

Communication

Communication is essential for all of us and it is the pivot of our lives. In reality it provides a new dimension to our life. Therefore it is necessary for us to understand the concept of communication. What is communication? What is its importance in our life? How does it work? What elements are involved in the process of communication and what is their relationship with each other? How do they speed up the process of communication? What are the different types of communication? Keeping such questions in mind, in this chapter, along with understanding the process of communication, the tools of effective communication have also been discussed.

Dreaming, talking to someone, discussing any topic, giving a speech, reading newspaper, watching a movie, listening to radio etc., all these are various types of communication with which we are connected every day. That is, we share our thoughts and feelings with others and reach conclusions while doing our work. Hence it is clear that communication is an important part of the personality of each of us. The existence of society is not possible in the absence of communication.

Human social relationships are formed and developed through communication. The entire process of functioning of human society is based on communication. Apart from humans, communication also happens among animals and birds. Chirping of birds, hissing of snake, barking of dog, roaring of lion, mooing of cow, all these are examples of communication. When a baby is born, he informs everyone about his arrival in this world by crying.

'Communication is the power by which a single communication inspires other people to change their behaviour.'

-Howland

'Exchanging ideas, opinions or information through speech, writing or signs is called communication.'

-Robert Anderson

'Communication is a process in which information, decisions and instructions are given through a social system and it is a way in which knowledge, ideas and attitudes are created or changed.'

-Lumic and the Beagle

'It is a process in which two or more people exchange ideas, facts, experiences or impressions in a form in which each person receives a common understanding of the message. In fact, it is a combined action taken between the communicator and the receiver to receive a message or a series of messages.'

-J.Paul Logans

'Communication is the process chain of empathy that connects the members of an organization from top to bottom and bottom to top.'

-Magginson

'Human communication can be defined as a spiral or coiled process of exchange of meanings through symbolic action which includes all the elements related to sending and receiving written, oral and non-verbal messages.'

-Bobby Sorrells Pershing

Wilbur Schramm has defined it as, 'A system through which human relationships come into existence and develop.' According to Wilbur Schramm, communication is the sharing of experiences on the basis of mutuality (*Commonness*). Therefore, it can be said. Communication is the mutual sharing of ideas, information, knowledge, experience, emotions to achieve a certain objective. This sharing can also happen through signs and symbols.

On the basis of the above definitions, we can say that two or more people can be involved in the process of communication. One of them communicates the information (communicator/sender) and the other receives the information (receiver). What was shared – idea or information (message). Sharing of information or ideas can also be communicated through a sign or symbol; it can also be language based whose form can be written or oral. We can also express our feelings through our gestures also. If we are not having a face-to-face conversation then we need some medium to convey the message to the recipient. When we exchange ideas or

information, we establish relationships with each other through which we are successful in achieving our objectives which we have determined earlier.

Communication is one of the vital necessities for human life. No individual, group or society can exist in the absence of communication. What would be the meaning of our life in the absence of news, ideas, facts, figures or information? Certainly, we will be unable to protect ourselves from the challenges coming our way and will also be deprived of the availability of opportunities and success in business and professional work. Through communication we can become more capable and successful socially and collectively and the family, society and nation can move forward on the path of progress. We can say being at the centre of all social activities and interconnection, functions of communication as a related tool that creates understanding, facilitates work and strengthens collectiveness among people.

To understand the functions of communication, we can divide it into two categories:

Primary functions: To inform, educate, entertain.

Secondary functions: Discussion, cultural promotion, promotion of integration etc.

Through communication, consensus, creativity and understanding develop among people at the social and national level.

To inform: Suppose, if we were deprived of information about prevention of Corona in this era of Covid-19, then what would be the condition of not only us but also the country? The way information about prevention of corona was communicated through mass media, through television, newspapers, radio, mobile, it was successful in controlling corona infection in India. The way mass media was used by the Central Government and the Prime Minister himself, it created awareness among the people about protection from Corona. Along with the need to use masks and sanitizers, we understood the importance of 'Namaste' in our culture as a greeting. It is through communication that we receive various types of information such as crime, accident, war, crisis etc. so that we can be prepared for rescue.

To Educate: Educating is one of the major functions of communication. Sociality is encouraged through communication. Communication increases people's knowledge as well as develops their expertise and efficiency. Creating awareness among people and motivating people to avail opportunities is also done through communication. Information regarding availability of courses, information about

institutions, information about admission process etc. reaches the students through means of communication. Along with telling the importance of education, the work of developing scientific attitude is also done through communication. The role of media in achieving this objective has been commendable.

To entertain: To get refreshed in our tiring life, we need rest and entertainment. On one hand, through entertainment, we can get relief from stress and on the other hand, we can learn and move ahead in life. In olden times, staging of folk songs, folk dances and plays were the means of entertainment and through them, awareness and learning was created among the people. Efforts were also made to generate. In today's time, along with various types of entertaining programs broadcast on film, television, radio, new media are also offering many options for entertainment. These entertaining programs play a positive role in spreading awareness and consciousness among the people. If we talk about films, then films can be said to be a catalyst for entertainment as well as social awareness and change. Be it epics or other religious texts, the way Doordarshan broadcast them in serials is a unique example in itself. Serials like Ramayana, Mahabharata, Om Namah Shivay left an indelible impression among the audience. The way Jai Hanuman and Krishna were presented on the television screen through comics, it gave today's youngsters an opportunity to connect with their religious and spiritual heritage. In this way we can understand that with entertainment we can increase our knowledge, become aware and spread consciousness in the society and nation.

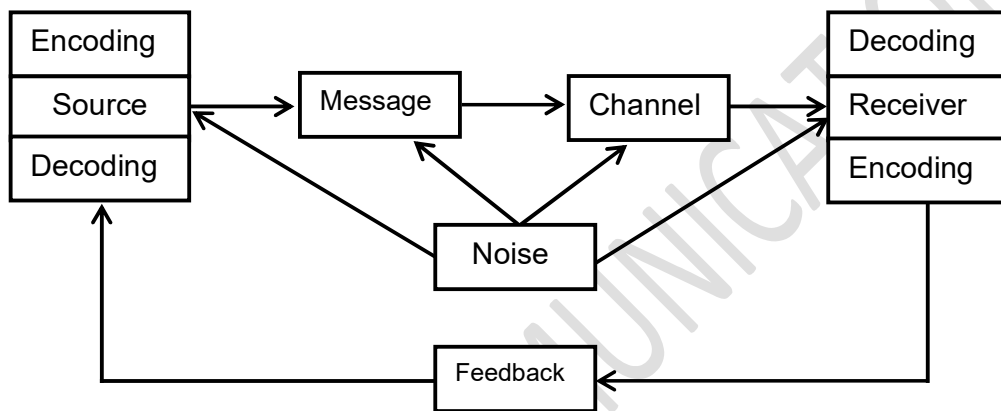
Discussion: Through discussion on mass media, people get information about different types of viewpoints on any topic. Which helps in building consensus.

Cultural Promotion: Communication plays an effective role in promoting culture. Information about Onam and Pongal festivals celebrated in South India was received through mass media all over India. Similarly, we can say that whether it is Ganesh Utsav or the Shobha Yatra of Jagannath Puri, it was the mass media that took it to the whole of India.

Integration: Communication is an important tool of integration. Through communication of information and knowledge, people become aware of each other's culture and traditions and gradually start assimilating them. This not only promotes integration but also creates an environment of harmony among the people.

The communication process consists of the following elements: -

1. Communicator/Source
2. Encoding
3. Message
4. Channel
5. Receiver
6. Decoding
7. Feedback
8. Noise



(Process of Communication)

Communicator /source

This is a very important element of the communication process. The person who initiates the communication process is called the communicator. It can be an editor, reporter, filmmaker, teacher, writer, speaker, student or anyone else. It has diverse properties.

David K. Barlow has considered four qualities of a communicator-

1. Communication skills.
2. Attitude.
3. Level of knowledge.
4. Sociocultural behavior.

Ability to think, quick adjustment of ideas and effective expression are the qualities of a good communicator.

Encoding

The process of creating a message in the mind of the communicator is called encoding. The communicator not only creates the message but also gives a shape to his message keeping in mind the medium. Because if there is face-to-face communication then the message is different but if some medium is required for the process of communication, then the composition of the message is different. There must be a difference in the message when talking to someone verbally and communicating through correspondence. Creating a message based on its target group and the availability and accessibility of the medium forms the basis of the communicator's success.

Message

Whatever information the communicator conveys to his target group (readers, listeners, viewers) through oral, written, photo, poster, film, painting etc. is called message. To effectively explain one's point to the receiver, a special kind of ability and proficiency is required. A communicator can create an effective message only when he has the understanding of his target group and has the ability to create a message accordingly. The success of communication depends on what we say and how we say it. Therefore, a good message is one which is brief yet meaningful. The message should contain complete information.

Channel

Communication media acts as a bridge between the communicator and the target group. That is, the technology by which the sender conveys the message to the listener is called channel or medium.

Medium of communication: oral, written, linguistic, non-verbal.

Media of mass communication are newspapers, magazines, television, radio, films, internet-based media etc. Marshall and McLuhan have even said that 'the medium is the message'. Media should be selected keeping in mind their availability and reach and use by the target group. The success of communication depends on the selection of appropriate medium.

Receiver

In the language of communication, readers, listeners and viewers are called receiver or target groups. The receiver must listen or accept the message patiently. The message should be heard and followed. The receiver must have the ability to understand the message.

Feedback

Feedback is very important to make the communication process meaningful. Only through feedback can it be known the response of the listener. The role of feedback is always effective in meaningful communication. Feedback also occurs in direct and indirect form. In direct form of feedback, the listener himself gives the answer. Whereas indirect feedback can be obtained through surveys and research.

Noise

When the receiver faces inconvenience in receiving the message, it is called Noise. The Noise may be linguistic, mechanical or environmental.

Types of communication

Mainly on the basis of expression, communication can be classified on the following basis: -

- 1- Verbal communication
- 2- Symbolic communication
- 3- Written communication

Verbal Communication: Communication done orally is placed in this category.

Symbolic Communication: Symbolic communication is the process of communication in which feelings or information are transmitted or the message is conveyed to the recipient through special signs or symbols or body language, gestures.

Written Communication: When messages are communicated in written form then it is called written communication.

Other types of communication:

- 1- Intrapersonal communication
- 2- Interpersonal communication
- 3- Group Communication
- 4- Mass communication

Intrapersonal communication

In this process of communication, the person communicates with himself. Like meditation, prayer, sitting silently and thinking about some topic, etc. In this communication there is no need of any language, sign or any direct communication. This is introverted communication. He himself is the message, the sender and the receiver. This communication is the basis of other types of communication because before communicating any type of message, a person first creates and brainstorms the message in his conscience. This brainstorming is the process of message creation and also the ability to reveal one's knowledge and skills. Therefore, personal communication is also a major factor in personality development.

interpersonal communication

This process of communication requires two or more persons. In which one is the sender of the message and the other is the receiver of the message. The exchange of ideas, knowledge, information and feelings between them through words, pictures, music etc. is called interpersonal communication. This type of communication can be face-to-face or can also happen from a distance using some technology. In this era of communication revolution, with the use of technology like telephone, mobile phone, video conferencing, audio conferencing etc., an environment like face-to-face communication can be felt even while sitting at a distance. Some experts also call it mechanically based interpersonal communication.

Group Communication

When a group of people gather at a place and discuss collectively to achieve some objectives, it is called group communication. There can be groups of different sections like students, employees, doctors, businessmen etc.

Following are the characteristics of group communication: -

- 1- All the members of the group are familiar with each other.
- 2- There is ease in exchange of information among the group.
- 3- A group is formed to achieve some objective or goal.
- 4- Group members have similar interests.
- 5- Every member of Group is directly or indirectly familiar with the communicator.

Mass Communication

Communicating message to a large number of people at the same time is called mass communication. When a message is communicated to a large number of people through some medium from one place at the same time to achieve some objective, then this communication is called mass communication. Like radio, TV, film etc. are its examples. In this, information is transmitted to different places at the same time. For this reason, it is difficult to get feedback immediately. But mass communication is an innate tendency. This communication medium is used for politics and publicity of any enterprise.

In mass communication, people are not at one place but at different places. They can also be residents of different countries. There can also be diversity in areas like age, education, religion, nationality, locality, sociality, language, culture-tradition etc. Programs broadcast through mass media are watched both in India and abroad, similarly, programs broadcast through foreign channels can be watched in India also. To convey the message to such a large number of people, it is necessary to have some medium.

Media of Mass Communication-

Mass media act as a bridge between the communicator and the receiver. The communicator needs mass media to contact the addressee. For this he uses appropriate mass media. At present, mass communication includes many types like printed media, electronic media and new media. The success of communication depends on the right choice of medium. This can be a complex task. Because the communicator has to choose a medium which is best and can easily convey his message to the recipient.

At present we can divide mass media into the following parts:

- (1) **Print medium:** Newspapers, magazines and books, etc.
- (2) **Electronic medium:** Radio, television, film etc.
- (3) **New media** (Internet media): social media, web media, portals, blogs, digital media etc.

Traditional Media

In ancient times, music and dance were the medium of mass communication. The musical tradition has been going on since the Vedic period. Samaveda is considered to be the original source of music. The practice of dancing was prevalent among the public on religious and social occasions. Folk dramas and dramas of traditional communication like Nautanki (Uttar Pradesh), Jatra (Bengal), Manch (Madhya Pradesh), Yakshagana (Karnataka), Therukuthu (Tamil Nadu) etc. worked to make people aware on serious social issues in India and Folk playwrights made full use of this medium of mass communication. Similarly, famous dances of India like Kathak, Kathakali, Bharatanatyam, Odissi, Manipuri, Kuchipudi and many folk dances of other states have been used for mass communication.

Therefore, it can be said that communication is the center of all human activities and is an integral part of every person's personality. It is a two-way and dynamic process in which ideas, information, emotions, knowledge and behavior are exchanged.

Mass communication not only encourages local and national level communication but also helps in global communication. Besides, it also plays a positive role in the development of the nation. Apart from this, its role is also important in information, entertainment, sports etc.