner. In the 'Ramayana', Hanuman carried messages for Ram. In the 'Mahabharata' there is a romantic legend in which a swan is used to convey the message of love from prince Nal to princess Damayanti. Chanakya's 'Arthashastra' on the other hand, talks of the effective manner of collecting information and revenue data using doots, who also spied for the king.

Ancient rulers were known to have propagated their ideas through the medium of edicts. Their messages were inscribed on walls and edicts erected at strategic places for people to read. During the period of Emperor Ashoka, the State supported itself with a highly developed administration system. Sources of information ranged from spies who reported on subversive activities, the secret overseers attached to every department and an account of the socio-economic activities of the people from the monasteries.

Homing pigeons were used as message carriers from the earliest times in India. Interestingly, these 'pigeon carriers' are still officially in use by government departments in remote areas, like in the State of Odisha. Camels were used in areas like Rajasthan, Orissa(now Odisha) and other areas particularly by Emperor Ashoka in the fourth century B.C. For military purposes, mostly horses were used for carrying mail. There was also the legendary mail runner, or Harkara or Dak runner who ran through rain and storm, to deliver his messages packed together on a bundle hanging from his stick. The harkara was not only a man who delivered letters, but also a person who conveyed news to both ends, officially and unofficially, publicly or surreptitiously. Initially, the dak runner was used only for military purposes. Then its use was extended beyond the military to the governance and

And, while the communication is on, noise or disturbances enter into it creating some disturbances in the activity. Here, the term 'destination' means the receiver of the messages or the target audience.

An essential element of this model is a transmitter for converting the messages into signals which can be sent to the receiver in the same way as a telephone. This model claims that human communication also takes place in this manner. The process is repeated from the other participant also in the same manner.

One important characteristic of this model is that for the first time it focused on the aspect of 'noise' in the communication process. Noise - not to be used in the strict literary meaning of the term - means the interferences, barriers and disturbances which cause problems in allowing the participants in the communication process to continue smoothly, rendering it difficult to understand the messages and information properly.

It can be of two types. First - technical or channel noise which implies the disturbances generated due to malfunctioning of mechanical means, winds or aeroplane sounds obstructing the natural and proper flow of information or messages back and forth.

Secondly, there is the human noise which arises due to lack of an equal footing or status of the intellectual level of those taking part in the communication process. This is one aspect that sets it apart from all other models, especially those developed prior to it.

5.4.4 HAROLD D LASSWELL'S MODEL

Primarily developed as a verbal model of communication way back in 1948, it mainly emphasized upon a questioning pattern. The model proceeds through the following steps, each step signifying an important link in the whole process:

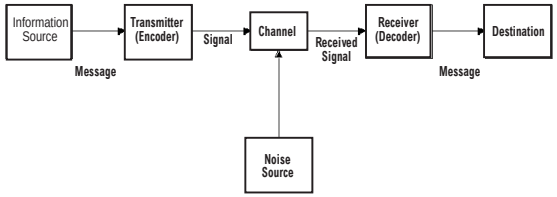
WHO (the sender or the initiator of the communication process),
Says WHAT (the message / information),
In WHICH CHANNEL (the media),
To WHOM (the receiver of the messages or the initial communication),

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.

5.4.3 SHANNON AND WEAVER'S MODEL

The Shannon-Weaver Mathematical Model, 1949



Source:http://wecommunication.blogspot.in/2012/01/shannon-and-weaver-mathematical-model.html

Developed by communication experts, Claude Shannon and Warren Weaver in 1949, it is a unique model compared to the other models as this is the first engineering model of human communication developed on the telephonic communication system.

This model says that the process moves from an 'information source' (the first communicator or Sender) transmitted through a specific mode (normally the voice of the Sender in this case) to a 'destination'. The model also says that these messages are nothing but verbal signals meant for the receiver. The receiver, on the other hand, goes through the same process in order to continue the communication process.

administrative purpose. Eventually, they came to be used by merchants for business and trading. During his reign, Emperor Ashoka devised a very efficient means of communication combining the use of mail runners, horse couriers, pigeon carriers and camels for official communication.

Another important tool of communication was the news letter which kept the ruler informed of the developments in various parts of the country. During the Mughal period, news writers were specially appointed for this purpose and were made to file reports to the headquarters of the administration. The news writers worked in liaison with a governor or a local administrative official, presenting them in a congenial light to the central authority.

Later, the East India Company requisitioned the services of news writers for the same purpose as during the Mughal period. Mostly, reports were confined to the affairs of the English and occasionally, the grievances of the employees were ventilated through this channel. For a number of reasons, the news writers were subject to a greater control as compared to the Mughal period.



CHECK YOUR PROGRESS

Q.6. In ancient India during the era when images and symbolic representations were the foremost means of communication, what materials were used for writing messages?

_____

_____

Q.7. For what purpose were drum beatings and bushfires used?

_____

_____

Q. 8. Which ancient Indian scripture mentions a dog called 'Sarama' which was used to carry message?

_____

_____

Q.9. What consisted of the communication system developed by Emperor Ashoka?

_____

_____

1.5 EVOLUTION OF MODERN COMMUNICATION

The seeds of modern communication were sown with the invention of the printing press. This gave rise to much other technological advancement like telegraph, telephone, radio, television and the internet. The evolution of modern communication can be divided into five stages based on developments in communication technology known as five waves of communication technology.

First wave: The age of print

Johannes Guttenberg's printing press was a turning point in the history of printing technology. Industrial revolution resulted in mass production and distribution of books and other reading materials to cater to a large number of learners. This, coupled with an improvement in the transportation system enabled the distribution and circulation of newspapers and other news magazines to a wide area.

Second wave: The age of signals

The invention of printing press made way for the invention of other important means of mass communication like telegraph, telephone, photography, radio, cinema and television. Telegraph, which was invented by Samuel F.B. Morse, can be defined as any system that allows the transmission of enclosed information by signals across a distance. That is why this stage is known as the age of signals. Alexander Graham Bell of Scotland has been credited with the invention of the first practical telephone.

Joseph Nicéphore Niépce produced the first photograph in 1826. Thomas Alva Edison's Kinetoscope was an early motion picture exhibition device which was developed in 1888. Edison's phonograph was the record player or gramophone which was most commonly used in 1870s. In 1895, the French inventors Lumiere Brothers (Auguste Lumiere and Louis Lumiere) developed a camera-cum-projector called Cinematographe. Another path breaking invention was that of the radio by Guglielmo Marconi in 1901. In 1884, Paul Nipkov, a Russian developed a rotating scanning disc for generating electrical signals for the transmission of a scene with 4000 pixels per second. Later on, a device called iconoscope was invented by Vladimir in 1923.

communication in the subsequent times as the process moves on further.



CHECK YOUR PROGRESS

Q.1: What is a model?

_____

_____

_____

Q.2: What is the significance of a model?

_____

_____

_____

5.4 SOME IMPORTANT MODELS OF COMMUNICATION

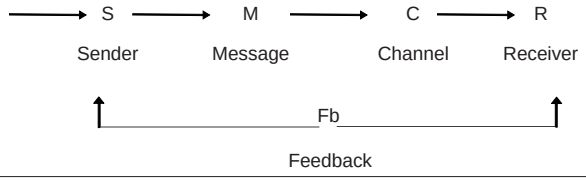
5.4.1 SMR MODEL

It is one of the earliest and the most basic models of communication. Two persons are involved in this model - a Source (who sends the messages first) from whom the message originates and a Receiver to whom the message is to be sent across. So Source + Message + Receiver or SMR model is a basic model of the communication system.



5.4.2 SMCR MODEL

It is another basic and simple model that tries to examine the communication process in the following manner -



understanding. All the models have their own characteristics, advantages and disadvantages. It is important that we should have a fair knowledge of them.

There are several models of communication and it is not really possible to discuss all of them in one unit. So, we have introduced only the basic communication models for your understanding. We hope that after completing this unit, you will be better conversant with the process of how communication takes place and how several communication experts have made efforts in describing the system through models. So let us start this unit by understanding what a model is and what are its purposes and functions.

5.3 CONCEPT AND FUNCTIONS OF MODEL

A model is a graphical presentation of a concept designed to help us in understanding a concept or activity better. We know that such an explanation is always better than a theoretical presentation from the question of understanding it.

It is an important tool for knowing something. Studies and experiments in this direction are highly helpful in pursuing further analysis for discovering a better communication process in due course of time which would be of immense help to us in future.

Now, in communication parlance it is commonly said that a picture is worth a thousand words. It means that a picture accords an event such a vision that it cuts down the need of words to explain it to us. A model also helps us realize something more clearly than a description in written language.

This is a system that allows us to understand how communication works in actual life in this case. It can be compared to the complex or simple drawings of mechanical or electrical circuits and activities. A model shows us how a message moves from one source to another and back through a specific medium that enriches our experiences in due course of time.

It also helps us in visualizing the process of communication under any circumstances. If we know the process of communication in a graphical system, it helps us better in understanding them and then improving our communication efforts. In other words, it helps us in improving our

Third wave: The age of man and machine

Computers ushered in a new revolution in the way communication takes place. Computer technology has permeated every sphere of existence of modern human being. Charles Babbage, who is considered as the father of computers developed a mechanical computer called the 'Difference engine' in 1922. He later went on to develop a more complex machine 'Analytical Engine'. The first substantial computer was the giant ENIAC (Electrical Numerical Integrator and Calculator) machine which was developed by John W. Mauchly and J. Presper Eckert at the University of Pennsylvania. Thus, developments in the field of computer technology helped in faster transmission of data in the shortest possible time.

Fourth wave: The age of satellite networks

The launching of the first artificial satellite, Sputnik 1, by the erstwhile Soviet Union in 1957 heralded a new era in satellite technology. Later on, many other countries joined in the fray launching numerous satellites. Some satellites, notably space stations, have been launched in parts and assembled in orbit. There are more than 2000 artificial satellites orbiting the earth that relay analog and digital signals carrying the voice, video and data to and from different parts of the earth.

Fifth wave: The age of network of networks

The age of network of networks began with the introduction of the Internet. The Internet is commonly known as the 'Network of networks' which connects billions of computers worldwide. The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents and applications of the World Wide Web (www), electronic mail, usenet newsgroups, telephony, and peer-to-peer networks for file sharing. Pentagon, a defence research wing of the US, built the first computer network called Advanced Research Projects Agency Network, commonly known as ARPANET during the 1960s. Tim Berners Lee, a British scientist is credited with introducing World Wide Web, the first web browser. Email is an important communications service available on the Internet with the help of which messages can be communicated electronically. Files and data can be shared through different social networking platforms like Face book, Twitter, LinkedIn and others. The Internet continues to grow, driven by

ever greater amounts of online information and knowledge, commerce, entertainment and social networking. As per the statistics provided by the International Telecommunications Union, there were an estimated 3.2 billion Internet users in the world in 2015 out of which 2 billion were from developing countries.



CHECK YOUR PROGRESS

Q.10. Who invented the telegraph?

_____

_____

Q.11. Who produced the first photograph and in which year?

_____

_____

Q.12. Who is known as the father of computers?

_____

_____



1.6 LET US SUM UP

- The history of communication dates back to prehistoric times, with significant changes in communication technologies (media and appropriate inscription tools) evolving according to shifts in political and economic systems, and by extension, systems of power.
- Cave paintings, a form of rock art are the oldest known symbols which were created for the purpose of communication dating back to Upper Paleolithic age.
- Petroglyphs are images created by incising, pecking or carving on a rock surface by people of the Neolithic age.
- A pictogram or a pictograph is a symbol representing a concept, an object, an activity, a place or an event by way of illustration.
- Geoglyphs are drawings that are created on the ground or a large motif (usually greater than 4 meters) or design produced on the ground either by arranging clasts (stones, stone fragments, gravel or earth) in order to create a positive geoglyph.

UNIT - 5: MODELS OF COMMUNICATION

UNIT STRUCTURE

5.1. Learning Objectives
5.2. Introduction
5.3. Concept and Functions of Model
5.4. Some Important Models of Communication
5.4.1 SMR model
5.4.2 SMCR model
5.4.3 Shannon and Weaver's model
5.4.4 Lasswell's model
5.4.5 Osgood's model
5.4.6 Schramm's model
5.4.7 Gerbner's model
5.4.8 Newcomb's model
5.4.9 Gate-Keeping model
5.4.10 Convergence model
5.5. Let us Sum up
5.6. Further Reading
5.7. Answers to Check Your Progress
5.8. Model Questions

5.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- explain the concept and functions of models
- describe the different models of communication

5.2 INTRODUCTION

In the previous two units we have introduced you to the concept of communication in general and Mass Communication in particular. Now, in this unit we will try to understand the process of communication a little more deeply by studying some communication models.

Several communication experts have formulated illustrative models for explaining the process of communication which facilitates its

Q.1 : Why is mass communication said to be an impersonal form of communication?

Q.2 : What do you mean by 'magic multiplier'?

Q.3 : Why is mass communication said to be a mediated communication?

B. Short Questions (Answer each question in about 150 words)

Q.1 What are the characteristics of mass communication?

Q.2 : Write a note on the evolution of mass communication.

C. Long Questions (Answer each question in about 300-500 words)

Q.1. What is mass communication? What are its different types? Write with suitable examples.

Q.2 What is mass media? What are its types? Write with examples.

Q.3 What are the functions of mass communication? How does mass communication differ from mass media?

* * * * *

- Proxemics is the study of the spatial requirements of humans and the effects of population density on behaviour, communication, and social interaction. It refers to the ways humans manage space.
- The oldest known forms of writing were primarily logographic in nature, based on pictographic and ideographic elements.
- The first block printed book produced by the Chinese was Diamond Sutra in 868 AD.
- The first newspaper to come up in America was the Publick Occurrences Both Forreign and Domestick which appeared in 1690, but, it could not survive for long. The first successful newspaper was the Boston News-Letter which began in 1704.
- The evolution of modern communication can be divided into five stages- the age of print, the age of signals, the age of man and machine, the age of satellite networks and the age of network of networks.



1.7 FURTHER READING

1. Aggarwal, Vir Bala, V.S Gupta (2002). Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company
2. Moran, Terence P. (2010). Introduction to the History of Communication. New York : Peter Lang Publishing
3. Singhal, Arvind, Everett M. Rogers (2001). India's Communication Revolution. Sage Publications Pvt. Ltd.



1.8 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No. 1:

Cursus publicus was the name of the postal system of the Roman Empire. This system was introduced by Emperor Augustus.

Ans. to Q. No. 2:

Cave paintings, a form of rock art are the oldest known symbols which were created for the purpose of communication dating back to Upper Paleolithic age. These paintings contained vast amounts of information. The most common themes in cave paintings are large

wild animals, such as bison, horses, deer and tracings of human hands as well as abstract patterns.

Ans. to Q. No.3:

Petroglyphs are images created by incising, pecking or carving on a rock surface by people of the Neolithic age. It is the next step in the history of communication after cave paintings. The term derives from the Greek words petros meaning "stone" and glyphein meaning "to carve". These images serve as an important form of pre-writing symbols used in communication dating back to 10,000 B.C.

Ans. to Q. No. 4:

The development of writing was rather slow because the clergy, who were at the helm of authority, had understood the significance of this powerful tool and wanted it to remain their exclusive privilege.

Ans. to Q. No. 5:

The first newspaper to come up in America was the 'Publick Occurrences Both Forreign and Domestick' which appeared in 1690.

Ans. to Q. No. 6:

Leaves and stones

Ans. to Q. No. 7:

When information had to be transmitted across rivers and valleys, drum beatings and bushfires were used.

Ans. to Q. No. 8:

The Rig Veda

Ans. to Q. No. 9:

The communication system developed by Emperor Ashoka combined the use of mail runners, horse couriers, pigeon carriers and camels for official communication.

Ans. to Q. No. 10:

Samuel F.B Morse invented telegraph.

Ans. to Q. No. 11:

Joseph Nicéphore Niépce produced the first photograph in 1826.

Ans. to Q. No.12:

Charles Babbage is considered as the father of computers.

people send messages to a large, anonymous and usually heterogeneous audience through the use of a specialized mechanical communication device.

Ans to Q.No 2 :

Journalism, Advertising, Public Relations

Ans to Q. No 3 :

a) Information
b) Instruction
c) Entertainment
d) Persuasion
e) Cultural promotion
f) Integration
g) Socialization

Ans to Q.No 4 :

Gutenberg

Ans to Q.No 5 :

Gutenberg's invention of the printing press in the 16th century was a revolutionary turning point in the history of mankind as it became the starting point of the development of the concept of Mass Communication as production of books in large numbers became possible and knowledge or information could be made public at a minimum cost and labour.

Ans to Q.No 6 :

Guglielmo Marconi.

Ans to Q.No 7 :

Mass media are the tools for facilitating Mass Communication. They are the carriers of messages of Mass Communication to an innumerable audience which may be scattered anywhere around the world in an uneven way.

Ans to Q. No 8 :

Newspaper, radio, television, internet, magazines.



4.10 MODEL QUESTIONS

A. Very short Questions



4.7 LET US SUM UP

In this unit you have been introduced to the concept of Mass Communication. Let us go over what we have learnt.

- Mass Communication is the process of communicating with innumerable audiences at the same time with the help of mechanical devices.
- The audiences are mostly unknown to each other, separated by geographical and political barriers and do not enjoy any closeness amongst themselves. The feedback or the reaction or response to a message from the communicators is delayed due to several factors.
- There are different types of mass communication - Journalism, Advertising and Public Relations.
- On the other hand, mass media means the devices through which communication with the masses takes place, for example - Radio, TV, Films.



4.8 FURTHER READING

1. Aggarwal, Vir Bala, V.S Gupta (2002). Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company
2. Adler, Ronald B. , Rodman ,George R. (2000) Understanding Human Communication. Harcourt Brace College Publishers.
3. Kumar, Keval J. (2006) Mass Communication in India. Mumbai : Jaico Publishing House
4. Vilanilam, J.V (2005) Mass Communication in India . New Delhi : Sage Publications



4.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 :

Mass Communication is the process of communicating with an immeasurable audience or readership who may be spread across the world. Mass Communication occurs when a small number of



1.9 MODEL QUESTIONS

A. Very short Questions

Q.1: What do you mean by 'cursus publicus'?

Q. 2: What is the difference between petroglyphs and pictograms?

Q. 3: What is a logogram?

B. Short Questions (Answer each question in about 150 words)

Q.1: What was the significance of cave paintings?

Q. 2: What were the different systems of writing used by the Sumerians and the Ancient Egyptians? Do you find any difference between the two?

Q. 3: Why is the invention of Guttenberg's printing press considered to be an important event in the history of print media?

C. Long Questions (Answer each question in about 300-500 words)

Q. 1: Trace the history of communication from the stone age to the present times.

Q. 2: What communication systems were used in ancient India?

Q. 3: Describe the different stages of the evolution of modern communication.

* * * * *

UNIT - 2 : HUMAN COMMUNICATION

UNIT STRUCTURE

2.1 Learning Objectives
2.2 Introduction
2.3 Human Communication and Its Elements
2.3.1. Elements of Human Communication
2.4 Evolution of Human Communication
1.4.1. Timeline of Human Communication
2.5 Speech, Writing and Visual
2.6 Sociology of Communication
2.7 Psychology of Communication
2.8 Communication and Culture
2.9 Myths Related to Human Communication
2.10 Let us Sum up
2.11 Further Reading
2.12 Answers to Check Your Progress.
2.13 Model Questions

2.1 LEARNING OBJECTIVES

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

- understand what human communication is all about
- classify the different types of human communication
- distinguish the features of different types of human communication
- know the sociological context of human communication
- understand the psychological context of human communication
- discuss the relation between communication and culture.

2.2 INTRODUCTION

In the previous unit, you were introduced to the growth of early communication system with special reference to India. You were also given an overview of the growth of modern communication system. This unit will throw light on the concept of human communication, its evolution, main elements of human communication as well as sociology and psychology of communication.

Radio, TV, Films, Newspapers, Magazines, Books etc. They act as the bridge between the communicator and the people for whom the communicator is saying something.

In the entire process, two types of mediators are involved - first the human mediator or professional communicator who is responsible for collecting, editing or brushing up the messages for making them suitable for broadcasting or printing. Reproducing the messages of the main source communicator without any distortion is a challenging job. At the same time, while editing or brushing up the messages for human consumption, professional communicators also have to keep in their minds that the messages must be prepared in a manner easily understandable to the masses. Otherwise, it will lose its appeal and attraction.

Secondly, side by side with the professional or human mediators or communicators, the mechanical devices or mass media instruments must also be in a good state so that presentation to the masses is smooth and free of any technical difficulty. Else, even a very nicely-produced and attractive programme may become worthless if the TV or Radio broadcasting becomes problematic with disturbances from sound or other sources.

We can say that if a person is interested in making a career in this field - mass communication - it would be a good idea to have at least a fair knowledge of the general way of functioning of mass media instruments.

The growth and development of mass media has actually revolutionized the world by helping in carrying information to the people's doorsteps, round-the-clock, 365 days a year.



CHECK YOUR PROGRESS

Q.7 What do you mean by mass media?

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_____

Q.8 Name five important mass media.

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for sending across the messages of the original communicators to virtually any spot around the world using electronic signals from the earth to sky and back. This is what we now know as Direct to Home or DTH. By this, we do not need terrestrial transmission towers or stations and the signals can be received directly into the drawing rooms in our homes through the satellite with a dish antenna.

So, the entire business of mass communication is throwing open numerous scope for professional engagements or jobs in the industry which is growing every passing year and will keep growing at a steady speed.



CHECK YOUR PROGRESS

Q.4: Who invented the printing press?

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_____

_____

Q.5: Why is Gutenberg's printing press considered to be a turning point in the history of mankind?

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_____

Q.6: Who is generally credited for the invention of 'radio transmission'?

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_____

4.6 MASS MEDIA

As we have already discussed, media are the tools and instruments for carrying a message of information to the audiences. Mass media means the tools for facilitating mass communication. In simple terms, it is the carrier of messages of mass communication to innumerable audiences which may be scattered anywhere around the world in an uneven way.

As a communicator has to address so many people at the same instant all over the world, it is virtually impossible to do so without the help of a powerful instrument. Hence we have to use the services of mass media -

2.3 HUMAN COMMUNICATION AND ITS ELEMENTS

Communication comes from the Latin word communicare, which means "to make common" or "to share." Communication of the human species is called human communication, acknowledging the fact that even other animals or living beings may have communication. However, in our discipline, human communication is usually referred to simply as 'communication'.

Human Communication is usually defined as the process of using messages to generate meaning by human beings.

Human communication as a process

==> Process: An activity, exchange, or set of behaviors that occurs over time.

==> Communication: The process of using messages to generate meaning.

==> Human Communication: The process of using messages to generate meaning by human beings.

As we can see, 'communication' is not an object-it is an activity in which human beings participate. Communication is, therefore, considered a process because it is an activity, an exchange, or a set of behaviors-not an unchanging product. Even the process of communication itself may have effects changing its own elements.

Let us take an example of how this process may work in everyday life. Imagine two students meeting on the corridor between lectures and exchanging a few sentences. The process of communication here may start even before the words begin and may end long after the words end. A snapshot cannot capture all that occurs through this communication simply because essentially communication is a process of human beings using messages to generate meaning. Meanings out of those exchanges may be generated long after the actual physical exchange of the words is done between the two students in the corridor in the above example.

Human communication may involve different types ranging from face to face communication between two persons to machine mediated

communication, or even using messages to generate meaning to people belonging to another time or another geographical space.

While communication takes place, the 'messages' may include verbal and nonverbal symbols, signs, and even behaviours.

When you smile at another person, you are sending a message. When a radio announcer chooses language to emphasize the seriousness of a recent event, she is creating a message. A public speaker might spend days choosing just the right words and considering his bodily movements, gestures, and facial expression. Even without a single word being uttered, two persons, at times, may perfectly use message to generate meaning through their body language.

Normally, people hope to generate common meanings through the messages they provide.

Meaning is the understanding of the message. We know that all of the messages we generate may not be equally shared by others with whom we try to communicate.

For example, teachers are generally very knowledgeable about a subject matter, but they vary greatly in their ability to convey the shared meanings, or even in reading the body language of students.

According to another definition, Human Communication is the process through which individuals in relationships, groups, organizations, and societies create and use information to relate with others.

As individuals, communication is our link to the world, our means of making impressions, expressing ourselves and influencing others. When a human being communicates with his or her own-self, it is called Intra-personal Communication. It is an inner dialogue conducted with oneself to assess one's thoughts, feelings and reactions.

Similarly, Interpersonal Communication takes place any time a message is transmitted between two people. This type of communication is not limited to formal speaking situations. It may include any casual acquaintances, intimate relationships, family members, co-workers etc.



CHECK YOUR PROGRESS

Q.3: What are the functions of Mass Communication?

_____

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_____

4.5 EVOLUTION OF MASS COMMUNICATION

We all know that in the earlier days, circulation of knowledge or information among the people or the masses was a very tedious process as each and every book and pamphlet had to be copied by hand to make them ready for reading by the public. But the invention of the printing press by Johannes Gutenberg of Germany in the 16th century was a revolutionary turning point in the history of mankind. This revolutionary event can be termed as the starting point of the development of the concept of mass communication as production of books in large numbers became possible and knowledge or information could be made public at a minimum cost and labour of the people.

From the basic idea of the printing press of Gutenberg, several hundred years ago, state-of-the-art printing machinery has been developed today. Yet he is the pioneer of the era of Mass Communication.

After this, there was a long gap of activity in the history of mass communication. The perfection of telegraphic transmission by Samuels F.B. Morse led to other inventions and finally, development of 'radio transmission', for which Count Guglielmo Marconi is generally credited, is considered another important milestone in the journey of mass communication.

In the post World War I scenario, TV was invented by a person called John Logie Baird. By the mid-1920s, radio managed to garner big growth by ensuring that most of the households in the USA had at least one radio set. They were supported by more than 700 small and big radio stations in that country even by 1927.

Mass Communication has been growing by leaps and bounds over the years because of its advantageous position. This growth has received a tremendous boost with the invention of satellite communication technology

Cultural promotion: Mass media promotes cultural aspects of a society / community, a nation or a country by focusing it amongst a global audience. Otherwise, how could we, the people of India, more so Assam in general come to know about the socio-cultural ethos of, say, the Red Indians in the USA, or nearer home, about the culture of the South Indian people. Similarly, the culture of Assam and the communities of the North-East region have been introduced to the world audience by mass media. This activity very effectively works as a convenient cultural exchange programme in today's age of increasing dependence upon one another amongst the nations and societies of the world.

Integration: Mass media creates a strong unifying force amongst the masses. It can be mentioned here that English was introduced as a common medium of instruction in the schools and higher institutions across the country in the early quarter of the 19th century by the British. This has contributed immensely towards the integration of the country during those days.

This was so because India is a country of continental proportions with hundreds of ethnic communities and tribes and other racial groups co-existing with distinct cultural identities. English language has solved this problem to a great extent and the success of the freedom movement had a lot to do with this phenomenon.

Socialization: Mass media is a wonderful instrument for introducing ourselves to the outside world, right from our childhood. For a child, the first ever introduction to the world is facilitated by his or her parents or the immediate family followed by friends, society, school etc. However, the influence of mass media in making the children aware of the world and its treasure of knowledge is quite overwhelming and more than anything else.

Further, it also has to perform the function of improving the taste and of enlarging the sense of life's worth among the masses.

The modern communication media allow individuals to be linked, for the first time, directly to a national community without any mediating influence of regional and local affiliations.

2.3.1 ELEMENTS OF HUMAN COMMUNICATION

As we have seen in the earlier sub-unit, Human Communication involves using, that is creating and responding to, messages and transforming those messages into Information. This process of human communication consists of the following key elements:

1. **A Sender -** who encodes and transmits a message.
2. **A Receiver -** who intercepts a message and then decodes it.
3. **Encoding -** which is the act of converting an idea into a message; performed by the sender.
4. **Decoding -** the act of translating the message into an idea; performed by the receiver.
5. **A Message -** any symbol or collection of symbols that has meaning or utility.
6. **A Channel -** The medium used to transmit the message. There are various types of communication channels/media; they can be verbal or non-verbal and include telephones, computers, television etc.
7. **Noise -** any distortion that interferes with the transmission of a signal from the source to the destination.
8. **Feedback -** a reaction that the receiver gives to a message offered by the sender.

The Roles and Characteristics of Senders, Receivers and Messages

The role of a sender is to send an encoded message to be decoded by a receiver; the message is sent via a channel.

The role of a receiver is to obtain the encoded message and to translate or decode it.

While decoding, the receiver must account for any noise or distortion that may have interfered during the transmission of the sender's message.

Coded communication works at its best when the sender and the receiver share exactly the same code. The receiver and the sender must have a mutual understanding of the symbols being conveyed through the encoded message; if this understanding is not present the message may not be clearly interpreted.

Once the receiver has decoded the message it is up to him/her to provide feedback (a reaction) to the sender.

As stated before, a message consists of symbols with meanings; these culturally agreed upon symbols create a symbolic language.

a. Symbols are characters, letters, numbers, words, objects, people, or actions that stand for or represent something beyond those objects.

b. A Language is a set of characters or elements, and rules for their use in relation to one another.

Messages may involve verbal codes - such as spoken or written language - or nonverbal codes, involving appearance, gestures, touch or other means. Examples of messages: Speech, letter, wink, poem, advertisement or painting.

The Use of Denotation and Connotation in the Communication Message

By denotation we understand the basic and generally understood meaning of a word found in the dictionary. It is likely that within a society there is an agreed upon understanding of symbols. When someone does not understand the general meaning, denotation can have an impact on the message. It may be a positive or negative.

By connotation we understand the meanings and feelings associated with a word used by an individual based on personal experience. Through self-reference, we learn to attach meanings to the symbols that reflect our own experiences. This influence dictates how we interpret messages; what may be happy or sad for one person can have the opposite effect on someone else.

Information: We are essentially social beings and so we have to live in the company of other people in close proximity. Thus, to keep in touch with other fellow human beings we have to exchange our feelings, attitudes etc. which are technically bits of information that carry and connote certain meanings to the receivers. The initiator or sender of the messages encodes those messages and the receiver decodes or accords certain meanings to them.

Instruction: Mass Communication has developed into a broad platform with a lot of opportunities for presenting diverse views, solutions, models for various problems, issues and developmental initiatives from which the masses can pick up the one most suitable for them. Besides, being serious analyzers of such issues and problems, day in and day out the mass media agencies develop certain expertise in such matters and thereby instruct people about what course of action is to be taken at times of crises.

Entertainment: Entertainment is a major function of Mass Communication along with others. For most of the audiences and readership of mass media, the term generally conjures up an image of entertainment programmes and messages at the first instance, while other facets come only later on.

Even when someone reads a news item in a newspaper it brings to him or her a sense of entertainment besides fulfilling other necessities.

Persuasion: Mass Communication persuades the masses into believing in a certain issue or ideology by plainly offering all the sides of the issue or the problem in front of them so that they can make a conscious and wise decision. We have already mentioned that it is a very effective platform for discussion of such issues.

Debates and discussions / agenda setting: It is a normal feature that every society has a number of problems and issues confronting it at any given time. For example, in Assam we had the immigrants' issue resulting in the Assam Accord of 1985, besides the problems of unemployment, secessionist violence, floods etc.

Similarly, at the national level the issue was whether India should produce nuclear weapons or not etc. Now, it is the media which keeps a hawk's eye on these issues and puts them in front of the public in the order of priority.

Public Relations (PR): It is that type of Mass Communication which tries to create as well as boost the public image of an organization among the masses. As the present age is an age of tremendous competition among the business corporations, the ones which will enjoy the maximum support of the audiences or publics will be the most successful ones in the long run. So PR is important for industry today.

Advertising: It is the paid form of publicity used for creating awareness about a product or service among the masses. For publication of an advertisement the manufacturers or service providers of the products or services have to pay a certain amount of money to the media house. It is interesting to note that most of the mass media organizations actually survive and thrive on the collection of advertising revenues which is generated by selling its space for publishing or broadcasting messages in return for a fee so that people can come to know about that product.



CHECK YOUR PROGRESS

Q.1: Define Mass Communication.

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_____

_____

Q.2: What are the different types of Mass Communication?

_____

_____

4.4 FUNCTIONS OF MASS COMMUNICATION

Communication and Mass Communication are integral aspects of our life and thereby the society at large. That is why they have to perform certain functions which are expected of them by the society. This is obvious because only through communication we can transform the world, by allowing people to know about our revolutionary ideas, feelings, cooperation etc.

A few of the functions of Mass Communication are:

Summary

Human Communication is the process through which individuals in relationships, groups, organizations and societies create and use information to relate with others. We have learned in this sub-unit that there are different types of communication - each having their own specific characteristics and necessities. Through these forms of communication, we create messages that contain communication elements. H.D. Lasswell suggests that the convenient way to describe an act of communication is to answer the following question:

Who? (The sender)

Says What? (The message)

In Which Channel? (Via a channel or medium or media)

To Whom? (The receiver)

With What Effect? (Will there be feedback? Is there noise or unwanted signal?)

Points To Be Noted:

==> While sending an encoded message there may be internal or external influences upon the said message.

==> Be mindful of the difference of denotation and connotation, and the effects that they can have on the message.

==> It is also important to consider the cultural, social, economic and historical factors surrounding the sent messages, all of which can misconstrue or alter the meaning of intended messages.

==> All communication takes place within a setting (a situation), and that situation influences the meanings- especially perceived messages - within the communication.

==> The situation is the total context in which the source and the received interact, and we use the word interchangeably with the term setting. Although not every aspect of a situation is relevant to every message, understanding the communication process requires understanding the influence of situation.

==> Important among these aspects are sociological, psychological and the cultural context.

==> Before we discuss those aspects, we shall briefly examine how human communication has evolved through different ages and also the three most important forms of human communication, namely, speech, writing and visual in the next sub-units.

2.4 EVOLUTION OF HUMAN COMMUNICATION

Evolution of human communication took a pretty long time. The birth of human speech is usually dated as an incident that happened two hundred thousand years ago.

Two points may be noted here. First, apart from human, most of the other animal species do have communication among themselves. Second, body language is older than verbal language among species.

If we analyze the traditions of human communication from time immemorial, we see that there are clearly several traditions that came into being and dominated different ages. These are oral tradition to begin with, followed by visual and writing. With the invention of modern press, human communication entered into its modern age where we see the emergence and growth of mass media.

Evolution of human communication in its early phase took much longer time than the speed of its evolution in modern times, courtesy modern technology of communication. Modern press coupled with telegraph had opened up new vistas of human communication just as radio, television and internet did in relatively later stages. The complex nature of medium in modern ages has prompted a communication theorist to write: 'Medium is the message'.

Following is a brief timeline of different milestones of the development of Human Communication:

2.4.1 TIMELINE OF HUMAN COMMUNICATION

The Oral Tradition

- 200,000 BC: Birth of human speech.

published in the media it would still take some time before it can be properly acknowledged in the media.

- The message delivery has to be synchronous or in other words happening at the same moment everywhere, wherever it is available. For example: Whenever we listen to radio or watch TV programmes it is available at the same time for all the receiver sets across the globe without any exception.
- The process of Mass Communication is rather a complex one with several steps, from encoding to finally delivering it to the receivers. This is very much comparable to the process of communication in the basic sense.
- Here, you will be introduced to an important concept called the 'gatekeeping' process. This concept means that out of so many things happening all around us and so many messages coming to us from all sides, we do not pay attention to all of them. We are attracted by only a few of these events and activities on which we do concentrate our attention.
- As the audience of Mass Communication is spread anywhere in the world with no homogeneity at all they are highly scattered, disorganized and shapeless as a whole.

4.3.3 TYPES OF MASS COMMUNICATION

Mass Communication is a vast field and has several types classified upon different parameters. There are basically three types of Mass Communication. We will give you just a very short introduction to the different types as each of these types will be discussed in detail in subsequent study materials. These are:

Journalism: It is the business of presenting news to the masses. It brings the whole world into our drawing rooms in the form of news items from across the globe from thousands of miles away. Even though the news items served in the newspaper or news channels seem to be simple enough, yet, one can hardly imagine the efforts, time, resources (financial and otherwise) needed to carry out the whole task.

Mass Communication represents the creation and sending of a homogenous message to a large heterogeneous audience through the media.

Communication expert Mr JV Vilanilam defines Mass Communication as "a communication of mass-produced messages to mass audiences consisting of millions of people who do not gather at any particular place but individually receive the messages sitting in their homes or their offices. The messages are produced by trained professionals in organizations specially formed by private entrepreneurs or public / government / autonomous bodies which invest millions of dollars for the production and dissemination of those messages."

Here, we come across the concept of 'professional communicators' who are nothing but trained personnel engaged in broadcasting or publishing messages from the original sources. For example - if the Prime Minister of the country would like to send across a message to the people, the people employed by the media organizations like newspapers / TV / Radio, edit the messages and broadcast / publish it in a suitable manner for the benefit of public. So this breed of personnel are called the professional communicators.

4.3.2 CHARACTERISTICS OF MASS COMMUNICATION

We will discuss a few of the important characteristics of Mass Communication that will make it convenient for you to understand the concept better.

- The number of receivers or audiences is innumerable. It includes anyone living anywhere in the world without any consideration for gender, religion, country, state etc.
- The messages must be available to anyone who might like to enjoy it. There must not be absolutely any deprivation or discrimination based on any criteria in this regard.
- The feedback is the most delayed in this type of communication. This is so because even if a receiver would like to express as well as register his or her reaction about anything broadcast or

The Visual / Symbolic Tradition

≃ 30,000 BC: Oldest surviving cave paintings.

4000 BC: The Sumerians developed cuneiform writing - pictographs of accounts written on clay tablets.

3500 BC to 2900 BC: The Egyptians developed hieroglyphic writing.

2500 BC: Papyrus replaced clay tablets in Egypt.

The Written Tradition

1050 BC: Phoenicians developed the alphabet based on sound (phonetic alphabet).

900 BC: The very first postal service - for governmental use in China.

776 BC: First recorded use of homing pigeons used to send messages about the winners of the Olympic Games to the Athenians.

300 BC: Phoenicians brought Phonetic alphabet to Greece.

100 BC :Roman alphabet developed from the Greek model.

AD 100: Paper making invented in China.

305: First wooden printing presses invented in China - symbols carved on a wooden block.

1049: First movable type of clay invented in China by Pi Sheng.

1450: Newspapers appeared in Europe.

1455: Johannes Gutenberg invented a printing press with metal movable type.

The Mass Media Tradition (Combining More Than One Tradition Of The Above)

1814: Joseph Nicéphore Niépce produced the first photographic image.

1876: Alexander Graham Bell patented the electric telephone.

1877: Thomas Edison patented the phonograph - with a wax cylinder as recording medium.

1920's & 30's: Rise of radio and film.

1950's: Rise of TV.

THE DIGITAL AGE

1994: The American government released the control of the Internet and WWW was born -making communication at lightning speed.



LET US KNOW

Some Interesting Definitions and Quotes

- Human communication is the basis of human society and thus of modern civilization.
- A species' survival critically depends upon its ability to communicate effectively, and the quality of its social life is determined in large measure by how and what it can communicate.



ACTIVITY- 2.1

1) Think of the human communication procedures during the Stone Age and note them down.

2) Think of 3 important instances of communication through time before the discovery of modern press from your own reading of history. Note down how differently messages were communicated through different media (plural of medium).



CHECK YOUR PROGRESS

Q.1 Define 'Human Communication'.

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_____

_____

Q.2 What do you mean by the expression 'communication is a process'?

_____

_____

_____

_____

Q.3 What is connotation?

_____

_____

_____

_____

Mass communication is a 'mediated' communication because, to communicate with such a huge number of people all over the world, we must take the help of a mechanical medium without which it will be impossible to carry out the task.

This is also a highly impersonal form of communication. There is no direct personal touch between the communicators and audiences or readership at all. It has to be simultaneous which means that the messages must be available to the interested people at the same time, except in case of newspapers. Even for newspapers and magazines, though the time of delivery may not be exactly the same, yet a fair amount of simultaneousness is maintained.

It is a 'magic multiplier' or 'force multiplier' which means that a single message broadcast by the media or printed in a newspaper or magazine is available in the air which can be downloaded virtually any number of times any moment with the help of receiver sets.

Mass Communication is an important discipline for every other disciplines of study - science & technology, environment, political system etc.

A profession in the media is a high pressure job because 'the switch is in our hands'. That is - if we don't like a certain programme we simply switch it off rather than watching bad programmes. So, the media persons must be good enough to keep the audiences glued to the media any time of the day or night.

4.3.1 DEFINITION

Different communication experts have defined Mass Communication in different ways. However, if we want to quote a generalized definition of Mass Communication which reflects all the characteristics of Mass Communication, we can put it this way:

'Mass Communication occurs when a small number of people send messages to a large, anonymous and usually heterogeneous audience through the use of a specialized mechanical communication device.'

discussing various aspects of the wider concept of Mass Communication here in this unit.

After you go through this unit, you will know what Mass Communication means, how it works, its characteristics, growth and development. So, let us first understand what Mass Communication means.

4.3 MASS COMMUNICATION

Mass Communication is the activity or process of communicating with an innumerable number of receivers or audiences who might be scattered all over the world.

Over the decades a rapid advancement in science and technology has facilitated the system of communicating with people anywhere in the world and it has become a simple enough function today.

Sending across our messages to the audiences or receivers has been rendered quite simple nowadays and everyday it is improving at a faster pace.

Because of this, the world today has become a smaller place as any person can communicate with anyone across the globe in a few seconds any moment of the day or night. Geographical or physical barriers are coming down very fast.

Mass Communication helps us in socialization among the people irrespective of any border - whether geographical, political, economical or otherwise. Nowadays, like human beings, the nations of the world have also become dependent upon each other for so many things including their growth and development. So, an acute need to address the people worldwide has arisen over the decades reaching the peak today. Thus, Mass Communication has assumed an even more significant role today and an almost inseparable part of our life.

To communicate with an audience spread all over the world is definitely a tough task as all of them differ in culture, civilization etc. Being a system of communication with such a large number of people with hardly any similarity among them, it is definitely a difficult task, totally different from personal communication.

Q.4 What is denotation?

_____

_____

_____

_____

Q.5 What are the eight key elements of the process of communication?

_____

_____

_____

_____

_____

2.5 SPEECH, WRITING AND VISUAL

2.5.1 SPEECH

Speech is the medium of linguistic communication. In order to communicate in speech we produce a succession of sounds which form a word when they are arranged in groups. The speech acts as a linguistic act through sound, usually produced by the human voice, received by the human ear, and interpreted by the human brain. These words may even be the briefest and the shortest sounds possible in combination with many such auditory signals that may continue for hours together. (For example, while babies usually start their speech act with shorter sounds, some politicians are known to have given speeches for a few hours at a stretch!).

Speech means the sum total of all manifestations of the verbal faculty, i.e. langage, as defined by Saussure in order to distinguish language from acts of individual speaking, i.e. from utterance which was called parole by Saussure. He made distinction among three aspects of language: language-speech (langage), language as a system of forms (langue) and the individual speech act - the utterance (parole). Language (in the sense of langue: A system of forms) and utterance (parole) are constituents of language-speech (langage) and the latter is understood

to mean the sum total of all phenomena - physical, physiological and psychological - involved in the realization of verbal activity.

A typical speech situation involves speaker/s, hearer/s or listener/s and utterance by the speaker, along with certain other contextual acts or phenomena associated with the speaker/s utterance. The speaker may characteristically have moved his jaw and tongue and thereby makes sounds which make up his or her utterance as speech; but in addition, he or she may characteristically have performed such additional acts which may complement, supplement or even contradict such messages that are contained or to be deciphered from the utterances made as speech and the mainstay of this later part is called body language.

The body language may sometimes supplement or even contradict the messages conveyed through sounds or speech. The body language is not a pure part of the speech act; rather, it is a type of visual communication but it also renders creditability to the speech, either in positive or in negative way.

For example, when you utter a lie and that too to your mother or father [for example "Eating sugar? - "No papa" or the famous "Main nehi makkhan khayo!"] your tongue may come out signifying a body language which means the speaker is ashamed of telling a lie and gives away the truth by sticking out the tongue involuntarily. Thus, the body language sends a message and in this case the message contradicts the spoken message or speech (telling a lie).

To sum up, in a restricted sense, speech is a medium that employs an oral linguistic code that enables one human being to express feelings and to communicate thoughts to another. In a broader sense, speech may be characterized as the use of linguistic forms which human beings are able to produce without calling upon mechanisms external to his/her own organism. Human being produces linguistic forms for speech through his oral (articulatory), vocal and pantomimic mechanisms. While speaking, an individual may use all the mechanisms simultaneously or use one exclusive of the others either momentarily or for a sustained period of time.

UNIT - 4: MASS COMMUNICATION

UNIT STRUCTURE

4.1 Learning Objectives
4.2 Introduction
4.3 Mass Communication
4.3.1 Definition
4.3.2 Characteristics of Mass Communication
4.3.2 Types of Mass Communication
4.4 Functions of Mass Communication
4.5 Evolution of Mass Communication
4.6 Mass Media
4.7. Let us Sum up
4.8. Further Reading
4.9. Answers to Check Your Progress
4.10. Model Questions

4.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- define mass communication and mass media
- explain the characteristics of mass communication
- name and explain the types of mass communication
- enumerate the functions of mass communication
- delineate the evolution of mass communication

4.2 INTRODUCTION

In the previous unit, we have learnt about the basic concepts of communication. In this unit, we are going to discuss one of the most important forms of communication -- Mass Communication -- that has a very deep influence on the lives of all human beings across the world which is increasing with every passing day.

Mass Communication is an activity that has been encompassing each and every sphere of our life. A detailed study of this system will help us in communicating better with our surroundings and the society. We will be



3.9 MODEL QUESTIONS

A. Very short Questions

Q.1 : What is the importance of feedback in a communication process?

Q.2 : What are the reasons for the prevalence of barriers in communication?

Q.3 : What do you mean by group communication?

B. Short Questions (Answer each question in about 150 words)

Q.1 What are the advantages and disadvantages of Verbal and Non-verbal Communication? Give relevant examples.

Q.2 What do you understand by organizational communication? What is the importance of organisational communication?

C. Long Questions (Answer each question in about 300-500 words)

Q.1 Describe the process of communication and explain why it is important in the lives of human beings.

Q.2 What do you understand by the term barriers to the communication process? Write with suitable examples.

Q.3 Make a table showing the different types of communication giving examples of each of them.

* * * * *

Normally, all three mechanisms are used to produce linguistic forms, although we are probably most aware of the forms produced as a result of articulatory activity. We vocalize as we articulate and we employ facial and other bodily (pantomimic) movements to accompany the actions of the organs of articulation.



ACTIVITY - 2.2

Identify at least three instances of your body languages supplementing and contradicting your speech act and note them down.

A. Body language supplementing speech act

1._____

_____

2. _____

_____

3,_____

_____

B. Body language contradicting speech act

_____

1._____

_____

2._____

_____

3. _____

_____



ACTIVITY- 2.3

1) Observe a person and identify the relation of his/her body language and speech act for three instances.

(a)_____

_____

b)_____

_____

2.5.2 WRITING

Writing is now distinguished as the mode of communication that represents language in a textual medium through the use of a set of signs or symbols (known as a writing system). Though a medium to carry meaning to the receivers of the message, it is usually distinguished from illustration such as cave drawing and painting, and non-symbolic preservation of language via non-textual media such as magnetic tape audio though the first one was related to primitive form of writing only.

Writing began in ancient cultures which needed reliable means of transmitting information, maintaining financial accounts, keeping historical records, and similar activities.

Writing, more particularly, refers to two things: writing as a noun, the thing that is written; and writing as a verb which designates the activity of writing. It refers to the inscription of characters on a medium, thereby forming words and larger units of language known as texts. It also refers to the creation of meaning and the information thereby generated. In that regard, linguistics (and related sciences) distinguishes between written and spoken language.

The major writing systems - methods of inscription - broadly fall into four categories: Logographic, syllabic, alphabetic and featural. Another category called ideographic (symbols for ideas), has never been developed sufficiently to represent language. A sixth category, pictographic, is insufficient to represent language on its own but often forms the core of logographic.

1) Logographic

A logogram is a written character which represents a word or morpheme. The vast number of logograms needed to write a language, and many years required to learn them, are major disadvantages of the logographic system over the alphabetic system. However, the efficiency of reading logographic writing once it is learned is a major advantage. No writing system is wholly logographic: All have phonetic

Ans to Q.No 4 :

The functions of communication according to Lasswell are:

a. Surveillance of the environment.
b. Correlation of the parts of the society in response to its environment.
c. Transmission of cultural heritage.

Ans to Q.No 5 :

The functions of communication according to McQuail are:

a. Information
b. Correlation
c. Continuity
d. Entertainment
e. Mobilization

Ans to Q.No 6 : Wright

Ans to Q.No 7 :

The types of communication depending on the number of participants are - Intrapersonal Communication, Interpersonal Communication, Group Communication, Public Communication and Mass Communication.

Ans to Q.No 8 :

Comparison between Verbal and Non-verbal Communication:

	Verbal Communication	Non-verbal Communication
1	It is carried out with the help of spoken words.	It is carried out without the help of spoken words.
2	Share of this in the total amount of communication in a human being's life is comparatively smaller	Its share is far bigger than the other
3	Its expression power is somewhat limited	This one is much more expressive than Verbal Communication
4	Without the support of Non-verbal Communication, Verbal Communication is not very effective	Non-verbal communication can be very expressive even without the support of Verbal Communication or spoken words.

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

5. Vilanilam, J.V (2005) Mass Communication in India . New Delhi : Sage Publications

3.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 :

Communication is the activity of sharing or exchanging information between two or more persons. It is a basic and universal tool for making others known to our views, feelings, interests etc.

Ans to Q.No 2 :

The different elements of communication are - sender, receiver, channel, message and feedback.

Ans to Q.No 3 :

a. Sender: Sender is the person who initiates the communication process. He is the one who sends a message to the receiver.

b. Receiver: Receiver is the person at whom the sender directs the message and who receives the message sent by the sender.

c. Message: Message is the information that the sender conveys to the receiver. It may be in the verbal or non-verbal form or could be a combination of both.

d. Channel: It is the vehicle which carries the information from the sender to the receiver or both. It can be made of a variety of materials. In oral communication it consists of air, in written communication of paper or other writing materials.

e. Feedback: It is the response of the receiver to the message sent by the sender.

f. Encoding: It is the process of forming a meaningful sentence or message to inform somebody about something.

g. Decoding: It is the opposite of the process of encoding. It is the process of understanding of the message by the receiver of the message.

components as well as logograms ("logo-syllabic" components in the case of Chinese characters, cuneiform, and Mayan, where a glyph may stand for a morpheme, a syllable, or both; "logo-consonantal" in the case of hieroglyphs) and many have an ideographic component (Chinese "radicals", hieroglyphic "determiners").

For example, in Mayan, the glyph for "fin", pronounced "ka'", was also used to represent the syllable "ka" whenever the pronunciation of a logogram needed to be indicated or when there was no logogram. In Chinese, about 90% of characters are compounds of a semantic (meaning) element called a radical with an existing character to indicate the pronunciation, called a phonetic. However, such phonetic elements complement the logographic elements.

Hieroglyph: A picture of any object representing a word, syllable or sound, found in ancient Egyptian writing system.

The main logographic system in use today is Chinese characters, used with some modification for various languages like Chinese, Japanese and to a lesser extent, Korean in South Korea. Another is the classical Yi script.

Cuneiform: Relating to the wedge-shaped characters used in the ancient writing systems of Mesopotamia, Persia.

2) Syllabary

Syllabaries are set of written symbols that represent (or approximate) syllables. A glyph in a syllabary typically represents a consonant followed by a vowel or just a vowel alone, though in some scripts more complex syllables (such as consonant-vowel-consonant or consonant-consonant-vowel) may have dedicated glyphs. Phonetically related syllables are not so indicated in the script. For instance, the syllable "ka" may look nothing like the syllable "ki", nor will syllables with the same vowels be similar.

Syllabaries are best suited to languages with relatively simple syllable structure, such as Japanese. Other languages that use syllabic writing include the Linear B script for Mycenaean Greek; Cherokee; Ndjuka, an English-based Creole language of Surinam and the Vai script of Liberia. Most logographic systems have a strong syllabic component. Ethiopic, though technically an alphabet, has fused consonants and vowels together to the point that it is learned as if it were a syllabary.

Glyph: A hieroglyphic character.



Creole: A language formed from a combination of a European language and another language, especially an African language.

3) Alphabetic

An alphabet is a set of symbols, each of which represents or historically represented a phoneme or unitary sound of the language. In a perfectly phonological alphabet, the phonemes and letters would correspond perfectly in two directions: A writer could predict the spelling of a word given its pronunciation, and a speaker could predict the pronunciation of a word given its spelling.

As languages often evolve independently of their writing systems, and writing systems have been borrowed for languages they were not designed for, the degree to which letters of an alphabet corresponds to phonemes of a language varies greatly from one language to another and even within a single language.

4) Abjads

In most of the writing systems of the Middle East, it is usually only the consonants of a word that are written, although vowels may be indicated by the addition of various diacritical marks. Writing systems based primarily on marking the consonant phonemes alone date back to the hieroglyphics of ancient Egypt. Such systems are called abjad's, derived from the Arabic word for "alphabet".

5) Abugidas

In most of the alphabets of India and Southeast Asia, vowels are indicated through diacritics or modification of the shape of the consonant. These are called abugidas. Some abugidas such as Ethiopic and Cree are learned by children as syllabaries and so are often called "syllabics". However, unlike true syllabaries, there is not an independent glyph for each syllable.

or information, feedback - the responses to the communication, noise or disturbances which mean interferences from technical or human problems resulting in misunderstanding or inadequate understanding of the meaning of the messages creating a waste of the communication efforts.

- The barriers of communication can be found in the forms of disparity of intellectual levels of the participants in the process; natural barriers - thunderstorms, rains, winds; technical fault in the transmitters or transmitting lines, lack of a common ground of mutually understandable platform or language, messages with ambiguous meanings etc.
- To be successful, communication must possess these qualities - credibility, context, content, continuity, consistency, channel and clarity.
- It is a human phenomenon that under normal circumstances we would like to expose ourselves only to those aspects and things in life with which we are familiar and feel comfortable with.
- Similarly, we would also like to perceive something only with those aspects with which we feel comfortable and are familiar.
- We actually communicate something even by not responding to the senders' messages.
- There are different types of communication depending on the number of participants, the physical and linguistic expressions, medium or tool or vehicles of transmission used, objectives to be achieved etc.



3.7 FURTHER READING

1. Aggarwal, Vir Bala, V.S Gupta (2002). Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company
2. Adler, Ronald B. , Rodman ,George R. (2000) Understanding Human Communication. Harcourt Brace College Publishers.
3. Kumar, Keval J. (2006) Mass Communication in India. Mumbai : Jaico Publishing House

(a) Work is more complex and requires greater coordination and interaction among workers
(b) The pace of work is faster
(c) Workers are more distributed
(d) Simultaneous, distributed work processes are more common
(e) Knowledge and innovation are more critical to an organization's competitive advantage
(f) Communication technologies and networks are increasingly essential to an organization's structure and strategy.



CHECK YOUR PROGRESS

Q.7.What are the different types of communication depending on the number of participants?

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_____
_____

Q.8 Compare Verbal and Non-verbal Communication.

_____
_____
_____



3.6 LET US SUM UP

- Communication is the mutually understandable activity of exchanging information with one's own self or with fellow human beings, using different methods.
- A person communicates with his or her own self for a major part of the time. Even when one is communicating with someone, prior to everything being said, he communicates with his own self to decide what to say, how to say, whether to carry on the process or not etc.
- Communication is an endless process starting with the conceiving of lives in our mothers' wombs and continuing on and on.
- The process essentially involves these elements or components - a sender, a receiver, a channel or vehicle for movement of the messages

Sometimes the term "alphabet" is restricted to systems with separate letters for consonants and vowels such as Latin alphabet, although abugidas and abjads may also be accepted as alphabets. Because of this use, Greek is often considered to be the first alphabet.

6) Featural scripts

A featural script represents the building blocks of the phonemes that make up a language. For instance, all sounds pronounced with the lips ("labial" sounds) may have some elements in common. In the Latin alphabet, this is accidentally the case with the letters "b" and "p"; however, labial "m" is completely dissimilar and the similar-looking "q" and "d" are not labial. In Korean hangul, however, all four labial consonants are based on the same basic element. Though, in practice, Korean is learned by children as an ordinary alphabet, and the featural elements tend to pass unnoticed.

Another featural script is Sign Writing, the most popular writing system for many sign languages, where the shapes and movements of the hands and face are represented iconically. Featural scripts are also common in fictional or invented systems, such as Tolkien's Tengwar.

2.5.3 VISUAL

Visual Communication is described as the conveyance of ideas and information in forms that can be read or understood by looking upon. Visual communication in part or whole relies on vision and is primarily presented or expressed with two dimensional images that includes: Signs, typography, drawing, graphic design, illustration, colour and electronic resources. It also explores the idea that a visual message accompanying a text has a greater power to inform, educate or persuade a person or audience.

The cave drawing or inscription could be called the father of today's visual element of communication. Any symbolic representation that does not come under the purview of writing in the absence of a full fledged developed code of language is a visual communication. Visual

code of communication really developed after the discovery of cinema. Visual meaning of a movie clipping, particularly in the diverse context of syntagmatic view point (syntagm meaning chain, syntagmatic analysis looks for what comes after what) or in the paradigmatic viewpoint (in what overall context the visual is set, or what are the two opposites of the overall context) may have completely different meaning to convey.

2.6 SOCIOLOGY OF COMMUNICATION

The sociology of human communication focuses on questions as the following:

1. How do people decode the highly coded human communication of everyday and how do they use the social system for doing so?
2. How do people reveal the ideational and interpersonal environment within which what they are communicating is to be interpreted? In other words, how do they construct the social contexts in which meaning of their communication takes place?
3. How do people relate the social context to the communication system? In other words, how do they deploy their meaning potential in actual semantic exchanges?
4. How and why do people of different social classes or other strata or sub-cultural groups develop different dialectical varieties and different orientations toward meaning?

2.7 PSYCHOLOGY OF COMMUNICATION

There are two important elements involved in speech as human communication or for that matter, the functioning of language: ideas and sounds.

Psychologically our thought - apart from its expression in words - is only a shapeless and indistinct mass. Philosophers and linguists have always agreed in recognizing that without the help of signs we would be unable to make a clear-cut, consistent distinction between two ideas. Without language, thought is a vague, uncharted nebula. There are no pre-existing ideas, and nothing is distinct before the appearance of language.

Verbal Communication. Besides, it seems that Non-verbal Communication enjoys more space than Verbal Communication in our life.

Organizational Communication: Organizational communication is a subfield of the larger discipline of communication studies. Organizational communication, as a field, is the consideration, analysis and criticism of the role of communication in organizational contexts. The study of organizational communication is not new but it has only recently achieved some degree of recognition as a field of academic study. It has largely grown in response to the needs and concerns of business. The first communication programs were typically located in speech departments, but most business schools now include organizational communication as a key element of study. The study of organizational communication recognizes that communication in organizations goes far beyond training managers to be effective speakers and to have good interpersonal communication skills. Moreover, it recognizes that all organizations, not just business organizations, have communication needs and challenges.

Tompkins (1984) defined organizational communication as "the study of sending and receiving messages that create and maintain a system of consciously coordinated activities or forces of two or more persons." Myers and Myers (1982) defined organizational communication as "the central binding force that permits coordination among people and thus allows for organized behavior," and Rogers and Rogers (1976) argued that "the behavior of individuals in organizations is best understood from a communication point of view." Before 1920, communication in small organizations was largely informal. As organizations increased in size, formal top-down communication became the main concern of organizational managers. Organizational communication in today's organizations has not only become far more complex and varied but more important to overall organizational functioning and success.

According to Kathryn A. Baker, changes confronting organizations and the associated changes in organizational forms have made organizational communication increasingly important to overall organizational functioning. For example:

But we should not see the different types of communication in isolation. It will always be a better idea to understand and think of communication process as a whole. This is because the communication process will be far more effective and meaningful if both these types can be combined judiciously for making a greater impact upon the receivers of those communication messages.

Yes, it is true that both of them can be completed in themselves in their individual spheres. But the objectives will be much more effective if both of them can be combined to produce a better effect.

All of you must be familiar with the 'silent movies' of Charlie Chaplin and also a famous feature film 'Pushpak' made in South India in which famous actor Kamal Hassan performed a role that did not have any dialogues. Both the films have been very popular. Have you ever thought how the people could enjoy these films if they did not have any spoken words?

And in many cases, even without saying a single word, a simple gesture of ours can convey the desired meaning to the receivers. When a person close to us is in grief or in a foul mood a simple touch of our hands can work as a soothing balm at that time.

The best way to communicate is to combine both Verbal and Non-verbal Communication to support each other. Our physical expressions contribute a lot to the effort of making the communication process effective and successful. In the face to face interactions, and also even when we are talking with someone without being seen personally, then also non verbal gestures affect our verbal expressions to a large extent.

For example, even when we are talking with someone over telephone or listening to radio programmes, the understanding as well as effects of the messages depends a lot on the voice modulation or the style of dialogue delivery. Based upon the speed, accuracy, pitch etc. the seriousness and desired meaning of the messages can be understood and drawn out by the intended receivers.

It is important to note that as body gesture and language play an important role in communication, a person communicates something even if he or she choses to remain silent. Also, many a time Non-verbal Communication can be completed in itself while the same can't be said of

Human Communication is one mind affecting another, as Shannon said once. On the other hand, Psychology is the scientific study of thinking, emotion, and behaviour. It is a diverse field and can be applied to almost all aspects of everyday life: Interpersonal relationships, school and lifelong learning, family and the work environment. Psychology uses scientific research methods to develop and test theories and to explain or predict behaviour.

The triggering of any process of Communication, on the other hand, triggers thought processes. Psychology of communication focuses on that dynamic process, how psychology shapes communication and simultaneously communication shapes psychology.

There are four important principles of communication or ideas about communication that we need to mention here:

- We communicate with others. Personal interaction is not something we do to others; rather, it is an activity we do with them.
- Human Communication can be intentional or unintentional. People communicate in many different ways. People's behaviour, dress, mannerisms, facial expressions, posture and so on can communicate information unintentionally. Psychologically, both positive and negative impressions can be created in unintentional ways.
- Human Communication is an irreversible process. We cannot retrieve a communication. We may explain it or indicate regret in sending it, but we cannot cancel the fact that it occurred
- Communication is unrepeatable. Each communication is unique in its own way. We can say the same words in the same way but the context has changed.

The psychological impact of human communication (where the message is shaped and interpreted by the psychology of the sender and of the receiver respectively) in turn changes or shapes the state or course of psychological as well as communication dynamics on a continuous basis, which includes understanding about the self and the other - the two relative elements of communication, namely sender and receiver. In a human

communication happening between two, these relationships are also reciprocal.



CHECK YOUR PROGRESS

Q.6 What are the major writing systems?

_____

_____

Q.7 What is visual communication? How is it different from communication through writing?

_____

_____

Q.8 What are the major issues related to sociology of communication?

_____

_____

2.8 COMMUNICATION AND CULTURE

By the term "culture", we understand a complex set of knowledge, folklore, language, rules, rituals, habits, lifestyles, attitudes, beliefs and customs that link and give a common identity to a particular group of people at a specific point in time. Any social unit may denote a culture.

Thinking in terms of our daily life, with family or friendship, even in two-person relationships, a culture develops over time. In friendship and romantic relationships, for example, partners develop their own history, shared experiences, language patterns, rituals, habits and customs that give that relationship a special character-a character that differentiates it in various ways from other relationships. Human communication, therefore, creates and recreates Culture on one hand, it also represents and is shaped by Culture on the other hand. Culture also provides an identity to the concerned social unit.

Public Communication: This specific type of communication involves a large number of receivers of messages or audiences, with just one or a few senders of messages, normally at a public place. As the number of receivers is large enough, mechanical devices like microphones, amplifiers, sound systems need to be used for communicating with the audiences. For example - big public meetings, political rallies etc. where several hundreds or thousands of people gather for listening to the speaker or the sender of messages. An experienced person can understand the physical or non verbal signals or feedback from the receivers here instantly and thereby decide how to conduct further communication.

Then there is the important type of communication called Mass Communication which we will discuss in detail in the next unit.

Types of communication based on physical and linguistic expressions:

Verbal Communication: This term means expressing ourselves, our feelings, attitudes etc. by using spoken and written language. Language is a code of symbols which is created after a scientific permutation and combination of alphabets and words for adding a certain meaning to the messages as one desires the receivers to understand. This is called encoding about which we have mentioned earlier. Similarly, the receivers on their part also try to draw out the meaning of the words and messages by decoding the words and sentences of the messages. So we can see that this process follows the same pattern that a normal communication process follows - like encoding - decoding etc.

Non-verbal Communication: In contrast to the above system, Non-verbal Communication means communicating by using various means and signs other than verbal language. Despite the simple enough definitions of both the types of communication, their meanings have far greater impact upon the people than we can actually think of. It is important to point out that Non-verbal Communication is much more expressive and meaningful than verbal language. The different tools or means of communication or expression in Non-verbal Communication include - our facial expressions, body gestures, our overall behaviour, dress code, way of doing things, our voice modulation while delivering messages etc. Each of these traits actually reflect something or the other about our overall personality which is a communication in itself and that is why its scope is much more wider than Verbal Communication.

Interpersonal Communication: This is the term applied to that type of communication when we communicate with one or more persons. Say, when we are talking with a few friends or family members sitting somewhat in a close manner. Here, the response or feedback is slightly delayed compared to the Intrapersonal one. The reason is that when we say something or show a certain gesture to the other person he or she will at first 'decode' what we have said, then 'encode' a specific response and only after that, will send across the response. The entire process takes a few seconds or may be a few minutes depending upon various circumstances.

It is basically a face-to-face communication usually in very close quarters, with almost equal scope for all the parties involved for participating in the communication process.

We normally practise this type of communication for a major portion of our lives.

Group Communication: In this type, the number of participants increases to about five / six to maybe 10 / 12 for which it is called a Group Communication. It is expected that the people communicating amongst themselves in a group may have some common relationship - for example - close friends, classmates, family members, employees in an office etc. It is usually seen that in contrast to Intrapersonal and Interpersonal Communication types, here the scope of equal participation in the communication process by all the members of the group may not be so simple.

Here the responses or feedback may be further delayed and some members of the group may not at all take part in the activity due to various factors.

Large and Small Group Communication: Some of the communication experts have opined that this mode of communication (Group Communication) can be further sub-divided into Large Group and Small Group Communication depending upon the number of participants in the process. However, there is no hard and fast rule regarding the fixed number of participants to identify groups in these categories.

Where a group traditionally meets, whether meetings begin on time or not, what topics are discussed, how decisions are made and how the group socializes etc. are all elements of what, over time, becomes the defining and differentiating elements of its culture. Even organizations have cultures, often apparent in particular patterns of dress, layout of workspaces, meeting styles and functions, ways of thinking about and talking about the nature and directions of the organization, leadership styles and so on. The most complex cultures are those that are associated with a society or a large number of people having a same cultural identity at some or other level in terms of ethnicity, language, nationality etc.

Relationship between Communication and Culture

The relationship between communication and culture is a very complex and intimate one. First, cultures are created through communication; i.e. communication is the means of human interaction through which cultural characteristics- whether customs, roles, rules, rituals, laws, or other patterns-are created and shared. It is not so much that individuals set out to create a culture when they interact in relationships, groups, organizations, or societies but rather that cultures are a natural by-product of social interaction. In a sense, cultures are the "residue" of social communication. Without communication and communication media, it would be impossible to preserve and pass along cultural characteristics from one place and time to another. One can say, therefore, that culture is created, shaped, transmitted and learned through communication. The reverse is also the case; i.e. communication practices are largely created, shaped and transmitted by culture.

To understand the implications of this communication-culture relationship, it is necessary to think in terms of ongoing communication processes rather than a single communication event. For example, when a three-person group first meets, the members bring with them individual thoughts and behavioral patterns from previous communication experiences and from other cultures of which they are, or have been, a part of. As individuals start to engage in

communication with the other members of this new group, they begin to create a set of shared experiences and ways of talking about them. If the group continues to interact; a set of distinguishing history, patterns, customs, and rituals will evolve. Some of these cultural characteristics would be quite obvious and tangible, such that a new person joining the group would encounter ongoing cultural "rules" to which they would learn to conform through communication. New members would in turn influence the group culture in small and sometimes large ways as they become a part of it. In a reciprocal fashion, this reshaped culture shapes the communication practices of current and future group members. This is true with any culture; communication shapes culture and culture shapes communication.

In analyzing the relationship between culture and communication, let us focus on three important features of culture: Culture as subjective; culture's change over time; culture are largely invisible. We have explained the three important features of culture below them below in some detail.

(a) Cultures are subjective: With regard to culture, the tendency for many people is to equate "different" with "wrong," even though all cultural elements come about through essentially identical communication processes.

(b) Cultures change over time: In fact, cultures are ever changing essentially through human communication, though the change is sometimes very slow and imperceptible. In one sense, any encounter between individuals in new relationships, groups, organizations or societies is an intercultural communication event and these varying cultural encounters influence the individual and the cultures over time. Travel and communication technologies greatly accelerate the movement of messages from one cultural context to another and in small and large ways, cultures come to influence one another through communication. Phrases such as "melting pot," "world community," and "global village" speak to the inevitability of intercultural influence and change.

(c) Cultures are largely invisible: Much of what characterizes cultures of



CHECK YOUR PROGRESS

Q.4 .What are the functions of communication according to Lasswell?

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_____

_____

Q.5 What are the functions of communication according to McQuail?

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_____

_____

Q.6 Who introduced the 'entertainment' function of communication?

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3.5 TYPES OF COMMUNICATION

We can classify the communication system into several types, depending upon various factors like physical and linguistic expressions, number of participants, medium or tool or vehicles of transmission used, objectives to be achieved etc. We will discuss about all of them with examples for your better understanding of the system.

Types of communication based on the number of persons involved:

Intrapersonal Communication: When we communicate within ourselves it is called Intrapersonal Communication. In simple terms, we exchange information or messages within ourselves in our own mind. For example, Intrapersonal Communication takes place when we think of something in our mind, try to remember something etc. It is important that as in this system we communicate with ourselves only, the feedback or responses to the process is instant or the most immediate.

Again, in addition to the moments when we exclusively communicate with ourselves, even each and every instance of communication with others --- whether with one person or a few persons - is preceded by at least one small instance of an Intrapersonal Communication.

1. Surveillance of the environment.
2. Correlation of the parts of the society in response to its environment.
3. Transmission of cultural heritage.

In 1960, Wright added to this a fourth function, entertainment. In 1987, Dennis McQuail added to this another function, i.e., the mobilization function of the media. He, then, in his book 'Mass Communication Theory' summarized the functions of communication. The set of communication functions defined by McQuail is widely accepted as the basic functions of communication. They are as follows:

Information

- → Providing information about events and conditions in the society and the world.
- → Indicating relations of power.
- → Facilitating innovation, adaptation and progress.

Correlation

- → Explaining, interpreting and commenting on the meaning of events and information.
- → Providing support for established authority and norms.
- → Socializing
- → Co-ordinating separate activities.
- → Consensus building.
- → Setting orders of priority and signalling relative status.

Continuity

- → Expressing the dominant culture and recognizing sub-cultures and new cultural developments.
- → Forging and maintaining commonality of values.

Entertainment

- → Providing amusement, diversion--the means of relaxation.

Mobilization

- → Campaigning for social objectives in the sphere of politics, war, economic development, work and sometimes religion.

relationships, groups, organizations or societies is invisible to its members, much as the air is invisible to those who breathe it. Language, of course, is visible, as are greeting conventions, special symbols, places and spaces. However, the special and defining meanings that these symbols, greetings, places, and spaces have for individuals in a culture are far less visible.

For example, one can observe individuals kissing when they greet but unless one has a good deal of cultural knowledge, it is difficult to determine what the behaviour means in the context of the culture of their relationship, group, organization or society. In other words, it is difficult to tell, without more cultural knowledge, if the kiss is a customary greeting among casual acquaintances or if such a greeting would be reserved for family members or lovers. In another example, beef steak is considered to be as an excellent food in some cultures. However, if one were a vegetarian or a member of a culture where the cow is sacred, that same steak would have an entirely different cultural meaning.

2.9 MYTHS RELATED TO HUMAN COMMUNICATION

Several myths are associated with communication:

Myth 1: As Long As People Are Talking, They Should Be Able To Understand Each Other.

- Understanding occurs only when individuals attribute the same or similar meaning to the messages.
- Do not assume that "talk" has resulted in understanding.

Myth 2: As Long As You Have The 'Right' Message, It Doesn't Matter How You Send it.

- Be sure to send a message in a way that will generate the desired result.

Myth 3: You Can Decide To Send No Message At All.

- If you send no message, you are sending the message that you don't want to talk.
- Nonverbal behaviour sends messages you may be unaware of.

Myth 4: More Communication Is Always A Good Thing.

- More frequent communication does not guarantee success.
- Sometimes more talk is not helpful.

Myth 5: Words Have Meaning.

- Words have meaning only when we agree on the meaning. A word represents its referent (the object it symbolizes) only if we agree to that representation.
- Because meanings are assigned arbitrarily, there is great room for misunderstanding.

Myth 6: Communication Is A Natural Process.

- Communication can be learned and practised.
- Some people are better at it than others; but everyone can improve.



2.10 LET US SUM UP

In this unit you have been introduced to the basic concepts related to human communication. Let us quickly recapitulate these concepts once again.

Because of the complex nature of communication, there are several ways to define it.

- According to a common concept in several definitions reviewed by Dance, communication is a verbal process by which we understand others and reduce uncertainty through the use of symbols.
- The working definition of communication for this text is shared meaning between two or more individuals using a symbol system.
- When individuals communicate with each other, they create a chance for shared meaning.
- Each individual's meaning is made up of experiences, training and background.
- When there is similarity of experience, training and background, there is a greater chance for successful communication.

Communication has several components:

- The context is the setting in which it takes place, for example, a personal conversation of a public speech.

3.3.3 BARRIERS TO COMMUNICATION

Barriers to the process of communication imply those conditions under which the smooth flow of the process is disturbed in varying levels. This may render the process ineffective, thereby causing misunderstanding among the participants. This happens due to several factors including differences in the mental capacity of the persons engaged in the process, disturbances in the communication channel or carrier which includes distortions and difficulties arising out of technical problems like the one we have already referred to earlier, static or cosmic disturbances like thunderstorms, rains affecting the sound reception quality while listening to radio or TV programmes etc., environmental noise like sound of traffic, loud music etc.



CHECK YOUR PROGRESS

Q1. What is communication?

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_____

_____

Q.2 : What are the elements of communication?

_____

_____

_____

Q.3 : Define the terms:

a. Sender
b. Receiver
c. Message
d. Channel
e. Feedback
f. Encoding
g. Decoding

3.4 FUNCTIONS OF COMMUNICATION

At different times different scholars have forwarded different opinions regarding the functions of communication. In 1948, Harold Lasswell named three functions of communication:

of the sentence. Following this, the receiver of the communication message will simply bring a glass of water to Mr A. Or maybe he or she does not bring the glass of water as the latter may not be free at that time or due to any other factor. Here, in return to Mr A's sentence or message, the Receiver may or may not speak anything but may simply do the job being asked to carry out.

When something is said or communicated to the other person, in reply the receiver of the messages also goes through the same process. Such as - at first he or she decides what is to be said in reply to the first communication and then formulates a suitable sentence or message to be passed on. This is called 'Feedback' in communication. It is the response of the receiving parties of a communication process.

Then, we come to the aspect of 'Channel' which is the carrier of the information or messages which we want the other party to know or receive. There may be many forms of a channel such as language, body language etc.

Here are a few other terms involved with the communication process with which you should become familiar:

Encoding - It is the process of forming a meaningful sentence or message to inform somebody about something. Say, for example, the writer of this study material wants to inform you all about Mass Communication. He or she prepares a structure about how to do it, then decides what is to be said, forms the exact sentences etc. This is Encoding.

Decoding - It is the opposite of the process of encoding. It is the process of understanding of the message by the receiver of the message. What you are trying to do right now while reading the study material is decoding.

Significantly enough, the word 'Noise' is used here with a different meaning. In communication studies, it refers to various types of disturbances that the communication process has to face many a time.

These disturbances may even cause distortions in a smooth flow of the communication process as they may hamper the proper understanding of the messages or information being exchanged between the communicators.

- The climate is the feeling or tone of the communication.
- The source is the sender of the message, who goes through an encoding process of translating his or her idea into language that the other person will understand.
- The message can be verbal, nonverbal or even mental.
- The channel is the means by which the message is sent.
- The feedback loop occurs when the sender invites responses to the message.
- The receiver goes through a decoding process of translating the message into his or her experience.
- Interference may occur from physical or psychological distractions.
- Timing can affect the communication process.

Human communication has several key characteristics:

- The process of Human Communication is continuous, ongoing and dynamic.
- Human Communication begins with the self.
- Human Communication is irreversible or inerasable.
- Human Communication is reciprocal.
- Human Communication is unrepeatable.
- Human Communication is transactional.
- Human Communication exists in some kind of context or setting.
  - Interpersonal communication involves two individuals.
  - Group communication exists among three or more people who have some common purpose.
  - Organizational communication occurs in a formal institution with a hierarchy, common goals and individualized tasks.
  - Mass communication with a population takes places through some form of mass media.

2.11FURTHER READING

1. DeVito, Joseph A. (2002) Essentials of Human Communication. Boston : Allyn & Bacon
2. Fiske, John (1990) Introduction to Communication Studies. New York : Routledge.
3. Tomasello, Michael (2008) Origins of Human Communication. Massachusetts : MIT Press.

2.12 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q. No. 1 : Human Communication is usually defined as the process of using messages to generate meaning by human beings.

Ans to Q. No 2 : The expression 'Communication is a process' refers to an activity, or exchange of messages to generate meaning.

Ans to Q. No 3 : The word 'connotation' refers to the meanings and feelings associated with a word used by an individual based on personal experience.

Ans to Q. No 4 : The word 'denotation' refers to the basic and generally understood meaning of a word found in the dictionary.

Ans to Q. No 5 : the eight key elements in the process of communication are sender, receiver, encoding, decoding, message, channel, noise and feedback.

Ans to Q. No 6 : The major writing systems broadly fall into the following categories- Logographic, syllabic, alphabetic and featural. There is another category called 'pictographic' which is insufficient to represent language on its own but very often forms the core of logographic. Another category by the name of ideographic (symbols and ideas) has never been developed sufficiently to represent language.

respond. And at other times we respond to someone else's queries or communication initiative when he or she might have wanted to know something about us - maybe out of personal or professional interest.

Here are a few definitions of the term communication which will help you in understanding the subject better:

"Communication is sharing of experiences on the basis of commonness." - Wilbur Schramm,

"One mind affecting the other." - Claude Shannon

Communications expert Leagans, way back in 1961, described communication as "a process by which two or more people exchange ideas, facts, feelings or impression in such ways that each gains a common understanding of meaning, intent and the use of messages."

In other words, it will not be wrong to say that communication is the 'mother of existence.'

3.3.2 HOW COMMUNICATION TAKES PLACE

Though the communication process looks simple yet it has to go through several steps before it reaches the person for whom it is aimed at. Let us go into this process for your understanding.

For completing the communication process there is a need of at least one (communication can be done within our own self also) or more persons.

Here, the person who would like to start the proceedings is called the 'Sender' of messages. And the one or ones who receive what is being said or written is termed as the 'Receiver', because he or she receives the communication message.

The Sender (for example Mr A) wakes up in the morning in his house and wants his mother to give him a glass of water. He would form a suitable sentence in this regard in his mind and speak to his mother or anybody else in the house. This is the 'Message'.

His mother or anyone who may have heard this sentence will at first listen to what has been said and then try to understand the meaning

We hope that this unit will open up to you the exciting world of communication in a completely new light. So let us begin our journey into this world by understanding the meaning of the word 'communication' from the point of view of a professional communicator.

3.3 COMMUNICATION

Communication is quite a simple term that transcends each and every walk of human life. It influences the way we live and has an impact on our day to day life.

This term is derived from the Latin roots 'communis' and 'communicare' both of which imply sharing and mutual understanding. It is something through which we share knowledge, feelings, ideas, information etc.

In face-to-face communication, it is not merely an exchange of information, but also something more which includes passing of gestures, expression, language, tones etc. All these aspects combined together create a sort of impact on both partners. It goes on to affect some kind of changes in the behaviour or personality of all those persons involved in the communication process.

3.3.1 DEFINITION

Communication is an all-encompassing activity or process that has far-reaching utility and influence over humanity. In one way, it is the driving force of humankind anywhere in the world.

It is the activity of sharing or exchanging information between two or more persons. It is a basic and universal tool for making others know about our views, feelings, interests etc. In other words, it implies notifying others (whoever might be interested) about our attitudes, state of our mind etc.

This happens in two ways. First, we might wish to know the mental state of somebody else and second, we might be interested in getting across our state of mind to someone who might have some interest in it. Sometimes we start the communication process to which others

Ans to Q. No 7 : Visual Communication is described as the conveyance of ideas and information in forms that can be read or understood by looking upon. Visual communication differs from communication through writing. Visual communication in part or whole relies on vision and is primarily presented or expressed with two dimensional images that includes: Signs, typography, drawing, graphic design, illustration, colour and electronic resources. On the other hand, communication by way of writing represents language in a textual medium through the use of a set of signs or symbols (known as writing system).

Ans to Q. No 8 : The sociology of communication focuses on the following issues-

a. Ways and means to decode the highly coded human communication and how the people use the social system to do so

b. Ways in which people construct the social contexts in which meaning of the communication takes place

c. The sociology of communication also throws light on how people relate the social context to the communication system

d. It focuses on how and why people of different social classes or other strata or sub-cultural groups develop different dialectical varieties and different orientations toward meaning



2.13 MODEL QUESTIONS

A. Very short Questions

Q.1 Define human communication.

Q.2 What are the key elements in the process of human communication?

Q.3 What is the difference between intra-personal and interpersonal communication?

Q.4 Is there any difference between symbols and language?

B. Short Questions (Answer each question in about 150 words)

Q.1 Write a note on the evolution of human communication.

Q.2 What are the basic characteristics of human communication?

Q.3 Briefly discuss the different traditions of human communication as they evolved through different ages.

C. Long Questions (Answer each question in about 300-500 words)

Q.1 What is writing? Briefly mention the major writing systems.

Q.2 Briefly discuss the issues related to sociology and psychology of human communication.

Q.3 Discuss the relation of human communication and culture.

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UNIT -3: COMMUNICATION

UNIT STRUCTURE

3.1. Learning Objectives
3.2. Introduction
3.3. Communication
3.3.1. Definition
3.3.2. How Communication Takes Place
3.3.3. Barriers to Communication
3.4. Functions of Communication
3.5. Types of Communication
3.6. Let us Sum up
3.7. Further Reading
3.8. Answers to Check Your Progress
3.9. Model Questions

3.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- define the term communication
- outline the process of communication
- name the barriers to communication
- describe the functions of communication
- explain the different types of communication

3.2 INTRODUCTION

This is the third unit of the course on Introduction to Mass Communications. In this unit, we will introduce you to the basic concept of 'communication'.

Here, we will discuss how the activity of communication takes place among human beings. We will also discuss the different stages of the communication process with all its characteristics and aspects. After a thorough study of this unit, you will have developed an adequate understanding of the concept of communication and this will be your base for understanding the concept of Mass Communication which will be studied in the fourth unit of this course.