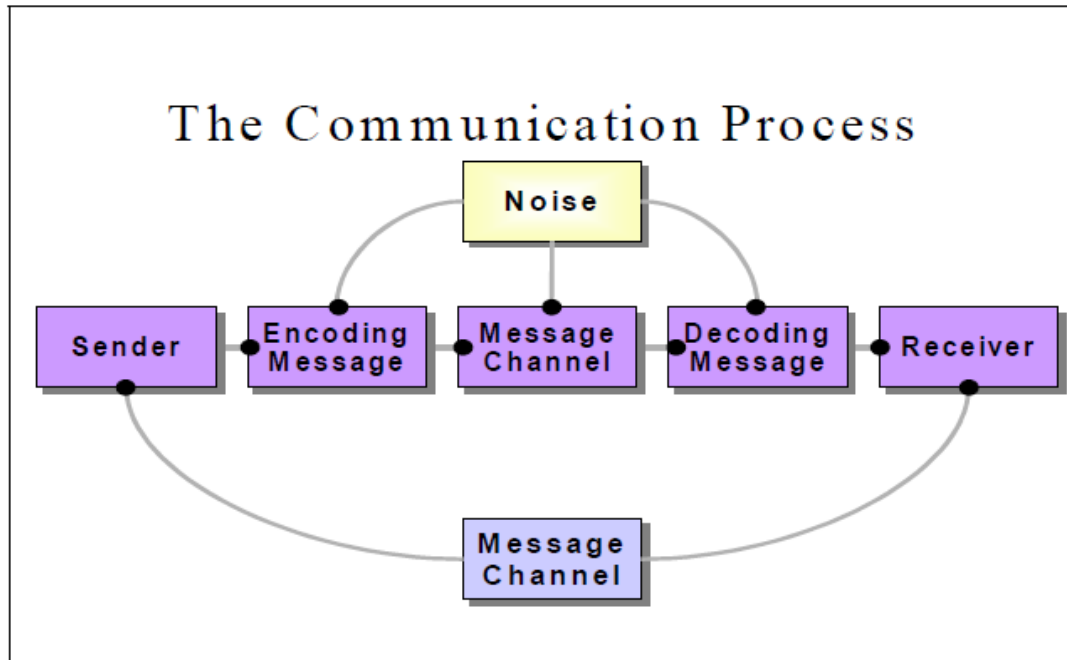


## UNIT – II

Process of communication - Language - symbols - elements of communication - Types of communication: Verbal and nonverbal communication, inter-personal, intra personal, group, public, mass communication - - mass communication - functions and dysfunctions of mass media

### ELEMENTS AND PROCESS OF COMMUNICATION :



#### *Content:*

- (1) Sender
- (2) Encoding
- (3) Message
- (4) Channel
- (5) Receiver
- (6) Decoding:
- (7) Feedback

#### **(1) Sender:**

The process of communication starts with a sender, the person who has an idea and wants to convey it to the receiver. In other words, we can say that the person with ideas to share is called sender. The formation of idea is the first step of communication. So, Communication process begins with the sender. The Sender is known as Txt.

#### **(2) Encoding:**

The conversion of the idea in to message by verbal or nonverbal method is called encoding. While encoding a message, one needs to consider what will be interpretation of the message. This process of converting the thought of the sender into message is encoding.

#### **(3) Message:**

It is an important part of communication. Message is the content that sender wants to convey. A message could be verbal or non-verbal. The thought, idea, emotion or anything that the sender wants to convey is called message.

#### **(4) Channel:**

The way or the medium of sending the message is called channel. Medium or channel can be oral, written or it can be non-verbal.

#### **(5) Receiver:**

The receiver is the person who receives encoded message. In the best way, if it reaches to the receiver then there is no problem to the receiver to understand the message properly. The Receiver is known as Rx

#### **(7) Decoding:**

It is a process where the received message is being understood. It is not necessary that the message reached to receiver will be understood by the receiver but decoding is a process which converts the message in to understanding. There are chances of misinterpretation of the message.

#### **(8) Feedback:**

This is the last part of communication process. After receiving the message, the receiver reacts or responds to the sender. The response can be based on the perfect understanding of the message or it can be based on the misunderstanding or misinterpretation of the message. This reply from receiver to sender is called feedback. Feedback has its own importance as the success or failure of communication is decided by feedback only.

## **LANGUAGE – SYMBOLS**

What is language?

Essentially, language is a tool that aids in the expression and conveyance of thought and feelings of two individuals. The expression of feelings and thoughts can be sent through sounds, symbols, such as written or spoken words, posture, gesture or signs, wherein the receiver interprets a specific meaning.

Language and its connections

The origin of language is something that will perhaps remain obscure forever. It has been the subject of many debates but no one has come up with a specific answer of where language came from. This is vastly different from the study of the origin of the different languages, so you must not confuse the former with the latter. Language forms different connections that determine its use.

### **1. Culture and language**

It is often said the language and culture are closely related. But linguists are still debating whether culture is responsible for shaping language or if it is the other way around. What remains a fact is that the use of a language is definitely culture-related. Some linguists believe

that an individual's way of thinking is formed by language. The effect the language exerts on an individual can even put a limit on the ideas and thoughts of people and even their conduct.

## 2. **Diversity and language**

Linguistic markers can have an effect on the perception of people, according to communication scholars. Linguistic markers are speech features that may be used to indicate the social identity of a person. As an example, there are studies regarding the how women speak. Some markers may be for uncertainty, saying that most women end their speech with tag questions.

<b>BASIS FOR COMPARISON</b>	<b>LANGUAGE</b>	<b>COMMUNICATION</b>
Meaning	Language implies the system of communication which relies on the verbal or non-verbal codes, used in transferring information.	Communication refers to the way of exchanging message or information between two or more people.
What is it?	Tool	Process
Stresses on	Signs, words and symbols	Message
Occurs in	Primarily, in auditory channels	All sensory channels
Change	Dynamic	Static

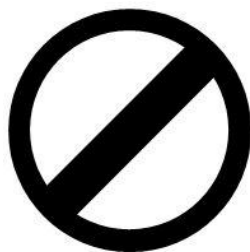
## **Symbols**

A symbol is something that stands for, signifies, or represents something else in a particular culture.

Symbols have specific meanings that help define and categorize others. They help transmit ideas of information from one person to another. Symbols are usually visual and act as communication short-cuts that convey one or more messages. People can create, manage, and share interpretations of the physical world through symbols.

Symbols are representations of an event, action, object, person, or place that can be used to communicate about the event, action, object, person, or place. Symbols can be used for both receptive and expressive communication. Objects, parts of objects, pictures, print, actions, gestures, signs, and speech can all be symbols. Symbols may start as cues and signals. If a child recognizes a cue out of context, that cue may be acting as a symbol. If a child uses a

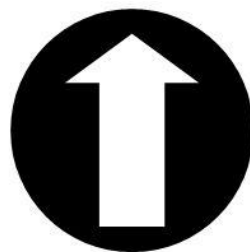
signal or an object cue to communicate about an event, action, object, person or place out of context, the child may be using that signal or cue as a symbol.



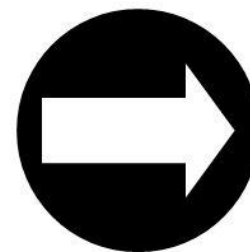
No parking



No stopping  
or standing



Compulsory  
ahead only



Compulsory  
turn right

## Non-verbal communication

	<b>It means no smoking</b>
	<b>Man Only</b>
	<b>Woman only</b>

## **TYPES OF COMMUNICATION**

- Verbal communication
- Non-verbal communication
- Inter-personal communication
- Intra personal communication
- Group communication
- Public, mass communication

## **VERBAL COMMUNICATION**

- ❖ Verbal communication is refers to the form of communication in which message is transmitted verbally, communication is done by **word, mouth and a piece of writing**. Objective of every communication is to have peopled understood what we are trying to convey. It can be face-to-face, over the telephone, via Skype or Zoom, etc.

# Verbal



Parts of verbal communication Verbal

- Oral communication
- Written communication

### *Oral communication*

- ❖ In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, v oice over internet. In oral communication, communication is influence by pitch, volume, speed and clarity of speaking.



### **Written communication**

- ❖ In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.



### **NON-VERBAL COMMUNICATION**

- ❖ Through signs & symbols
- ❖ Non-verbal can go without verbal communication.
- ❖ Verbal can't go without non-verbal communication



### **Types of Non-Verbal communication**

- Kinesics (body language)
- Haptics (touch language)
- Proxemics ,(space language)
- Artifacts environmental
- Chronemics (time language)
- Silence
- Sign
- Paralanguagevocalic

### **KINESICS (BODY LANGUAGE)**

Facial expression  
Head  
Eye gaze

Gestures  
Postures  
Shape of body  
Personal appearance adornment

### ***Facial expression***

- ❖ Face is the index of mind. Think how much information can be conveyed with a smile or a frown. By facial expressions we can show or we can understand happiness, sadness, anger and fear and much more



### ***Head***

- ❖ If someone move his/her head up & down it means he/she is agree with you or saying yes and it also means understanding and acknowledgement. Sideways movement of head means no or not understood. If a person bring his head down and looking his feet or earth it is the symbol of humility & modesty.

### ***Eye gaze***

- ❖ Looking at another person can indicate a range of emotions like anger, grudge and danger, a dangerous look can tell you someone is unhappy and not comfortable with



### ***Gestures & Postures***



## GESTURES & POSTURES



### *Shape of body*

## SHAPE OF BODY



### *Personal appearance adornment*

- ❖ Appearance can indicate our profession □ It shows your nature, interest and your taste
- ❖ It can also point out our religious and cultural values





## HAPTICS (TOUCH LANGUAGE)

### Haptics (Touch language)

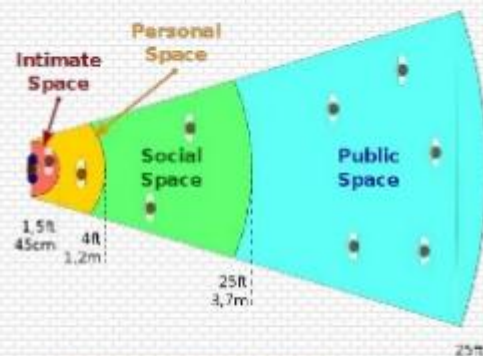


## PROXEMICS (SPACE LANGUAGE)

### Proxemics (Space language)

Clip slide

- To communicate while keeping a distance is called proxemics
- The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors including social norms, situational factors, personality characteristics and level of familiarity



## SIGN



## INTER-PERSONAL COMMUNICATION

- ❖ Communication between two or more people called inter-personal communication
- ❖ Intrapersonal communication is the most private type of communication among the four mentioned. Intrapersonal communication is the internal thoughts of the communicator. Within yourself you carry out personal dialogue. Inside the dialogue the communicator assumes the roles of both the sender and the receiver in the conversation. Examples of intrapersonal communication are day dreams, talking to yourself, and comprehending a book or article. Intrapersonal thinking plays an integral role in the way that we establish concentration and problem solving skills.



### *Advantages of Inter-personal communication*

- Inter-personal communication is less costly.
- Inter-personal communication is easy to communicate.
- In Inter-personal communication quick feedback can be possible.
- In inter-personal communication there will be less conflicts.
- In inter-personal communication there will be easy clarifications of any doubts

### ***Disadvantages of inter-personal communication***

- Inter-personal communication is not suitable to solve problems effectively.
- Inter-personal communication is not suitable for groups.

## **INTRA PERSONAL COMMUNICATION**

- ❖ Intra-personal communication is a process in which people communicate with themselves either consciously or unconsciously
- ❖ Interpersonal communication is the communication conducted between generally two people. This one-on-one form of communication is typically an informal exchange of thoughts and ideas. Both individuals in the conversation act as the receiver and the sender. Both are exchanging and receiving the information that is being revealed. A benefit of interpersonal communication is the ability to assure that the intended message is being interpreted as expected by the receiver. Also this type of communication occurs in an informal setting.

**Example:** Meditation  
Self thinking





## **GROUP COMMUNICATION**

- ❖ Group communication is the exchange of information and ideas between individuals using interpersonal skills. There are several ways in which groups can communicate for example phone calls, emails, face-to face conversations, and memos. In group communication team member has to actively participate for an effective communication. So in group communication every member must properly listen, deal with conflict, and respect others opinions. Communicating in groups is a skill that is learned at a young age that continues to develop as we grow up. The communication skills that are learned can be used in any group situation whether it is at school, work, and everyday life. Groups are an excellent way to make friends and establish relationships.



## **ADVANTAGES OF GROUP COMMUNICATION**

Group communication has following advantages they are:

- In a group communication there will be more resources, knowledge, and ideas. So it's very effective.
- Creativity will be more in group communication. So any work done in a group is very creative.
- In group communication any problems can be solved easily and effectively.

## **PUBLIC, MASS COMMUNICATION**

- ❖ Mass communication as “the process whereby media organizations produce and transmit messages to large publics and the process by which those messages are sought, used, understood, and influenced by audience”
- ❖ McQuail states that mass communication is, “only one of the processes of communication operating at the society-wide level, readily identified by its institutional characteristics”
- ❖ The form of communication where a sole speaker delivers a message to a large group of people is called public communication. The message delivered is often time very planned out and structured. With the larger audience, the speaker is now required to portray their message in an aesthetically and verbally effective way. Visual aids are used to ensure the proper message is displayed by the speaker. A disadvantage to public communication is that the audience is generally not able to give feedback to the speaker. The only two forms of communication between the audience and the speaker during a speech is either applause or body language. The setting is often times formal

# Mass Communication

- The process whereby media organizations produce and transmit messages to large publics and the process by which those messages are sought, used, understood, and influenced by audience.

- ❖ Communication through electronic gadgets (mass media) like books, journals, TV, Radio, newspapers etc.



## FUNCTIONS OF MASS MEDIA

- Information:** Dissemination of information is the major function of mass media. Since information is knowledge and knowledge is power, media offer authentic and timely facts and opinions about various event and situations to mass audience as informative items. Information provided by mass media can be opinionated, objective, subjective, primary and secondary. Informative functions of mass media also lets the audience knows about the happening around them and come to the truth. Media disseminates information mostly through news broadcast on radio, TV, as well as columns of the newspaper or magazines. Moreover, advertisements are also mainly for information purpose.
- Education:** Media provide education and information side by side. It provides education in different subjects to people of all levels. They try to educate people directly or

indirectly using different forms of content. Distance education program, for example, is a direct approach. Dramas, documentaries, interviews, feature stories and many other programs are prepared to educate people indirectly. Especially in the developing country, mass media is used as effective tools for mass awareness. In context of Nepal, media have been successful in eradicating various traditional and evil superstitious practices from society through continuous advocacy.

**c. Entertainment:** The other important function of mass media is the entertainment. It is also views as the most obvious function of media. Actually, entertainment is a kind of performance that provides pleasure to people. Mass media fulfil this function by providing amusement and assist in reducing tension to large degree. Newspaper and magazines, radio, television and online medium offer stories, films, serials, and comics to entertain their audience. Sports, news, film review, columns on art and fashion are other instances. It makes audience recreational and leisure time more enjoyable.

**d. Persuasion:** It is another function of mass media. Persuasion involves making influence on others mind. Mass media influence audience in varieties of ways. Media content builds opinions and sets agendas in the public mind. It influences votes, changes attitudes and moderates behaviour. Using editorials, articles, commentaries and among others, mass media persuades audience. However, all audiences are not well known about it. Many of them become influenced or motivated unknowingly towards it. Advertisement is the example which is designed to persuade.

#### Functions and Dysfunctions of Mass Communication Media

- ❖ Mass communication provides a way of interacting, distantly, with unknown audiences. It is the process of sharing experience in which a huge number of people are involved simultaneously, or almost so. It often occurs through the use of mass media channels and technology. The mass media are all around us. To live even one day without mass communication would be impossible for most people. And yet many of us know little of how the media work and how they influence our lives – positively and negatively. Accordingly, this paper x-rays the six assigned duties or activities of mass communication and shows that they may be viewed from a functional-dysfunctional perspective.