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<b>Topic-</b>	<b>Defining Communication</b>
<b>Sub-Topic-</b>	<p>1. Understanding human communication</p> <p>2. Definitions</p> <p>3. What is communication? Why do we communicate? How do we communicate?</p> <p>Brief history, evolution and the development of communication in the world with special reference to India.</p> <p>4. Brief history, evolution and the development of communication in the world with special reference to India.</p> <p>5. Five senses of communication</p> <p>6. Non-verbal communication: Body language, gestures, eye contact.</p> <p>7. Development of Speech- From Nonverbal to verbal, Oral communication</p>
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## **Understanding human communication**

Communication is an omnipresent, continuous, complex activity. The basic purpose of human communication is to create a shared environment and commonality among the participants. The act of communication depends on a common symbol system for exchange of meanings. Thus, it develops and improves human relationships. The means of human communication has undergone a gradual development in line with the growth of technology. The evolutionary stages of human communication can be summarized as the ages of signs, speech and language, writing, printing and mass communication. Modern communication began with the invention of printing press by Johannes Guttenberg. The evolution of communication technology can be summarized as the ages of print, signals, man and machine, satellites networks, and the Internet.

There are certain elements inevitable in a communication process. They are the basic components present in every communication act. The various elements of communication are: Sender, Message, Channel, Receiver, Feedback, Noise, Context, and Effect. Based on the delivery of message, communication can be broadly categorized into non verbal communication and verbal communication. On the basis of the context, communication can be divided into formal and informal communication. Depending on the number and nature of persons involved, communication attains different levels and in some cases requires various technologies. The levels of communication are: Intrapersonal communication, Interpersonal communication, Group communication, Public

communication, Mass communication. Mass communication is different from all other levels of communication since it involves very complex, large, mass media system. The concept of mass in mass communication means large, anonymous, heterogeneous and widely dispersed audience. Mass media influence the societies in many ways. They inform, entertain, educate, set social agendas, provide universal shared experiences and nurture cultural values.

**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

## **WHAT IS COMMUNICATION**

Simply defined, communication is the art of transmitting information, ideas and attitudes from one person to another. It is a process of transmitting a message from a source to an audience through a channel. For example, in a conversation, which is the most common type of communication, the person who speaks is the source and the person who listens is the audience. What is transmitted by the person who speaks is the message and the spoken voice carried through the air is the channel. Ban and Hawkins define communication as the process of sending and receiving messages through channels which establish common meaning between a source and receiver. According to Joseph A. DeVito communication refers to “the act by one or more persons, of sending and receiving messages, distorted by noise, within a context, with some effect and with some opportunity for feedback.” Wilbur Schramm, a leading communication scholar, defines communication as a sharing process. He traces the word communication to the Latin word ‘communis’ which means common.

According to him, when we communicate we are trying to establish a commonness with someone. That is, we are trying to share information, an idea or an attitude with someone.

## CHARACTERISTICS OF MASS COMMUNICATION

Mass communication is addressed to an extremely large audience through the mediation of print, film, photography, television, radio and internet. The term mass communication is still evolving especially in the context of the speedy changes in media technology. The digital revolution can redefine the concept of mass communication and its characteristics.

A number of characteristics distinguish mass communication from other types of communication namely intrapersonal, interpersonal and group communication.

**These characteristics are given below:**

1. **Mass medium** : An important characteristic of mass communication is the presence of mass media like newspaper, radio, television, magazines, books, websites and social media networks. The medium is capable of taking the same message around the world.
2. **Anonymous** : The participants (senders and receivers) in the mass communication process are usually unknown to each other. The messages are not usually directed to anyone in particular.
3. **Delayed feedback** : Feedback is the information that is sent back by the receiver to the source. In interpersonal communication feedback is instant. But in mass communication feedback is slow.
4. **Gate keeping** : Mass communication implies a gate keeping function on the part of the communicators such as reporters and editors. In their capacity as people who control the flow of news they may limit, expand or reorganise information.

5. **Limited sensory channels:** In a face to face communication process a person can see, hear, touch and even smell the other person. But in mass communication, we may only be able to hear and see and even these maybe limited depending on the way the mass communicator decides.

6. **Universal access :** Mass communication experience is a public one. Everyone has access to it. It cannot be restricted to anyone on account of colour, race, sex and other differences.

7. **Rapid :** Messages are sent to the audience as soon as they are received by the communicators. News items and events can be broadcast to millions of people worldwide instantly.

8. **Mass audience:** The receivers of mass media are large. The number can vary from hundreds to thousands and even to millions.

9. **Transient :** Mass communication experience is transient. The message is meant to be consumed at once and then it disappears. Numerous messages and images come and go in fleeting seconds.

## **FUNCTIONS OF MASS COMMUNICATION**

The popularity and persuasive influence of the mass media can only be maintained by its significant functions. Mass communication performs the following functions in society.

1. **Inform :** Mass media carry out this function by keeping us informed about the latest news in our region and around the world. In many societies mass media have become the principal means of information.

2. **Entertain** : Mass media design their programmes to entertain. They attempt to entertain, to capture the attention of large numbers of people. Mass media help us to passtime and to relax with family and friends.

3. **Educate** : Media is a great teacher and educator. Most of the information that we have obtained is not from classrooms but from mass media like newspapers, magazines, radio, television and internet.

4. **Reinforce** : Media function to reinforce or make stronger our beliefs, attitudes, values and opinions. For example, the communists will expose themselves to communist publications and programmes and they will emerge ideologically reinforced from such experiences. Similarly, the anti-communists will expose themselves to messages in line with their ideology and will emerge reinforced or stronger in their convictions.

5. **Socialize** : Socializing is a process in which an individual adopts the behavior, norms and values of a society. One of the main functions of any media system is to socialise its viewers, readers and listeners.

6. **Activate** : Mass media can activate audience or move people to action. They function to get the audience to channelise their opinions and pressurise the government and other civic bodies to act.

7. **Change or persuade** : Media do not function primarily to change our behavior. But media can be used to form public opinion, influence voting behaviour, change attitudes, moderate behaviour, expose claims and sell products.

8. **Confer status** : If you list the 100 most important people in the country, they would undoubtedly be the people who have been given a great deal of mass media exposure. Media confer status to people with great media exposure.

9. **Focus attention** : Mass media have the ability to focus public attention on certain problems, events and issues at a given time. The devastating earthquake and tsunami in Northern Japan in March 2011 and subsequent Nuclear radiation in Fukushima were the lead stories in most of our media.

10. **Ethicise** : By making public certain deviations from the norms, the media can arouse people to change the situation. It provides people with a collective ethics or ethical system.

## **FUNDAMENTALS OF COMMUNICATION**

The term communication stems from a Latin word communis which means 'common' and denotes the act of imparting, conveying or exchanging ideas through speech, writing or signs. It is one of the fundamental needs of human beings and it is as important as the physical requirement for food and shelter. Thus, communication can be considered as an individual as well as a social need. We live in a mediated society. Many of our ideas about the world, knowledge of what is happening and the values mostly come from the media. Our ideas of the world are derived largely from the modern media which produce and package versions of events and issues in their output and which we consume as part of our daily lives and situations.

## **ELEMENTS OF COMMUNICATION**

Elements of communication refer to the basic components involved in an act of



communication. These elements are also called the universals of communication because they are present in every communication act. These elements are briefly mentioned below:

**1. Source :** A person who sends a message or a signal is the source in communication. Communication by definition demands that someone send signals and someone receive them.

**2. Receiver :** A person who receives the message or signal is the receiver in a communication process.

**3. Context :** Communication always takes place within a context. It can either restrict or stimulate the communication process. Communication in a funeral home, a public park, a cricket stadium and in a church will be entirely different.

**4. Message :** Message is anything that is sent and received. Generally we think of communication messages as being verbal (oral or written). We can also communicate nonverbally.

**5. Channel :** It is the route or vehicle along which the message is transmitted from a sender to receiver. When you talk to a friend, the sound waves that carry your words constitute the channel. When you write something, the piece of paper becomes the channel. Newspapers, magazines, radio, television and internet become the channels in mass communication.

**6. Noise:** Noise in communication refers to anything that distorts or interferes with the message. The screeching of a passing car, sun-glasses a person wears, prejudices, bias, poor grammar etc. interfere with the effective and efficient transmission of messages from the sender to the receiver.

**7. Encoding:** Two important elements in communication are 'encoding' (at the sender end of the model) and 'decoding' (at the receiver end). Encoding means that the message is translated into a language or code suitable for transmission to the intended receivers.

**8. Decoding:** The act of understanding or comprehending a message is referred to as decoding. When we speak we are putting our ideas into sound waves (encoding). By translating sound waves into ideas we are taking them out of the code they are in and hence decoding. Similarly, when we read a text, we are decoding the written symbols of a language.

**9. Feedback:** The information that is fed back to the source is known as feedback. Feedback, in general, refers to any process by which the communicator obtains information as to whether and how his/her intended receiver has received the message.

**10. Effect:** The consequences of communication are referred to as effect.

Communication has always some effect on one or more persons. The effect could be on the source or on the receiver or on both of them.

## **TYPES OF COMMUNICATION**

Communication has been classified into several types depending upon the social groups in which it takes place and upon the technical devices used to facilitate it. The types range from the intrapersonal and interpersonal to the group and mass communication.

## **Intrapersonal Communication**

Communication that takes place within an individual is called intrapersonal communication. The individual functions here as the source and receiver. It includes our reflection, contemplation, meditation, our inner monologues, our reflection upon ourselves, and our relationships with others and with our environment. Conversing with the Divine may be termed trans-personal communication.

## **Interpersonal Communication**

Interpersonal communication is face to face communication between two persons or more in close physical proximity. In other words, interpersonal communication describes any mode of communication, verbal or nonverbal, between two or more people. It is considered the most effective type of communication because it is personal, direct, intimate and allows maximum interaction in word, gesture and expression. Communication between two persons is also known as dyadic communication.

## **Group Communication**

Communication by many persons in a face to face situation is described as group communication. Here, as the group grows in size communication tends to become more and more of a monologue reducing participation. The degree of directness, therefore, depends on the size of the group, the place where it meets and also the relationship of the members of the group to one another. In group communication feedback is more difficult to measure and respond to.

## **Mass Communication**

Mass Communication is the process of delivering information, ideas and attitudes to a sizeable and diversified audience. This is done through the use of media developed for that purpose namely newspapers, magazines, radio, television, websites, social media networks. The act of mass communication is much more complex than that of face to face communication. It is addressed to masses, to an extremely large audience.

### **Nature of Communication:**

#### **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.

#### **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.

#### **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.

**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.

**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.

**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.

**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.

**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:

### **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.

### **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.

**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.

**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.

### **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.

### **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.

**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.

**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.

## **Evolution of communication**

Before going to further details of the process, let's now examine how humans acquired the means of communication. It was not a one day miracle; it took millions of years to arrive at the present situation. Communication had evolved with the human evolution. When did human beings start communication? How did our ancestors communicate each other when there was no language? When did they begin to use words and texts? Imagine on a fine morning you are in some part of the world where your language is not understood by others. How will you ask for a glass of water? Fine, you would use signs, gestures or symbols that may indicate thirst, glass or water. Same way, our ancestors communicated when there were no languages. As the civilizations took origin, a system of communication became inevitable for the exchange of ideas and co-existence. The evolution of human communication has passed through the following stages to reach the present status:

### **1. The age of signs**

2. The age of speech and language

3. The age of writing

4. The age of printing

5. The age of mass communication

Communication is based on interactions with our environments. Pre-historic men developed the ability to interact with their five sensory channels. They used signs, symbols and body language to communicate. This system is called nonverbal communication. Ancient men slowly developed language giving particular meaning to the sounds they produced on various occasions. It was a very crude form of oral/verbal communication. To make their verbal interactions effective, sounds were blended with gestures and postures. Even today body language accompanies many of our verbal interactions in the form of pitch variations of sound, gestures, dress codes, use of space and so on. The social life required systematic and permanent forms of communication. The idea of preservation gave birth to carvings and paintings on cave walls. They are called petroglyphs. Around 7000 BC, the mode of communication further developed into pictographics. It was the method of conveying an idea by drawing a series of pictures. Pictographics could be read as text matters. A more efficient way of communication was essential as the collective life needed recording of cultural activities, values, habits and code of conduct. Symbols used in ideographic stages slowly paved the way for the origin of individual letters. Simultaneously, grammar system was also developed in various ways in different parts of the world.

During this era of writing, people abundantly produced manuscripts using papyrus, animal skins, palm leaves and similar materials. Religious propagation and spread of education necessitated the duplication of written texts. Thus, printing was started using stone or wooden blocks. The Chinese produced the first block printed book "Hiraka Sutra" (Diamond Sutra) in 868 AD.

At the same time, the techniques of paper and pulp making developed in China were introduced into the other parts of the world by the Arabs. Invention of printing press using movable types revolutionized communication paving the way for full-fledged mass communication systems.

### **Five Senses of Communications**

Our senses allow us to learn, to protect ourselves, to enjoy our world. Can you imagine what it might be like to live your life without any of your senses? The senses usually work together to give us a clear picture of the things around us. If one sense is not working due to an accident or illness, then other senses will take over or become stronger to make up for the missing sense. The five senses are: taste, sight, touch, smell, and hearing.

### **Taste**

sense of taste comes from the taste buds on our tongue. These buds are also called papillae (say: puh-pih-lee). But, the sense of smell also affects our taste. The tongue is only able to taste four separate flavors: salty, sweet, sour and bitter. But, you might ask, how come different sweet foods taste different if there are only four flavors? That's because your favorite candy might be a combination of sweet and salty. And the chips in your chocolate chip cookie could be a

combination of sweet and bitter. Everything you taste is one or more combinations of these four flavors.

## **Sight**

Our sense of sight is all dependent upon our eyes. A lens at the front of the eyeball helps to focus images onto the retina at the back of the eye. The retina is covered with two types of light sensitive cells – the cones and the rods. The cones allow us to see color and the rods allow us to see better at night and also aid us in our peripheral vision. All of this information is sent to the brain along the optic nerve.

## **Touch**

The sense of touch is spread through the whole body. Nerve endings in the skin and in other parts of the body send information to the brain. There are four kinds of touch sensations that can be identified: cold, heat, contact, and pain. Hair on the skin increase the sensitivity and can act as an early warning system for the body. The fingertips have a greater concentration of nerve endings.

## **Smell**

Our nose is the organ that we use to smell. The inside of the nose is lined with something called the mucous membranes. These membranes have smell receptors connected a special nerve, called the olfactory nerve. Smells are made of fumes of various substances. The smell receptors react with the molecules of these fumes and then send these messages to the brain. Our sense of smell is capable of identifying seven types of sensations. These are put into these categories: camphor, musk, flower, mint, ether, acrid, or putrid. The sense of

smell is sometimes lost for a short time when a person has a cold. Dogs have a more sensitive sense of smell than man.

## **Hearing**

Our ears, which help us hear, are made of two separate parts: the outer ear and the inner ear. The outer ear is the part that others see. It works like a cup to catch sound as it travels past our heads. This part is made of cartilage and skin. From here, sound travels to the tympanic membrane and then onto the inner ear via the three smallest bones in your body. The inner ear is also called the cochlea and is a spiral shaped tube which translates vibrations into sound and sends that message to the brain through the auditory nerve. The brain uses the sounds from both the left and the right ear to determine distance and direction of sounds.

## **Verbal and Written Communication**

Verbal communication refers to spoken messages that we transmit by producing sounds. In general, we spend a great deal of time participating in verbal communication either as speakers or listeners. Verbal communication is important to human relationship starting from interpersonal, group communication to other communication contexts. Written communication refers to communication through written or printed words. Although, it is verbal in nature, written communication has a non-verbal dimension. Written communication is formal, literate and follows the rules of grammar.

## **Non Verbal Communication (NVC)**

Human beings communicate verbally through words and nonverbally through facial expressions and body movements. Non verbal communication can be understood as the process of sending and receiving messages without the use of words. However, it should be noted that non verbal communication can take place either alone or with words.

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