

Unit 1

Introduction to Communication

Introduction

Think how a day breaks. In the morning you are awakened by mother's loving command - "Get up. You are already late!" You get up unwillingly. While passing through the drawing room you glance through the newspaper lying on the table. On your way to school, you meet your friends, relatives, neighbours and other acquaintances. You may talk to some, say 'hai' to some and to some others you may nod or grin. Opposite to the bus stop you are caught by the sight of a billboard in which your favourite actor appeals everyone to remember the brand name of a shop. Before you reach your school, you experience different modes of communication.

Wherever we go and whatever we do, deliberately or not, we become the part of some sort of communication. It is impossible not to communicate. Communication is everywhere and it encompasses our lives in very complex ways. Thus, it is essential to study communication to understand better the multifaceted human life.

In this unit we shall try to define communication and find out its evolution, types, and elements, and how it influences individuals and societies.

Key Concepts

- Definition of Communication
- Evolution of Communication
- Communication in Modern Era
- Elements of Communication
- Types of Communication
- Levels of Communication

Defining communication

Communication, in its simplest sense, is the transmission of message or idea from sender to receiver. The sender may be a person or a group of persons, who transfer thoughts or ideas to a destination. The destination may also be an individual or group who receive the messages. The figure given below depicts a very simple system of communication, which involves three basic elements: sender, message and receiver.



Fig. 1.1 A simple model of communication

The very purpose of human communication is to establish some levels of commonness among the participants. The act of communication depends on a common symbol system for exchanging meanings. This fact is well proved by the etymological root of the word communication itself. Etymologically the word is derived from the Latin word *communis* which means 'common'.

Power of communication to increase commonality helps us to develop, maintain and improve human relationships. Isolating a person by banning the chances of interactions with the community is called **excommunication**. It is considered to be a punishment similar to solitary confinement.

So communication is not just exchange of information but socio-cultural togetherness as well. It is a basic human need like food or shelter.



Bee Dance:

Bees communicate through their different patterns of flight. They create particular circuits in air by these flights. Sometimes it is an 8 or an oval shape to indicate the distance and directions of flowers. Bee dance is also known as 'Waggle Dance'. It consists of hundreds of flight circuits.

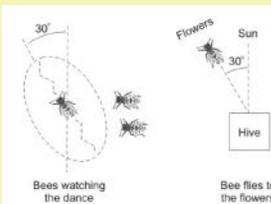


Fig. 1.2 Bee Dance/Waggle dance

However, communication is not confined to human beings alone. All living things communicate in various ways. The dance of bees shows the direction and distance of flowers from the hives. The alarming sound of preys indicates the presence of their predators. Similarly, pictures, texts, objects and anything and everything have something to tell us. In short, communication is an omnipresent activity.

Communication is a continuous process since it never ends with the receiver, rather he /she continues the process through responses to the sender or further transmission of message to other people or at least communicating it with himself or herself. Continuity of communication influences individuals, groups and societies in various ways with unpredicted consequences. In that sense communication is a complex process.

Being a complex activity, communication cannot be defined in simpler ways. Focusing on its various aspects and elements, scholars defined or conceptualized it in various terms. Let's analyze some of the definitions or conceptualizations to have a clear understanding of the process.

Aristotle's concept of communication

About 2300 years ago, while discussing the features of effective public speech in his famous work *Rhetoric*, ancient Greek scholar Aristotle explained that communication comprises of five elements: the speaker (sender), the speech (message), the audience (receivers), the occasion (context) and the effect (consequence). Based on his conceptualization, later scholars developed the following model of communication, which is still significant in explaining the process.

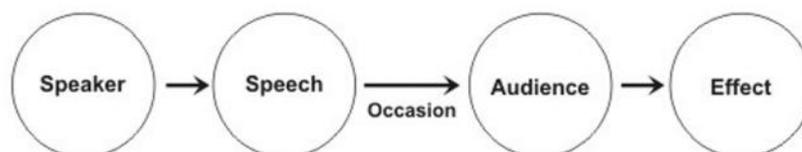


Fig 1.3 Aristotle's Conceptualization of Communication

Lasswell formula

In 1930s, American political scientist Harold Dwight Lasswell, described the act of communication as the answers to these questions:



Harold Dwight Lasswell (February 13, 1902 - December 18, 1978) was a well known American political scientist and communication scholar. He was a professor at Yale University in Law and president of American Political Science Association. He is ranked among the half a dozen creative innovators in the social sciences in the twentieth century. *Propaganda Technique in the World War* is his work on the communication techniques used by Adolf Hitler in World War.



Fig. 1.4 (A)

- Who?
- Says What?
- In Which Channel?
- To Whom?
- With What Effect?

This comprehensive description of communication in question format is famously known as Lasswell Formula of Communication. Given

below is the graphic representation of Lasswell Formula which includes five elements of communication: Communicator (Sender), Message, Medium (Channel), Receiver and Effect

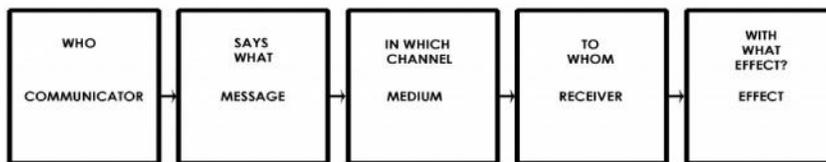


Fig. 1.4 (B) Lasswell's model of communication

De Vito's definition

Yet another modern communication scholar who provided a well accepted definition for communication is Joseph A De Vito. Based on the conceptualization of Aristotle and the question formula of Lasswell, De Vito defined communication as "the act by one or more persons of sending and receiving messages, distorted by noise, within a context, with some opportunity for feedback". De Vito's definition is considered to have wide-ranging significance

since it includes the elements like context, feedback and noise or communication barrier.



Check Your Progress

- What is communication?
- How does Aristotle define communication in his 'Rhetoric'?
- Describe Lasswell's Formula of communication

Joseph A DeVito is a famous American communication scholar, Professor Emeritus of Hunter College, member of the of the National Communication Association, the Eastern Communication Association, the International Communication Association and many other international professional bodies. His book *Communicology: An Introduction to Human Communication* is an important text book of communication studies in the Universities worldwide.

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



By 1000 BC people started to use symbols for interaction. This is called the ideographic stage. Different symbol systems were used in different civilizations. Hieroglyphs were a formal writing system practiced by the ancient Egyptians. Papyrus, a plant that grew on the banks of the River Nile was used for recording hieroglyphs. The word paper is derived from papyrus. Cuneiform script emerged in the Sumerian civilization, is the earliest known writing system in the world. They were written in clay tablets. They had permanence but lacked portability. Thus paper as a durable and portable material was preferred over clay tablets.

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.

Communication in modern era

The history of modern communication began with the invention of printing press with movable types. Following this, many other technological advancements like telegraph, telephone, radio, television and the Internet revolutionized communication. The evolution of modern communication has five stages based on the developments in communication technology. These stages are called five waves of communication technology. Let's look at each of them.

First Wave: The Age of Print

It was in 1456 that Johannes Guttenberg of Mainz, Germany invented movable types from an alloy of lead, tin and antimony. These types were light weight, strong and durable. He developed a method of printing with mass producing movable types, oil-based



Fig. 1.5 Inscriptions on the walls of Edakkal Caves

Edakkal Caves :

The caves are situated in Wayanad district. They were rock shelters for Neolithic men during late Stone Age. The location was ideal for surveillance and security for ancient people since it is on top of Thovari hills, Ambalavayal. The shelter is a naturally formed cave as a flat rock stuck between other giant rocks. The walls carry rock engravings created by people who inhabited the caves at different ages.





Telegram service: The British started the telegram service in India in 1851. It was Samuel F.B. Morse who developed a suitable coding system for electrical telegraph system. He transmitted information into dots and dashes. The code was known as 'Morse Code'. It continued to be one of the important modes of communication till late 1990s. As internet and mobile phones became popular, the demand for telegrams decreased. It became uneconomic to run when sms and internet chats were available at the lowest rates. The telecom department stopped the telegram services in India on 15th July 2013.

A --	J ----	S ...	1 ----
B ----	K ----	T --	2 ----
C ----	L ----	U ...	3 ----
D ---	M --	V ----	4 ----
E .	N --	W ----	5 ----
F ----	O ----	X ----	6 ----
G ----	P ----	Y ----	7 ----
H ----	Q ----	Z ----	8 ----
I ..	R ---	0 -----	9 ----

Fig1.6(A)
Morse code



Fig1.6.(B)
TelegraphMachine

ink and wooden printing press. The first book he published using his machine is the famous "42-line Bible".

Technological advance increased the possibilities of printing and publishing. Printing presses started by religious centers and educational institutions published and distributed books far and wide. Industrial revolution resulted in mass production and mass distribution. Communication in mass scale became essential to support mass distribution. So the development of newspapers was more important for the industrialists to introduce new

things to the public. The first printed newspaper "Avisa Relation Oder Zeitung" started publication in 1609 from Germany. Modern transportation system helped wide circulation of newspapers.

Second Wave: The Age of Signals

The next stage in communication technology starts with the invention of telegraph by Samuel F. B. Morse. Telegraph is defined as any system that allows the transmission of enclosed information by signals across a distance. That is why this stage is called the age of signals. Other major advances during this stage were telephone, photography, radio, cinema and television.

Alexander Graham Bell of Scotland invented the first practical telephone. The first bi-directional transmission of speech by Bell

and his friend Watson was made on March 10, 1876. Bell said over telephone: "Mr. Watson, come here, I want to see you".

First photograph was produced in 1826 by a French inventor Joseph Nicephor Niepce. Edison's Kinetoscope was an early motion picture exhibition device, developed by the U.S. inventor Thomas Alva Edison in 1888. In 1895, the French inventors Lumiere Brothers (Auguste Lumiere and Louis Lumiere) developed a camera-cum-projector called Cinematographe.

Lee Dee Forest had interest in wireless telegraphy and invented audion tube in 1906. Edison's phonograph was the record player or gramophone. It was most commonly used in 1870's. Radio was invented by Guglielmo Marconi in 1901.

In 1884, Paul Nipkov, a Russian, developed a rotating scanning disc for generating electrical signals for the transmission of a scene with 4000 pixels per second. Later a device called iconoscope was invented by Vladimir in 1923. John L. Baird is credited with the invention of a practical television system. But it was Philo Farnsworth who made the first public demonstration of an electronic television system in 1927.

Third Wave: The Age of Man and Machine

Invention of computer, as a machine capable of storing, retrieving and transmitting data, led to machine based human communication. Charles Babbage, a professor of Mathematics at Cambridge University, is considered the Father of Computers. He first developed a mechanical computer called the 'Difference Engine' in 1822. Later he developed a more complex machine 'Analytical Engine'. ENIAC (Electronic Numerical Integrator And Computer) was the first electronic general purpose computer. Developments in computer technology increased the rate of data



Fig1.7 (A)
Cinematographe in camera mode

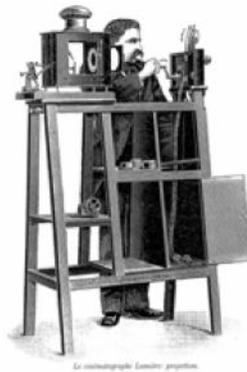


Fig1.7 (B)
Cinematographe in projection mode

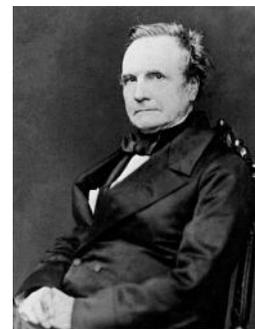


Fig 1.8 Charles Babbage

transmission, reduced manual effort, saved time and improved printing quality.

Fourth Wave: The Age of Satellite Networks



EDUSAT is India's first communication satellite dedicated exclusively for educational services. It relays messages through audio visual medium, employing multi-media multi-centric system, to create interactive classrooms. It also provides classes through one- way broadcast, interactive television, video conferencing, computer conferencing and web based instructions.

There are more than 3386 interactive class rooms and 31313 receive - only class rooms totaling close to 37000 class rooms. Networks have already been set up in 24 states of India.

The age of satellites began with the launch of Sputnik, the first artificial satellite by the erstwhile Soviet Union on October 4, 1957. After that many countries launched satellites, including communication satellite, which offer microwave radio relay of messages for radio and television broadcasting. Approximately 2,000 artificial satellites orbiting the Earth relay analog and digital signals carrying voice, video, and data to and from one or

many locations worldwide. The first satellite television signal was relayed from Europe to the Telstar satellite over North America in 1962.

A typical satellite link involves the transmission or uplinking of a signal from an Earth station to a satellite. The satellite then receives and amplifies the signal and retransmits it back to Earth, where it is received and re-amplified by Earth stations and terminals. Satellite receivers on the ground include direct-to-home (DTH) satellite equipment, mobile reception equipment in aircraft, satellite telephones, and handheld devices.

Let us do

Listen / Watch an educational programme in radio / television and attempt a review of it.

Fifth Wave: The Age of Network of Networks

The fifth wave, the age of networks, began with the introduction of the Internet. The Internet is the network of networks that connects billions of computers worldwide. Pentagon, a defence research wing of the USA, built the first computer network called Advanced Research Projects Agency Network - ARPANET- during the 1960s to transfer data among their departments. The popular use of the Internet is materialized by Tim Berners Lee, a British computer scientist, with his introduction of World Wide Web. Advancement in information and communication technology now offers real time, interactive, multimedia experiences and social networking opportunities even through simple devices like mobile phones at your hands.

Check Your Progress

- Explain the stages passed by human communication in its evolution to the present status.
- What are petroglyphs?
- Name the first book printed in Guttenberg's printing press.
- Why the second stage of communication is called the Age of Signals?
- Describe the Age of Network of Networks.

Elements of communication

The shift in communication technology over time changed the very process of communication in various ways, adding new elements or skipping the existing ones. A clear understanding of the elements of communication process is essential to know what happens in the communication process in various contexts. Let's learn them in detail in the coming section.

Communication is the expressions that we send and receive from our environment. It is a dynamic process that involves a series of activities such as observations, actions, reactions, postures,

gestures and so on. There are certain elements inevitable in a communication process. They are:

1. Sender
2. Message
3. Channel
4. Receiver
5. Feedback
6. Noise
7. Context
8. Effect

Sender- The idea generating source of communication is called sender. He / She initiates the communication process. Sender creates messages from the ideas born in his mind. So sender is also known as the source. In mass communication, the sender can be an individual or a group of people. A reporter or a team of professionals comprising of editors, designers, artists, technicians and presenters can be called the senders in a television broadcast.

A sender decides and encodes his ideas into a message. Encoding is the process of transferring ideas into the form of signals or messages and then transmits them through a channel. For example, a writer first decides the topic for his article, he then encodes it into a language (the text) and finally transmits it by writing the content.

Message- Message is anything that is sent or received through the sensory channels in a communication process. They can be verbal and nonverbal. Verbal messages are the written or spoken words in a language. Nonverbal messages can be the dress code, gestures, posters, tone and pitch variations of sound, colour and space.

Channel- Channel is the medium that carries the message from a sender to receiver. In a face-to-face situation, air is the channel.

The air carries sound waves from the sender's mouth to the ears of the receivers. In mass communication, the mass media like newspapers, radio and television work as channels. In the case of telephone, the telecommunication system is the channel.

Receiver- Receiver is the actual recipient of messages in a communication process. After receiving the message he decodes the message. Decoding is the process of interpreting the message sent by the source. Through decoding the meaning of the message is created in the mind of the receiver.

Feedback- Feedback is the response to the sender's message by the receiver. After interpreting the meaning of a message, the receiver encodes his response into another message. Then it is sent to the sender through a medium. For example, in a classroom, students raise doubts or nod their heads in agreement to what the teacher had already communicated to them. The act of accessing one's own message is self feedback. That is, a speaker hears his own words as he speaks.

Noise-Noise in communication refers to anything that distorts or interferes with the message. Noise occurs in all forms of communication. They are also called barriers to communication.

Just imagine a situation to know the impact of noise on communication. You are attending a marriage party. People move in and around the venue. A loudspeaker plays latest hit songs nearby. You are meeting your relatives and friends. Your mobile phone vibrates. When you attend the call it is hardly audible because of the high volume of the loudspeakers. You rush out of the venue to find a less noisy place. To your dismay you get broken sentences due to poor signal strength. Finally when you get the call clear you realize that it is an overseas business promotion call and the person on the other end speaks fluent English with British accent! You are out of your nerves. You switch off the phone in disgust.

Situations like this may occur in any communication process. Noise either distorts or disturbs prompt delivery of messages. Anything

that hinders the flow of communication process may be termed as a noise or barrier. Given below are different types of noise.

1. **Channel noise-** Any disturbance that occurs to the medium. When a weak signal may result in poor reception, it is called channel noise.
2. **Psychological noise-** Anything that interferes with the psyche of the participants of a communication process. At the time of a personal interview for a job, candidate's fear becomes a psychological noise. The fear can affect the flow of his talk and overall performance badly.
3. **Semantic noise-** Any problem related to language. Unfamiliar words, complex sentences, poor grammar etc. create semantic noise.
4. **Contextual noise-** Sometimes a situation itself is a barrier to communication. For example one cannot talk casually in an official meeting.

Context- Context is the situation where a communication activity takes place. Communication always occurs within a context. The context defines the nature of every communication. It can restrict or complement your mode of communication. For example, your behaviour in a classroom will be different from that of a play ground.

Effect- The consequences of communication process are termed as effects. Every act of communication makes some effects on its participants. The effect may be positive or negative. A successful communication process achieves the desired effect. Public speakers are said to be successful only when their ideas are understood and accepted by the audience.

Check Your Progress

- Identify the major elements involved in the communication process.
- Define encoding and decoding.
- What are verbal and non verbal messages?

- Give two examples for channels in mass communication.
- Explain feedback with an example.
- What are the different types of noise involved in a communication process?
- State the importance of effect in a communication situation.

Types of communication

The nature and type of communication vary depending on the elements, context, objectives, type of audience and forms of message.

Depending on the delivery of message, we can categorize communication as **non verbal and verbal communications**.

Non verbal communication

When you communicate with your friends, you are not just talking; rather you use various modes like gestures, facial expressions, body movements, postures and space to convey the real meaning in your mind. Only a part of the meaning is conveyed through the words you use. Behavioural expressions or cues that do not rely on words or word symbols are called non verbal communication. Body language, facial expression, gestures, postures, behaviour, position, tone and pitch of voice, long and short pauses and silence are some of the non verbal modes that we use in our daily communication situations.

Non verbal communication is mostly culture specific. It means the meaning and cues in it vary from one culture or society to another. To most of the Americans, the okay gesture by joining thumb and forefinger to form a circle is a cheerful confirmation. But, the same gesture has vulgar meaning in Greece and Turkey while in France and Belgium it means zero.

Let us look at non verbal communication modes which we use normally in our interactions

Facial expressions

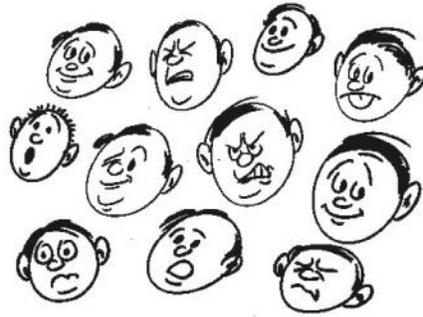


Fig. 1.9 Nonverbal communication

Face is considered the mirror of our mind. Through facial expressions, we can communicate the meaning in our mind. We derive more meaning from facial expressions, than from words used. In art forms, especially in theatre art forms like Kathakali, facial expressions are the base of communication. In films, close up shots of face are used to suggest the emotions of the character. Different

emotions show most clearly in different parts of the face. For example, happiness and surprise in the eyes and lower face and anger in the lower face, brows and forehead.

Kinesics

Why people hug or shake hands or kiss each other when they meet? It is to express warmth of their relationship. Touch gives physical stimulation and positive energy which make the communicators more involved in the process. However, these movements or contact of body in communication differ according to cultural norms of the society. When meeting each other the Arabs hug each other, American shake hands or kiss and Indian say Namaste by joining their palms and bowing the forehead. In short, our movements in communication have culture specific meanings. The study of this communication area is called Kinesics. There are three major areas in Kinesics:

Pre-kinesics: Physiological aspects of body movements

Micro kinesics: Body emotions that communicate different meaning

Social kinesics: Role meaning of different body movements

Proxemics

Proxemics is all about the role of the space or distance in communication. In informal chatting we sit close and interfere each other without much concern whereas in formal meeting we sit in our own seats keeping distance from those on the dais or chair.

People use space in communication contexts differently in accordance with their views on gender and social hierarchy. For examples, in some societies the female doesn't get same role and space as the male gets in communication environment.

Vocalics

Our voice, if taken separately, is also a non verbal means of communication. Volume, pitch, tone and inflection of our voice add flavor to the words we use. Same sentence can be uttered differently denoting entirely contrasting meaning. This non verbal aspect of voice is called vocalics. In communication terminology, paralanguage is the term used to describe non-verbal, vocal messages.

Verbal communication

Verbal communication uses oral or written forms of language. As you know, language is a major communication channel. Basically, language is collection of symbols, and people and cultures assign meaning to the symbols. Language is normally constructed with letters, punctuation marks, words and sentences depending on a grammar system. However, people assign different meanings to the same words and pronounce same words in countless ways. It is estimated that human beings speak about ten thousand dialects. Each of them is different from the other. There are even scripts-less languages as well.

The major rules that govern languages are phonological rules, syntactic rules, semantic rules and pragmatic rules. While phonetics deals with how words sound when pronounced, syntactic rules define the structure of language. Semantic rules deal with meaning

of specific words and pragmatic rules define the interpretation of the meanings of texts in different contexts, because text out of context may lead to miscommunication. Verbal communication becomes more effective when we communicate following these rules.

Formal and informal communication

Depending on the context, communication can be categorized mainly into two: formal and informal communication.

Formal communication is the official and authentic communication which occurs mostly in organized environment. It is more systematic, pre-planned and documented. Official reports, committee meetings, bulletin boards, group events, newsletters, memos and orders are various methods of formal communication.

Informal communication mostly occurs in non organized situations. Chatting, gossips, interpersonal interactions and tea parties are some examples. They are not systematic and authentic.

Levels of 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:

1. Intrapersonal communication
2. Interpersonal communication
3. Group communication
4. Public communication
5. Mass communication

Intrapersonal communication

Communication that takes place within the self is called intrapersonal communication. The individual functions here as both source and receiver. Daydreaming, meditation and interior monologues are examples. Some may claim the experiences of

conversing with the divine or invisible forces. Such intrapersonal communication experience is called transpersonal communication.

Intrapersonal communication involves different levels like internal discourse, solo vocal communication and solo written communication. While internal discourse involves thinking, concentration and analysis, solo vocal communication includes speaking aloud to oneself. This may be done to clarify thinking, to rehearse a message intended for others like practice for public speech. Solo written communication deals with writing not intended for others. Example: An entry in your diary.

The basis for intrapersonal communication is self awareness which defines how one sees him/her and is viewing others. Our self awareness is based on three factors: beliefs, values and attitudes. Belief is our basic personal views towards what is good or bad and true or false. Values are deep-rooted orientations and ideals, based on our beliefs. Attitudes are learned inclinations towards or against a topic. Ideas and actions are consistent with values. To be a better communicator, one must be aware of oneself.



Fig. 1.10
Intrapersonal communication

Interpersonal communication

Interpersonal communication is interaction between or among persons to exchange ideas, feelings and thoughts through verbal and non verbal messages. It is personal, two-way, and intimate, and mostly face to face, hence the most effective one.

Two or more persons or a small group may involve in interpersonal communication. If interpersonal communication occurs between two individuals it is called dyadic communication.

Interpersonal communication can be direct or indirect. Direct interpersonal communication



Fig. 1.11 Interpersonal communication



Fig. 1.12 Dyadic communication

involves a direct face-to-face relationship between the sender and receiver, who are in an interdependent relationship. Mediated interpersonal communication involves technology that assists or links the sender and receiver of messages. Telephonic conversation, internet chatting, and video talk are examples of mediated interpersonal communication.



How Our Relations Develop and Break Down?

Mark Knapp, a well known communication scholar, in his book *Interpersonal Communication and Human Relationship*, described the role of interpersonal communication in human relationship.

According to him, interpersonal communication includes several stages of coming-together process. We can find these stages when analyze our personal friendships. The first step, initial encounter, offers a first impression that can be full of general personal data like, name, place, education etc. Experimenting is the second step in which information is exchanged on topics of general nature at first, and the persons gradually become more personal and more self-revealing. The intensifying stage starts when the experimentation leads to positive mutual conclusions that the relationship is worth pursuing. The fourth step in interpersonal communication is integration, in which mutual decisions are made that the relationship is fulfilling. This is the stage of intense friendships, personal or family commitments, and so on. Bonding is the final stage, in which the relationship is sealed and generally is made known. Then we say that they are the best friends or business partners and the like.

Knapp also outlined a similar reverse pattern for the separating of interpersonal relationships: Differentiating is the initiating phase in which persons identify the differences and they begin to minimize communication and confine it to mainly functional topics. Stagnating is the next stage, in which the relationship becomes personally unsatisfactory and is continued mainly for reasons beyond the relationship,

such as family or obligatory contract or social expectation. Open unpleasantness is evident in the avoidance stage, in which the participants in interpersonal communication both avoid each other and express mutual annoyance when they encounter each other. Termination is the final stage of breakdown, at which time legal, religious or other formal contracts are abrogated and the demise of the relationship is announced to others.

Group communication

Group communication occurs among group members. What is a group? Collection of individuals becomes a group when they have common goals of gathering. Group at this level of communication is not a large collection of people. According to Joseph A. DeVito, 'a group is a collection of individuals, few enough in number so that all members may communicate with relative ease as both senders and receivers, who are related to each other by some common purpose and with some degree of organization or structure among them'. The best example is your class room itself.



Fig. 1.13 Group communication

In group situations, one person communicates with many persons, or many persons communicate with one person or many persons communicate with all or many in the group. Group communication is effective when organized with specific agenda and enough homework. It is relatively direct, intimate and effective and has room for adequate feedback.

Let us do

Find out examples for the three types of group communication

Public communication

In public communication, speaker or speakers address a comparatively large audience with a relatively continuous discourse, in a face - to - face or mediated situation. General body meetings of organizations and public gatherings organized by political parties



Fig.1.14 Public communication

are examples of face to face public communication. Now with the advance of technology, tele conferencing and video conferencing facilities are widely used for public communication. Speaker's social position, presentation skills, knowledge of the topic and the audience make the communication effective. But, feedback is very minimal in public communication.

Mass communication

Mass communication is disseminating information, ideas and attitudes to a large audience, using mass media. The concept of *mass* in mass communication means large, anonymous, heterogeneous and widely dispersed audience.

The *mass* may be constituted by different unorganized societies based on language, culture, ethnicity, profession, religion etc. And, mass media refers to the channels of communications such as



Fig 1.15 Mass communication

newspapers, magazines, television, radio, film and multimedia web sites. These channels are run by specific media institutions such as newspaper organizations, radio networks and television stations, movie companies, music producers, and the Internet service providers, following the rules and regulations of the governments.

Check Your Progress

- Differentiate verbal and non verbal communication.
- What is kinesics?
- How do you disseminate messages in the mass media?
- Identify the different levels of communication?
- How does intrapersonal communication vary from the other levels of communication?

Characteristics of mass communication

Any communication originated from a source and received by many people in different places is known as mass communication. Quick and simultaneous delivery of messages to the larger audiences is the unique feature of mass communication. Let's examine how mass communication differs from other levels of communication which we have already learned.

In mass communication, the most essential component is mass medium that disseminates messages to a large audience worldwide simultaneously in a responsible and systematic way. Mass media system is a complex entity which involves advanced technology, rules and regulations, codes and ethics, business interests and social responsibility.

By delivering messages worldwide simultaneously, mass communication offers a public experience ensuring everyone access to mass media, depending on his/her economic power, literacy level and willingness. Most often we form our opinion on public

issues taking ideas from mass media. Thus they share a common understanding and experience, contributing a lot to create a global culture.

In mass communication messages are not delivered directly from source to receivers, as we see in interpersonal communication. Mass media messages are filtered by a professional team comprising reporters, editors and regulators like censor boards.

gate keeping.

People consider mass media as authentic information sources. Thus mass media messages have the power to force people to think in favour or against an idea, ideology, product, fashion and life style.

However it may be remembered that the mass media messages are perishable and exhaust immediately after use.

In class room, you can respond to your teacher with ease and on the spot. But, immediate feedback is not possible with television anchors or newspaper editors or radio presenters. If you write a letter to the Editor, it will take some hours to get it published in the newspaper. You have to use some technical devices to participate in phone-in programmes of television or radio. It means, feedback is not easy or immediate in mass communication like the feedback in interpersonal or group communication. However, with the development in communication technology, feedback has been easier than ever before.

Let us sum up

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.

Significant Learning Outcomes

This chapter enables the learner to

- examine the etymology and definition of communication
- categorize early forms of communication
- locate the evolutionary stages of communication technologies
- compare different types of communication
- analyze various levels of communication &
- identify the basic elements of communication

Let us assess

1. Of several definitions of communication, which one is more agreeable to you? Give reasons.
2. Analyse the elements of communication process. Can we communicate without any of these elements? Examine each of them in detail.

3. "Communication technologies are waves which hit our society for radical changes". Evaluate this statement with reference to waves of communication.
4. Explain different classifications of communication process with suitable examples and diagrams.
5. Is it necessary to perform nonverbal communication in our daily life?
6. How does mass communication differ from other levels of communication? What are the unique characteristics of mass communication?
7. What do you mean by barriers to communication? How do they affect communication process? What are the common types of barriers?

Extended activities

- Conduct a seminar on the topic "Merits and Demerits of Mobile Phone Use". Find out what arguments are highlighted in the discussion. Who communicated more? Moderator or participants? Do all agree or disagree with the conclusions? What are the points emphasized by the moderator in the conclusion? Examine how the participants responded to the conclusion. Note down how the discussion is summed up by the moderator. Ask the participants whether the discussions help them change their attitude towards mobile phone use.
- Prepare a graphical representation of a satellite communication network.
- Collect pictures of different types of communication. Stick them in your scrap book. Write definitions of each type of communications.
- Identify different stages of interaction occurred in your life when you develop friendship with one of your class mates.
- Perform a role play on any communication activity in your classroom.
- Collect pictures of the first wave to fifth wave of communication and paste it in your scrap book.

- Analyze the following interpersonal communication model in the light of elements of communication you learned and find out its merits and demerits. Taking cues from this model, draw models of group communication and mass communication.

