

Topic: Theories of Mass Communication

Subtopic No.1: Definition, Nature, Process

Keywords: Communication

1.0 Definition:

“Communication can comprehensively be characterized as trade of thoughts, messages and data between at least two people, through a medium, in a way that the sender and the beneficiary comprehend the message in the good judgment, that is, they create basic comprehension of the message. The word communication is gotten from the Latin word 'communicare', which intends to share, confer, partake, trade, and transmit or to make normal. It underlines on sharing normal data, thoughts and messages. It isn't simply giving requests and guidelines.” (Ballard et.al,2006)

“Communication is the transfer of information from a sender to a receiver, with the information being understood by the receiver”. — Koontz and Weihrich

“Communication is the art of developing and attaining understanding between people. It is the process of exchanging information and feelings between two or more people and it are essential to effective management.” — Terry and Franklin

“Communication is the sum of all things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.” — Allen Louis

2. Nature of Communication:

1. Two-way process:

Communication is a two-path procedure of comprehension between at least two people – sender and recipient. An individual can't speak with himself.

2. Determined methodology:

Exchange of considerations and speculation among people is a constant methodology in business and non-business affiliations. Perpetual communication progresses appreciation and exchange of information significant for dynamic.

3. Dynamic procedure:

Communication among sender and gatherer takes different structures and medium depending on their auras and lead. It is, thusly, an amazing method that keeps changing in different conditions.

4. Inevitable:

Communication is an inevitable activity. It occurs at all levels (top, focus, low) in each and every utilitarian zone (creation, store, and work power, bargains) of a business affiliation.

5. Methods for bringing together hierarchical exercises:

Communication unites inside definitive condition with its outside condition. It furthermore arranges the human and physical resources and changes over them into progressive yield.

6. Objective-arranged:

Communication is objective arranged. But on the off chance that the recipient and sender know the explanation they hope to achieve through communication, it has negligible down to business utility.

7. Establishment of the executives:

Regardless of the way that communication is a planning limit, it is critical for other authoritative limits besides. Arranging plans and affiliation structures, prodding people to accomplish destinations and controlling progressive activities; all require communication among executives at various levels.

3.0 Process of Communication:

Communication process is a gathering of activities where message sent is understood by the recipient in its normal significance. For example, execution of a purchase solicitation or conversation through telephone will be done if the perfect result is practiced, that is, supplier sends the perfect items and beneficiary of call goes about as needed by the maker of the call.

Communication is a procedure that connects the sender with the beneficiary of the message. A procedure is "an effective game plan of exercises, errands or course of action of changes facilitated to some end." However, taking everything into account, conditions, communication

process is shockingly confounding. It contains a movement of segments which achieves sharing of criticalness by sender and beneficiary.

These elements are discussed below:

3.1. Sender:

Sender is the person who begins, makes and sends the message. He addresses the wellspring of message. The communication procedure begins when the sender develops an idea or message he needs to transmit. He ought to arrange the contemplations in a manner that can be appreciated by the receiver. An educator passing on a discussion in the investigation lobby is the sender of the message or a chief keeping an eye on his gathering in a get-together is sender of the message.

3.2. Message:

Message is the genuine stunt or information that the sender needs to pass on. He may say no thanks to it verbally (by making or talking) or non-verbally (through signs or non-verbal communication). Whatever the structure, the message should be clearly confined so needed objective is rehearsed.

3.3. Encoding:

At the point when the sender is away from what message to transmit, he picks the code through which the message will be transmitted. The message is dynamic and indistinct and, thusly, must be changed over into some structure (words, movements, pictures, etc.) to make it huge. Encoding infers changing over the message into pictures.

Encoding offers significance to the message or changes over musings into codes which can be grasped by the receiver. Encoding suggests making an understanding of the message into words (formed or spoken), pictures or movements. It may be a blend of the three. The code should be fitting to the condition that is, deciphered by the receiver in the way arranged.

3.4. Transmission:

Transmission incorporates picking the medium or channel of communication. At the point when presumed that the message must be sent recorded as a printed version, the sender may pick the

electronic channel and the component of email or fax. Short messages can be transmitted through telephone yet extended messages can be sent through letters or handouts.

Choice of channel depends on the message to be passed on, singular inclinations of the sender and nature of information. Short messages are usually sent through telephone. Where drawings, frameworks and outlines structure some bit of the message, it should be sent recorded as a printed copy. Singular inclinations consolidate sender's tendency for a particular channel.

A couple of senders need to bestow recorded as a printed copy, howsoever short the message may be and, in like manner, favor the made channel out of transmission. Nature of information suggests instantaneousness and mystery of information. Private information where fast info is required is generally transmitted orally.

3.5. Receiver:

Receiver is the individual or a social occasion of individuals to whom the message is passed on. On the off chance that there ought to emerge an event of telephonic conversation, the sender can send message to one receiver in any case if there ought to be an event of social occasion discussions, courses and gatherings, receivers can be various. The message must be arranged; encoded and transmitted such that receiver can grasp it with no issue. Use of particular words, dialects and tangled pictures should be kept up a key good ways from. Dependent upon the channel picked, receiver may be a group of people, watcher or a peruser.

3.6. Decoding:

Decoding suggests giving noteworthy interpretation to the message. On getting the message, the receiver makes a translation of the pictures into huge information too as could be normal. Communication is effective if receiver appreciates the message correspondingly as proposed by the sender. The receiver must, along these lines, be familiar with the codes and pictures used by the sender.

3.7. Noise:

It addresses the upsetting variable during the time spent communication. It intrudes with convincing communication and diminishes clearness of the message. The message may be deciphered exceptionally rather than proposed by the sender. Talking near a machine making

sounds, disturbance in telephone line, physical illness or mental wretchedness of sender or receiver, mental limits (level of trust, fear, acumen, etc.) are the typical kinds of noise that obstruct the idea of message transmitted from sender to the receiver.

3.8. Feedback:

Feedback is receiver's response to sender's message. The receiver grants his reaction to the sender through words, pictures or movements. It is the reversal of communication process where receiver transforms into the sender and sender transforms into the receiver. But on the off chance that the receiver responds to the message, communication process is divided.

Feedback makes the sender change his message, if vital. It furthermore allows the receiver to clear inquiries on the message presents requests to amass his conviction and enables the sender to know capability of the message. Feedback makes the communication procedure complete.

In eye to eye communication, the sender can rapidly get the feedback anyway in made communication; it requires exertion for sender to get feedback on the message. A made warning sent by chief to the agents to work seven days out of each week instead of six can be executed when everybody has examined and denoted the notice. Subordinates will give feedback on the warning and propose changes, at whatever point required. Executives can execute the notice just in case it is recognized by the subordinates, with the exception of on the off chance that it is a solicitation.

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