

INTRODUCTION TO COMMUNICATION



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OBJECTIVE

- ❖ **This unit provides an overview of different aspects of communication. It focuses on the forms and the levels of communication. It also aims at developing an understanding of the roles each form and level of communication plays in our personal and professional life.**

UNDERSTANDING COMMUNICATION

- ❖ **Communication is a process of sharing or exchange of ideas, information, knowledge, attitude or feelings/emotions among two or more persons through certain signs and symbols.**

DEFINITIONS OF COMMUNICATION

- ❖ **Communication is the transfer or conveying of meaning. (Oxford Dictionary)**
- ❖ **Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour (Merriam Webster Dictionary)**
- ❖ **In the most general sense , we have communication whenever one system (source) influences another (destination)by manipulation of alternative signals, which can be transmitted over the channels connecting them. (Charles E Osgood)**
- ❖ **Communication is the transfer of stimuli. (Colin Cherry)**
- ❖ **Communication is the mechanism through which human relations exist and develop or sharing experience on the basis of commonness. (Wilbur Schramm)**

ELEMENTS OF COMMUNICATION

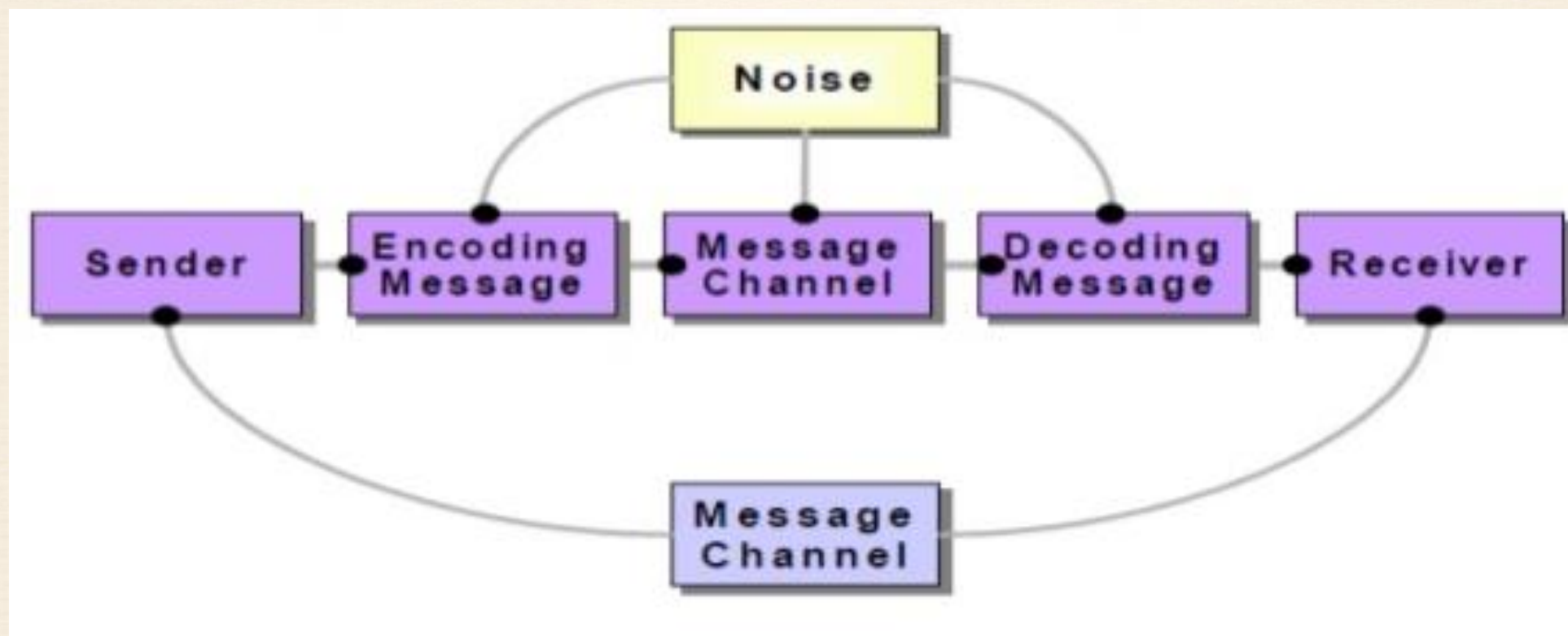
- ❖ **To understand communication well, we need to understand the process of communication and to understand the process well, we need to understand the elements of communication and their role in communication. They are:**
- ❖ **Source**
- ❖ **Message**
- ❖ **Channel**
- ❖ **Receiver**
- ❖ **Feedback**
- ❖ **Noise**

UNDERSTANDING ELEMENTS & PROCESS

COMMUNICATION

- ❖ Communication is a two way or dynamic process that involves a series of actions and interactions with a view to achieving a goal.
- ❖ The process of communication include:
 - ❖ 1. Source/Sender (capable enough to formulate or encode a message)
 - ❖ 2. Message (can be an idea, information, knowledge , feelings/emotions)
 - ❖ 3. Channel or Medium for transmission (Telephone, Radio, TV, Microphone, voice , gesture etc)
 - ❖ 4. Receiver (capable enough to decode the message)
 - ❖ 5. Feedback (after decoding the message the receiver encodes a reply based on the capacity of understanding or interpreting the message)
 - ❖ 6. Noise (any barrier to communication like noise in case of face to face communication, blurred printed letters, unknown language etc.))

PROCEES OF COMMUNICATION



FORMS OF COMMUNICATION

- ❖ **Verbal Communication**
- ❖ **Non-verbal Communication**
- ❖ **Paralanguage**
- ❖ **Iconic**
- ❖ **Semiotics**

VERBAL COMMUNICATION

- ❖ **Verbal Communication is a type of communication in which messages and information is shared , conveyed, exchanged or communicated through words.**
- ❖ **The term verbal is derived from Latin word ‘verbum’ meaning ‘word’**
- ❖ **Words can be spoken as well as written.**
- ❖ **Spoken words include conversation between two or more people. Public address, Group discussion, Interview etc.**
- ❖ **Written words include any written material in which words are used.**

NON VERBAL COMMUNICATION

- ❖ **Non-verbal communication is a type of communication in which messages are transferred through any sign or symbol other than words.**
- ❖ **Nonverbal communication includes body language without using words**

PARALANGUAGE

- ❖ Paralanguage is non lexical component of speech, for example, pitch, intonation, speed of speaking gesture while speaking, facial expression etc.
- ❖ Paralanguage refers to how something is said , rather than the content of what is said; for example-
 - ❖ (1). Rate of speech
 - ❖ (2). Tone
 - ❖ (3). Inflection of voice
 - ❖ (4). Other noises or sound with the breath
 - ❖ (5). Laughing
 - ❖ (6). Yawning
 - ❖ (7). Silence

ICONIC

- ❖ Iconic refers to feature or characteristics of a famous person or thing that represents something of importance
- ❖ Iconic means very famous or popular, especially being considered to represent particular opinions or a particular time
- ❖ Derived from Latin 'iconicus', from Greek 'eikonikos' meaning likeness, image
- ❖ Similar to classic, iconic is generally restricted to more recent, highly original, influential, or unique, works of art, artists, performers.

SEMIOTICS

- ❖ **Semiotics is the study of**
 - ❖ **1. Meaning making**
 - ❖ **2. Sign processing**
 - ❖ **3. Meaningful communication**
- ❖ **In the semiotic tradition communication is seen as a process of sharing meaning through signs.**
- ❖ **It includes the study of verbal and non-verbal signs that can stand for something else and how this interpretation impacts society.**

LEVELS OF COMMUNICATION

- ❖ **Intra-personal Communication**
- ❖ **Interpersonal communication**
- ❖ **Group Communication**
- ❖ **Mass Communication**

INTRAPERSONAL COMMUNICATION

- ❖ **Interpersonal communication takes place within a single person, often for the purpose of clarifying an idea or analysing a situation.**
- ❖ **Interpersonal communication is undertaken in order to reflect upon or appreciate something**
- ❖ **Three aspects of interpersonal communication**
 - ❖ **Self-concept/awareness- how a person sees her/himself based on BELIEFS, VALUES,& ATTITUDE(these 3 together influence one's behaviour)**
 - ❖ **Perception- how a person sees the outside world**
 - ❖ **Expectation - future - LIFE SCRIPTS**

LEVELS OF INTRA-PERSONAL COMMUNICATION

- ❖ **INTERNAL DISCOURSE** - Thinking, analysing, dreaming (day or night), prayer, meditation,
- ❖ **SOLO VOCAL COMMUNICATION**- talking to oneself loudly to clarify something or a rehearsal before interpersonal communication, or sometimes to relieve oneself especially when one needs to let out some strong emotion (anger, joy, fear)
- ❖ **SOLO WRITTEN COMMUNICATION**- an entry into a diary,

INTERPERSONAL COMMUNICATION

- ❖ **In Interpersonal Communication, an interaction takes place between two persons.**
- ❖ **Both act as the sender and the receiver of messages**
- ❖ **Immediate feedback is its important feature.**
- ❖ **Communicators can modify the message according to the feedback**
- ❖ **One can persuade, motivate, encourage, and coordinate effectively.**

GROUP COMMUNICATION

- ❖ **Group Communication is an extension of interpersonal communication where more than two persons are involved in communication.**
- ❖ **Participants here are usually HOMOGENEOUS**
- ❖ **Participants have a common interest.**
- ❖ **Classroom lectures, Group discussion, Conferences, Meetings etc are the examples of Group Communication.**

MASS COMMUNICATION

- ❖ Any mechanical device that multiplies messages and takes it to a large number of people simultaneously is called mass communication.
- ❖ The channels through which mass communication takes place are called Media.
- ❖ Broadly there are two types of Media
 - ❖ (a) Print Media
 - ❖ (b) Electronic Media

COMMUNICATION AS SUBVERSION

- ❖ **Subversion in general refers to a process by which the values and principles in a system is contradicted or reversed, and here, communication plays a vital role.**
- ❖ **Communication at times becomes detrimental through the use of tools like silence, subterfuge, propaganda etc. with a negative purpose specially during the time of crises.**

COMMUNICATION AS SUBVERSION

- ❖ **Communication can also be used as subversion.**
- ❖ **Communication is made detrimental through the use of the following tools with a negative purpose especially during the time of crises.**
- ❖ **(a) Silence- complete absence of sound**
- ❖ **(b) Satire- the use of humour, irony, exaggeration or ridicule to expose and criticise sb/sth**
- ❖ **(c) Subterfuge- Deceit used in order to achieve one's goal or a trick or a dishonest way to achieve something**
- ❖ **(d) Propaganda- Information especially of a biased or misleading nature, used to promote something**