

B.Sc (Ag) VIIth Semester

Course Name- Communication and Extension System

Course Code- BSCAG-415

Communication: Meaning, Purpose and Nature

Communication:

The word communication originates from the word "communis" which means common. So communication is an act by which two or more people share knowledge, feelings, ideas, information, etc, in ways such that each gains a common understanding of the meaning, intent and use of the message. It is very difficult and sometimes impossible to establish commonness because it is not important what we give but what one receives and perceives is important. Even though the words evoke meaning, the meaning lies in the individual. Symbols (words) do not have any meaning, but it is in person's perception.

The word 'communication' originates from the Latin word 'Communis', which means common. In a broad sense, communication means transmission of ideas, information, emotions and skills by use of symbols, words, pictures, figures, graphs, etc. It is the act of getting a sender and a receiver work together for a particular message.

Communication means:

- "The process of transmitting stimuli"
- "The establishment of a commonage"
- "Conveying meaning "
- "All the procedures by which one's mind affects another"
- "Interaction by means of signs and symbols"
- "The sharing of activity, excitement, information"
- "The signals that individuals make to each other or which they detect at each other and which may be conscious or unconscious "

Communication can occur even without using words. Our four senses, namely audio, visual, touch and smell communicate.

For example, ringing of an alarm clock communicates to us that we are to get up, the peep outside the windows, i.e., the visual sense, gives us the indication of weather - rain, snow, fog, storm, etc., the touch of a pot whether hot or cold, communicates to us whether it can be handled or not, the sense of smell communicates knowledge of aroma to the sensory organs.

Purpose of communication:

Aristotle had clearly implied that the prime goal of communication was persuasion. During the 17th century, the faculty of Psychology was developed - made a clear distinction between the mind and the soul. The mind and soul dualism was interpreted as a basis for two independent purpose of communication. One purpose was informative, an appeal to the mind. A second purpose was persuasive, an appeal to the soul, the emotion. A third purpose was entertainment and it was argued that we could classify the intentions of communication and supporting material be used, within these categories. **Schramm (1949)** described the purpose of communication as immediate reward and delayed reward. **Festinger (1950)** described the purpose of communication as consummatory and instrumental. **Berlo (1960)** remarked that the sole purpose of communication is to influence.

However, some authors have made a distinction between the purpose of communication and that of mass communication. **Lasswell (1948), Wright (1966) and Klapper (1966)** have described the aims and functions of mass communication as surveillance, interpretation and prescription, transmission of culture and entertainment. On the basis of the above description it can be said that the purpose of communication is to influence people to affect with intent. The approach used to fulfill this purpose could be informative, persuasive or entertaining.

Nature of Communication:

1. Communication is a process wherein communication act is constantly changing as the communication proceeds.
2. Communication is reciprocal and alternating. The response evoked by one communiqué in turn becomes a stimulus and a communiqué in its own right.
3. Communication is a social process. It may be argued that all communication is social as human beings are social beings.
4. Communication is an interdependent process, the level of interdependence many may vary from situation to situation.
5. In a typical communication situation, there has to be someone to start the process of communication, somebody to receive, some message to share and a channel to tune the encoder and decoder together.

6. Fidelity will vary from one situation to another.
7. Each act of communication involves expression, interpretation and response. Feedback is vital in testing the communication act.
8. Communication may take place at many levels, for many reasons, with people, in many ways.

Definitions of Communication:

1. "Communication is anything that conveys meaning that carries a message from one person to another" (**Brooker, 1949**).

According to Brooker convey meaning and carry message are the two important dimensions. This is related to the perception and storage which is in the person. Communication does not carry meaning but only evokes meaning which has in individual.

Communication is a sort of delivery system. It does not end there. This leads to reaction and it is reciprocal and alternating. Constant reversal of roles takes place in communication.

2. "Communication is a process by which two or more people exchange ideas, facts, feelings or impressions in ways that each gains a common understanding of the message. In essence it is the act of getting a sender and receiver tuned together for a particular message or series of messages. (**Paul Leagans**).

He has said that communication is a process because communication act is constantly changing as the communication proceeds.

3. "Communication may be defined as a process by which an individual communicator transmits (usually verbal symbol) to modify the behavior of other individuals. (**Hovland**).

The important dimensions are.

(1) Process of transmission.

(2) Purpose of communication.

Though transmission takes place through verbal symbol, the process of transmission and process of communication cannot be taken as same.

Transmission is a means to give effect to the communication. This is an essential aid to communication to take place. The process of linking cannot be taken as process of communication. Because it leads to confusion with objective and goal of communication. Sometime, purpose of communication may be only to act to the need without any behavioral change.

4. "Communication is all of the procedures by which one mind can affect another (**Weaver, 1964**).

Functions of Communication:

Communication has four basic functions:

1. Information Function: The basic requirement of adopting and adjusting oneself to the environment is information. There must be some information about what is going on in the environment which concerns the people. The getting or giving of information underlies all communication functions, either directly or indirectly.

2. Command or Instructive Function: Those who are hierarchically superior in the family, society or organization, often initiate communication either for the purpose of informing their subordinates or for the purpose of telling them, what to do, how to do, when to do , etc.

3. Influence or Persuasive Function: The main purpose of communication is to influence people. Persuasive function of communication is to induce people, which is extremely important for extension in changing their behavior for the desirable outcome.

4. Integrative Function: A major function of communication is integration or of continuously offsetting any disintegration at the interpersonal or at the organizational level. This helps to maintain individual, societal or organizational stability and identity.