

**ANNAMALAI UNIVERSITY**

**FACULTY OF INDIAN LANGUAGES**

**CENTRE OF ADVANCED STUDY IN LINGUISTICS**

**STUDY MATERIAL**

**LINE.405 LANGUAGE AND MASS COMMUNICATION**

**(Elective Subject)**

*for*

**M.SC., PSYCHOLOGY**

**M.A., SOCIOLOGY**

**M.A., POLITICAL SCIENCE**

**M.A., ENGLISH**

**MBA**

*Students*

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## **LINE.405 LANGUAGE AND MASS COMMUNICATION**

### **Unit I. Language, Society and communication:**

***Inter-relationship of Languages, Society and communication- Meaning of Communication, Need for communication- the process of communication- Types of Communication- Barriers of communication - Communication Gap - Verbal communication Vs Non-verbal communication.***

Language is central to social interaction in every society, regardless of location and time period. Language and social interaction have a reciprocal relationship: language shapes social interactions and social interactions shape language.

Language undoubtedly has a very important social purpose because it is mainly used for linguistic communication. It is difficult to envisage a society without language which is the basis of human progress. It is central to ones identity as an individual and as a marker of a social group.

### **Society and communication**

We cannot think society without the use of communication, most important part of this communication is giving information with the help of mass communication regarding any natural calamity danger and spreading of any diseases epidemic. In the modern time role of communication is very vital like having respiration. The communication helps persons individually to talk to some another person and exchange of ideas and information. It provide link between friends and relatives. It helps to exchange goods and services.

The communication helps defense forces to communicate and command when required. It helps during the medical needs like doctor ambulance and other services. it helps to explore about the needs. Mass Communication helps to inform total society the news the entertainment and the advertisements. We get all the news through newspaper radio and television and everybody just the same news at the same time. The society runs on the grounds of communication. There shall be no society in the absence of this element.

Communication is basically the way to connect to other people. Had the people been able to communicate to their fullest there wouldn't be any reason for conflicts or disagreements in the society?

Communication is the building block of the society and refraining from this fact would lead to a huge mess around.

Society is formed by the people who come together and share their feelings and interests with one another and this is only possible through communicating.

The concept of communication is primarily the exchange of information between subjects of communication. The ongoing global transformation into information communicative society is accompanied not only by the penetration of communication into all spheres of society.

to express themselves, leading to social and psychological well being.

## **Meaning of Communication**

It is very difficult to define the term 'Communication` in a simple way. Different scholars defined communication in different ways. The simplest definition of communication is "a process of sending and receiving a message

between two parties.” Actually [communication](#) is the process of transferring information and understanding from one or more people one or more people. In the most clear form, communication means interaction between two parties. A few comments given by some experts on communication are given below: Definition of communication, Meaning of communication, what is communication?



Fig: The simple form of communication

In fine, we can say that communication is a system through which people share ideas, feelings, thoughts, facts, opinion, values and emotions with each other. It acts as a bridge of meaning among people.

### Need for communication

Communication skills are needed to speak appropriately with a wide variety of people whilst maintaining good eye contact, demonstrate a varied vocabulary and alter your language to your audience, listen effectively, present your ideas appropriately, write clearly and concisely, and work well in a group,

According to Thorson and Duffy, every instance of media use is motivated by a communication need, so their organizing framework begins with four basic communication needs: connectivity, information, entertainment, and shopping.

### Means of Communication

Means of Mass communication when we want to give a message to a very large number of people at different locations we can use any one of newspapers, magazines, cinema, radio and television etc. This is called Mass Communication.

Means of communication is known as the tools and technology which facilitate for exchanging information, ideas and opinions between people and organizations of different places. The office uses a suitable means of communication to pass a particular message.

Devices used to talk, or to send message one end to other, or from one person to other are called means of communication. Means of Communication are the most necessary part of modern lifestyle. In modern age, there are many types of means of communications like News Paper, Telephone, Mobile, TV, Internet etc. They play very important role in our daily life activities. There is great Importance of Means of Communications in everyone's life, in this age.

### **Ancient-age**

In ancient age pigeons were used for sending letters. This was the slow and unreliable mean of communication. Horsemen were also used for sending royal messages in early ages.

### **Modern age**

Means of communication in Modern age Telephone and Mobiles Telephones and mobiles are most commonly used means of communication. They are not only very fast but also link far distant location within no time. They link not only the major cities but also villages of the whole world. STD (Subscriber Trunk Dialing) services are used to link with people in one country and ISD (International Subscriber Dialing) services for linking people of different countries.

Telephones are static whereas Mobile phones can be carried anywhere, so, are very popular now a days. They help anyone to talk to others anytime and from anywhere.

## **Letters**

Letters are most common means of communication. Postcards, inland letters, envelops, postage stamps, etc., are used for writing letters. Money order can be used to send money and speed-post and courier services can be used to send urgent messages by post. For quick and very urgent messages telegram can be sent through the telegraph office.

Means of communication is share the information. The word “bike” represents both a bike and a short name for a motorcycle. By looking at the context the word is used in and by asking questions, we can discover the shared meaning of the word and understand the message.

## **Process of communication**

The process of communication refers to the transmission or passage of information or message from the sender through a selected channel to the receiver overcoming barriers that affect its pace. The process of communication is a cyclic one as it begins with the sender and ends with the sender in the form of feedback.

## **Communications Process**

Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

### **1. Sender**

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

### **2. Message**

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

### **Browse more Topics under Directing**

- Introduction, Meaning, Importance & Principles of Directing
- Elements of Direction
- Incentives
- Leadership

### **3. Encoding**

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

## **4. Media**

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

## **5. Decoding**

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

## **6. Receiver**

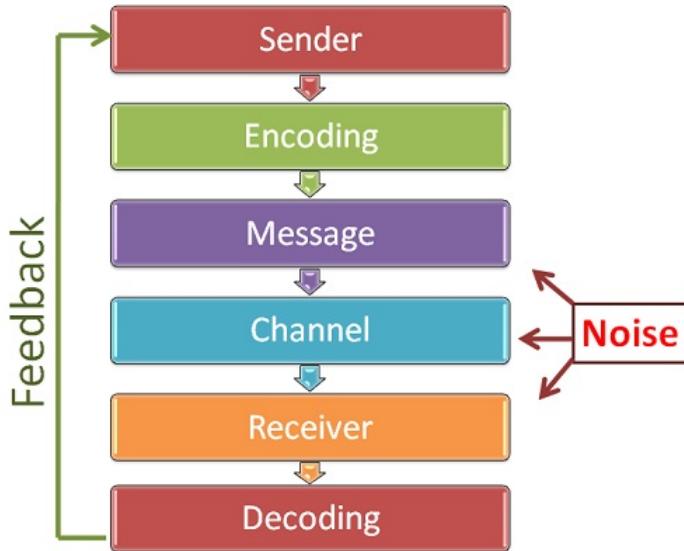
He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

## **7. Feedback**

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

## **8. Noise**

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.



## Types of Communication

There are four main types of communication we use on a daily basis: Verbal, nonverbal, written and visual each of these types of communication, why they are important and how you can improve them for success in your career.

There are several different ways we share information with one another. For example, you might use verbal communication when sharing a presentation with a group. You might use written communication when applying for a job or sending an email.

There are four main categories or communication styles including verbal, nonverbal, written and visual:

### 1. Verbal

Verbal communication is the use of language to transfer information through speaking or sign language. It is one of the most common types, often used during presentations, video conferences and phone calls, meetings and one-on-one

conversations. Verbal communication is important because it is efficient. It can be helpful to support verbal communication with both nonverbal and written communication.

Here are a few steps you can take to develop your verbal communication skills:

- Use a strong, confident speaking voice. Especially when presenting information to a few or a group of people, be sure to use a strong voice so that everyone can easily hear you. Be confident when speaking so that your ideas are clear and easy for others to understand.
- Use active listening. The other side of using verbal communication is intently listening to and hearing others. Active listening skills are key when conducting a meeting, presentation or even when participating in a one-on-one conversation. Doing so will help you grow as a communicator.
- Avoid filler words. It can be tempting, especially during a presentation, to use filler words such as “um,” “like,” “so” or “yeah.” While it might feel natural after completing a sentence or pausing to collect your thoughts, it can also be distracting for your audience. Try presenting to a trusted friend or colleague who can call attention to the times you use filler words. Try to replace them by taking a breath when you are tempted to use them.

## **2. Nonverbal**

Nonverbal communication is the use of body language, gestures and facial expressions to convey information to others. It can be used both intentionally and unintentionally. For example, you might smile unintentionally when you hear a pleasing or enjoyable idea or piece of information. Nonverbal communication is helpful when trying to understand others’ thoughts and feelings.

If they are displaying “closed” body language, such as crossed arms or hunched shoulders, they might be feeling anxious, angry or nervous. If they are displaying “open” body language with both feet on the floor and arms by their side or on the table, they are likely feeling positive and open to information.

Here are a few steps you can take to develop your nonverbal communication skills:

- Notice how your emotions feel physically. Throughout the day, as you experience a range of emotions (anything from energized, bored, happy or frustrated), try to identify where you feel that emotion within your body. For example, if you’re feeling anxious, you might notice that your stomach feels tight. Developing self-awareness around how your emotions affect your body can give you greater mastery over your external presentation.
- Be intentional about your nonverbal communications. Make an effort to display positive body language when you feel alert, open and positive about your surroundings. You can also use body language to support your verbal communication if you feel confused or anxious about information, like using a furrowed brow. Use body language alongside verbal communication such as asking follow up questions or pulling the presenter aside to give feedback.
- Mimic nonverbal communications you find effective. If you find certain facial expressions or body language beneficial to a certain setting, use it as a guide when improving your own nonverbal communications. For example, if you see that when someone nods their head it communicates approval and

positive feedback efficiently, use it in your next meeting when you have the same feelings.

### **3. Written**

Written communication is the act of writing, typing or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference. Writing is commonly used to share information through books, pamphlets, blogs, letters, memos and more. Emails and chats are a common form of written communication in the workplace.

Here are a few steps you can take to develop your written communication skills:

- Strive for simplicity. Written communications should be as simple and clear as possible. While it might be helpful to include lots of detail in instructional communications, for example, you should look for areas where you can write as clearly as possible for your audience to understand.
- Don't rely on tone. Because you do not have the nuance of verbal and nonverbal communications, be careful when you are trying to communicate a certain tone when writing. For example, attempting to communicate a joke, sarcasm or excitement might be translated differently depending on the audience. Instead, try to keep your writing as simple and plain as possible and follow up with verbal communications where you can add more personality.
- Take time to review your written communications. Setting time aside to re-read your emails, letters or memos can help you identify mistakes or opportunities to say something differently. For important communications or

those that will be sent to a large number of people, it might be helpful to have a trusted colleague review it as well.

- Keep a file of writing you find effective or enjoyable. If you receive a certain pamphlet, email or memo that you find particularly helpful or interesting, save it for reference when writing your own communications. Incorporating methods or styles you like can help you to improve over time.

#### **4. Visual**

Visual communication is the act of using photographs, art, drawings, sketches, charts and graphs to convey information. Visuals are often used as an aid during presentations to provide helpful context alongside written and/or verbal communication. Because people have different learning styles, visual communication might be more helpful for some to consume ideas and information.

Here are a few steps you can take to develop your visual communication skills:

Ask others before including visuals. If you are considering sharing a visual aid in your presentation or email, consider asking others for feedback. Adding visuals can sometimes make concepts confusing or muddled. Getting a third-party perspective can help you decide whether the visual adds value to your communications.

Consider your audience. Be sure to include visuals that are easily understood by your audience. For example, if you are displaying a chart with unfamiliar data, be sure to take time and explain what is happening in the visual and how it relates to what you are saying. You should never use sensitive, offensive, violent or graphic visuals in any form.

## **Barriers of communication,**

Barriers:

This far we have seen what we mean by the process of communication. But, at times even after taking care of every other detail some misunderstandings arise. So, to eliminate these misunderstandings, we have to understand the most common barriers to effective communication.

Communication:

The process of communication has multiple barriers. The intended communique will often be disturbed and distorted leading to a condition of misunderstanding and failure of communication. The Barriers to effective communication could be of many types like linguistic, psychological, emotional, physical, and cultural etc. We will see all of these types in detail below.

### **Linguistic Barriers**

The language barrier is one of the main barriers that limit effective communication. Language is the most commonly employed tool of communication. The fact that each major region has its own language is one of the Barriers to effective communication. Sometimes even a thick dialect may render the communication ineffective.

As per some estimates, the dialects of every two regions changes within a few kilometers. Even in the same workplace, different employees will have different

linguistic skills. As a result, the communication channels that span across the organization would be affected by this.

Thus keeping this barrier in mind, different considerations have to be made for different employees. Some of them are very proficient in a certain language and others will be ok with these languages.

## **Psychological Barriers**

There are various mental and psychological issues that may be barriers to effective communication. Some people have stage fear, speech disorders, phobia, depression etc. All of these conditions are very difficult to manage sometimes and will most certainly limit the ease of communication.

## **Emotional Barriers**

The emotional IQ of a person determines the ease and comfort with which they can communicate. A person who is emotionally mature will be able to communicate effectively. On the other hand, people who let their emotions take over will face certain difficulties.

A perfect mixture of emotions and facts is necessary for effective communication. Emotions like anger, frustration, humour, can blur the decision-making capacities of a person and thus limit the effectiveness of their communication.

## **Physical Barriers to Communication**

They are the most obvious barriers to effective communication. These barriers are mostly easily removable in principle at least. They include barriers like noise, closed doors, faulty equipment used for communication, closed cabins, etc. Sometimes, in a large office, the physical separation between various employees combined with faulty equipment may result in severe barriers to effective communication.

## **Cultural Barriers of Communication**

As the world is getting more and more globalized, any large office may have people from several parts of the world. Different cultures have a different meaning for several basic values of society. Dressing, Religions or lack of them, food, drinks, pets, and the general behaviour will change drastically from one culture to another.

Hence it is a must that we must take these different cultures into account while communication. This is what we call being culturally appropriate. In many multinational companies, special courses are offered at the orientation stages that let people know about other cultures and how to be courteous and tolerant of others.

## **Organizational Structure Barriers**

As we saw there are many methods of communication at an organizational level. Each of these methods has its own problems and constraints that may become barriers to effective communication. Most of these barriers arise because of misinformation or lack of appropriate transparency available to the employees.

## **Attitude Barriers**

Certain people like to be left alone. They are the introverts or just people who are not very social. Others like to be social or sometimes extra clingy! Both these cases could become a barrier to communication. Some people have attitude issues, like huge ego and inconsiderate behaviours.

These employees can cause severe strains in the communication channels that they are present in. Certain personality traits like shyness, anger, social anxiety may be removable through courses and proper training. However, problems like egocentric behaviour and selfishness may not be correctable.

## **Perception Barriers**

Different people perceive the same things differently. This is a fact which we must consider during the communication process. Knowledge of the perception levels of the audience is crucial to effective communication. All the messages or communique must be easy and clear. There shouldn't be any room for a diversified interpretational set.

## **Physiological Barriers**

Certain disorders or diseases or other limitations could also prevent effective communication between the various channels of an organization. The shrillness of voice, dyslexia, etc are some examples of physiological barriers to effective communication. However, these are not crucial because they can easily be compensated and removed.

## **Technological Barriers & Socio-religious Barriers**

Other barriers include the technological barriers. The technology is developing fast and as a result, it becomes difficult to keep up with the newest developments. Hence sometimes the technological advance may become a barrier. In addition to this, the cost of technology is sometimes very high.

Most of the organizations will not be able to afford a decent tech for the purpose of communication. Hence, this becomes a very crucial barrier. Other barriers are socio-religious barriers. In a patriarchal society, a woman or a transgender may face many difficulties and barriers while communicating.

## **Communication Gap**

Communication Gap is when the meaning intended by the speaker or sender is not what is understood by the recipient. As stated above, there might be several reasons for communication gap between employees.

There are different aspects of communication gaps. The major part is ignorance. People now days being so busy tend to get involved in their work and forget things and people around them. This is where problems start. Less communication means less messages, less phone calls less outings and this usually piles up and priorities change.

There are many reasons because of which relationship fails, here I am not only talking about couples relationship but also every relationship that has love, either we talk about parents relationship with their children, sibling relationships, friends relationship, mother-daughter relationship, father-son relationships etc. one

of the major reason why most of the relationships fail or become sour is because of some communication gap reasons. You all must be aware of Love languages, just like any other languages, even love has its own language, and to make someone know about your love and care you must communicate to them on the basis of their love language.

## **Verbal communication Vs Non-verbal communication**

Verbal communication is the use of auditory language to exchange information (in sequence) with other people. Non-verbal communication is communication between people through non-verbal or visual cues. This includes gestures, facial expressions, body movement, timing, touch, and anything else that communicates without speaking.

Verbal communication is the use of auditory language to exchange information with other people. It includes sounds, words, or speaking. The tone, volume, and pitch of one's voice can all contribute to effective verbal communication.

Non-verbal communication is communication between people through non-verbal or visual cues. This includes gestures, facial expressions, body movement, timing, touch, and anything else that communicates without speaking.

## **Unit-II Communication theories and Models:**

*Communication theories- Models of Communication, Shannon and Weaver model, Lasswell's communication model, Wilbur Schramm model, Osgood-Schramm model of communication, Westley and MacLean's model of communication, New Comb's model of communication, Berlo's model of communication, Writing and Speech systems in communication Levels of Communication.*

### **Communication theories**

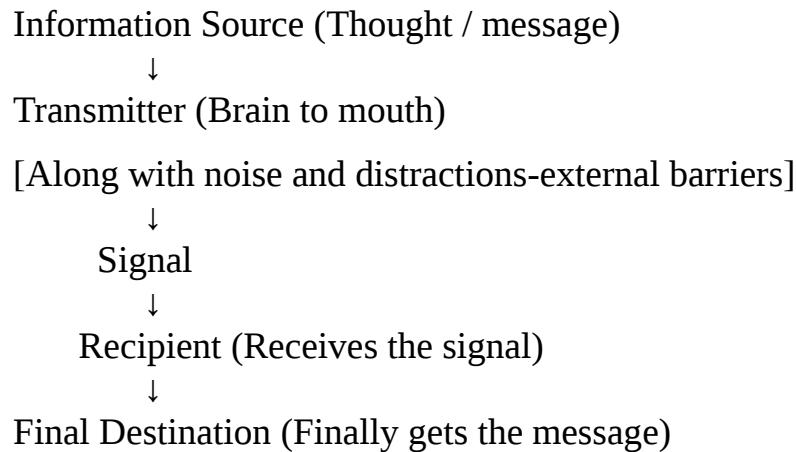
In broad terms, communication theory attempts to explain the production of information, how this information is transmitted, and the methods used to convey it, and how meaning is thereby created and shared. So, it is proposed that noise reduces information-carrying capacity.

#### **Models of Communication: Shannon and Weaver model,**

Shannon and Weaver model is the most popular model of communication and is widely accepted all over the world.

Shannon and weaver model simply proposes that a message actually originates from the person who gets the thought or has the information. The sender

is also called the Source of information or the Information Source. The information then gets transmitted from the brain to the mouth and comes out as a signal which then reaches the recipient after joining hands with several noises and other disturbances. The recipient then further passes on the message to its final destination or other minds of other individuals.



Let us go through the above example once again. The team did prepare the report but there were some errors which got rectified later. This is the loophole of Shannon Weaver model. The message while reaching the final destination might get distorted sometimes as different people interpret messages in a different way. For Mike marketing strategy could be branding strategy but for the team marketing strategies could be simple sales techniques to increase the output. Thus even a simple message can get a different meaning after finally reaching its destination.

### **Wilber Schramm Model (1954)**

Information is of no use unless and until it is carefully put into words and conveyed to others. Encoding plays a very important role because it initiates the process of communication by converting the thought into content. When the

information reaches the recipient his prime responsibility is to understand what the speaker intends to convey. Unless and until the second party is able to understand or decode the information what the sender wants to communicate, the message is actually of no use. Thus encoding and decoding are two most important factors of an effective communication without which information can never flow between two individuals. Schramm's model also revolves around the above principle. According to the Schramm's model, coding and decoding are the two essential processes of an effective communication.

He also emphasizes that the communication is incomplete unless and until the sender receives a feedback from the recipient. Imagine a person sharing his thoughts with his friend and his friend not responding to him. Is the communication complete? NO. Schramm believed that communication is actually a two way process between the first party and the second party.

Let us understand more with the help of an example

Jennifer to Sam -“Will you accompany me for a movie?”

Sam kept mum and did not respond and hence the communication between Sam and Jennifer was not complete. If Sam was not interested for the movie, he could have responded or given the feedback to Jennifer about his unwillingness. According to Schramm's model, whenever the information reaches the recipient, it becomes his responsibility to give the feedback and let him know if he has downloaded the message in exactly the same manner the speaker wanted. If he is not clear with anything or has any doubts, it must be cleared with the speaker. Thus when the speaker conveys any message to the listener, the listener, decodes the message and once again passes the message to the speaker after understanding it and completing the full circle.

Sender  
 $M \downarrow \uparrow M$   
Receiver  
M - *Stands for message*

Schramm believed that an individual's knowledge, experience and cultural background also play an important role in communication. Individuals from diverse cultures, religion or background tend to interpret the message in different ways.

Billy to Servant - "Please bring something hot for me to drink as I am suffering from sore throat."

The servant brought him a glass of lukewarm water but Billy actually wanted a cup of hot chocolate coffee. Hence different interpretation by the servant. He was not on the common grounds with Billy and failed to understand his master's information. It was neither Billy's nor the servant's fault but actually the differences in both their backgrounds which was to blame.

Another example

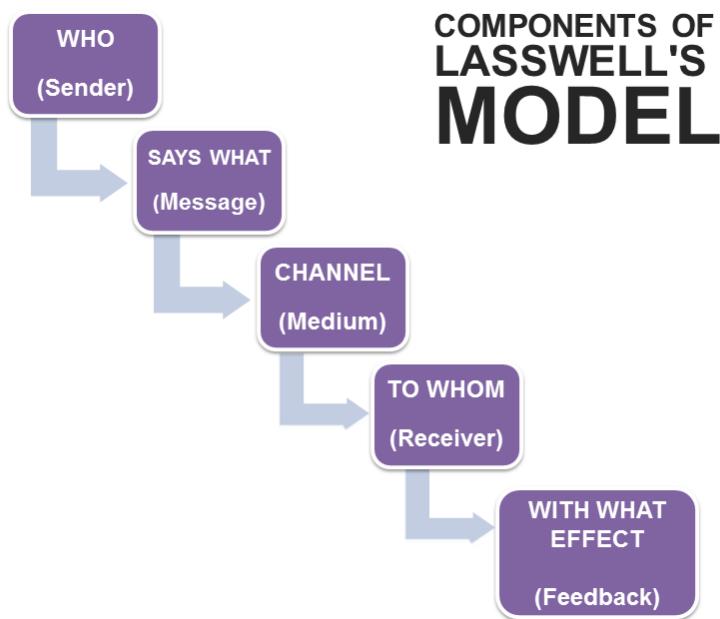
John to Teddy - "I get late for my office, please buy me a clock"

Teddy went to a local market and gifted a clock to John and John was never late to office after that. He could have also misinterpreted the message, then how come he could understand his friend's desire? A Clock is always a clock whether Teddy has to bring it or any other individual has to bring it. A clock can never be confused with a wrist watch or for that matter something else. There are some messages which are more or less same for everyone. They are called as messages with a Denotative meaning which are almost the same for all individuals and in such cases chances of misinterpretation and misunderstanding gets nullified.

Please once again refer to the above situation of John and Teddy and slightly modify the situation. When John wanted a clock, Teddy brought two clocks for him as he was two concerned for John and didn't want him to get late. In this case John actually wanted a single clock but Teddy brought his emotional quotient and personal affection in between. Such meanings are called Connotative meaning which are affected by emotional factors. A message can also get distorted due to wrong body movements, gestures, facial expressions and many other factors.

To conclude according to this model of communication when a sender passes on the information to the receiver, the receiver must interpret it in the desired form the sender wants and give him the feedback or respond accordingly. Any communication where the sender does not get the feedback, the communication is not complete and thus ineffective.

#### Components of Lasswell's Communication Model



Lasswell's communication model has 5 components which is used as an analysis tool for evaluating the communication process and components. The components are the questions to be asked to get the answers and keep communication going.

<b>Components</b>	<b>Meaning</b>	<b>Analysis</b>
Who	the communicator or sender or source of message	Control Analysis
Says What	the content of the message	Content Analysis
In Which Channel	the medium or media	Media Analysis
To Whom	the receiver of the message or an audience	Audience Analysis
With What Effect	the feedback of the receiver to the sender	Effect Analysis

### **Explanation of different Components of Lasswell's Model**

- Control analysis helps the sender to have all the power.
- Content analysis is associated to stereotyping and representation of different groups politically. It is also related to the purpose or the ulterior motives of the message.
- Media analysis represents which medium should be used to exercise maximum power against the receivers.
- Audience analysis shows who are the target population to be manipulated or brain-washed.
- Effect analysis is done before the process starts. It is used to predict the effect of message over the target population to be exploited.

## **Explanation of Lasswell's Communication Model**

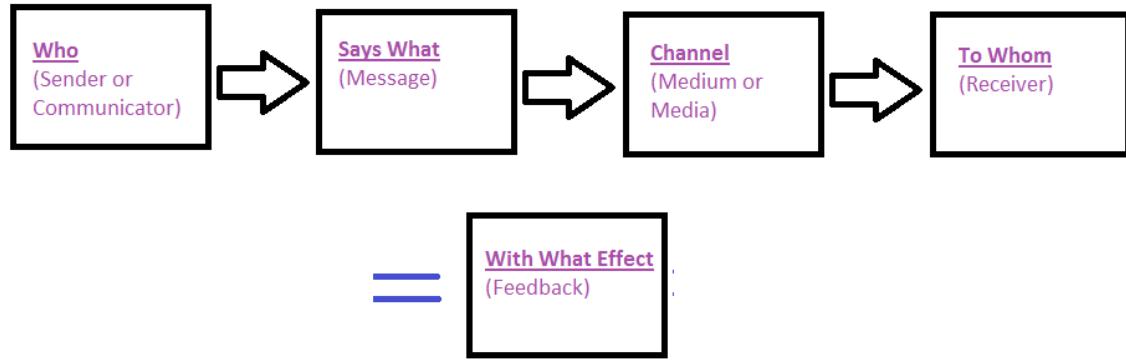
Though Lasswell's model was developed to analyze mass communication, this model is used for interpersonal communication or group communication to be disseminated message to various groups in various situations.

Lasswell's model was developed to study the media propaganda of countries and businesses at that time. Only rich people used to have communication mediums such as televisions and radios back then. It was made to show the mass media culture.

Lasswell also brought the concept of Effective Communication Process. He talked about the relation between presentation of facts and how it generates different effects. The use of the concept of effect makes Lasswell's model non-linear unlike its name. It's because effect can also be taken as feedback.

Though, generally, the component of effect was made to be more about outcome of the message, the model is applied in different medias and fields despite being developed specifically for mass communication.

This model is similar to the communication model proposed by Claude Shannon and Warren Weaver. Their model is more graphical than Lasswell's. George Gerbner who is the founder of the cultivation theory, expanded Lasswell's model and included the concept of reaction of the receiver.



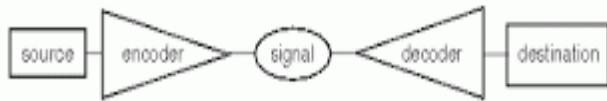
### Disadvantages and Criticisms of Lasswell's Model

The major criticism of Lasswell's Model is that it does not include feedback and it ignores the possibility of noise. Without feedback, a communication process cannot be fruitful. Lasswell's model is very linear and does not consider barriers in the communication process.

The model is also criticized for being very general and only including very traditional topics. The model is very simplistic. The model is said to be propaganda based as it is more focused on the resulting outcome and generally used for media persuasion.

### **Wilbur Schramm model,**

Wilbur Schramm in 1954 provided several additional models out of which the first was essentially an elaboration of Shannon's. He introduced the concept of "commonness" between the source and the receiver. The message from the source is encoded and is transmitted in form of a signal to the receiver where it gets decoded. Here the information carried in form of a signal is encoded and decoded in the common way in which both the sender and receiver can interpret it easily.



In his second model, he introduced the concept of field experience, which helps in determining whether a message would be received at its destination in the manner intended by the source

Schramm's third model is based on the convergence or network approach. Due to various kinds of noise there are chances that the message gets distorted till it reaches the receiver, to overcome the problem he introduced the concept of feedback which helps the sender to modify the information form what he observes or hears from the receiver or the audience. The communication process now takes a circular form as both parties take on the roles of sender and recipient.

Fields of experience can be defined as, "life experiences, attitudes, values, and beliefs that each communicator brings to an interaction and that shape how messages are sent and received" (Mc Cornack, 2010).

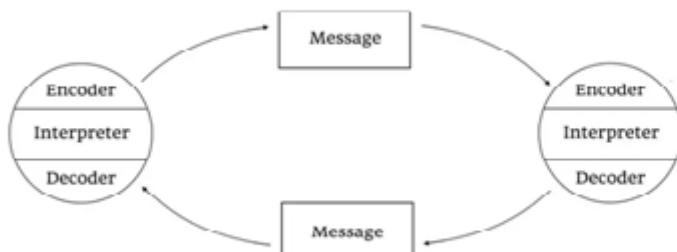
Schramm's model emphasizes on the importance of feedback for the information to reach the receiver in the same manner as desired by the sender. Feedback is essential in the business environment to ensure that the constituencies interpret the information correctly from the companies.

## Osgood-Schramm model of communication:

The Osgood-Schramm model of communication is a communication theory. It explains how we communicate with one another, mainly through speech, writing and discourse. It emphasizes four key principles:

1. That communication is circular, not linear. The listener can both receive and send messages (in most instances).
2. That communication is usually equal and reciprocal
3. That there is a lot of interpretation involved when receiving a message
4. That all communication requires three steps: encoding, decoding and interpreting a message.

### How does the Circular Model Work?



Principle 1: Circular Communication

The image above shows how the Osgood-Schramm model works. It involves circular communication between two people. Each person is both a sender and a receiver. They are therefore able to communicate to one another, rather than only in one direction.

This circular feature of the model is very different from other linear models of the time like the Shannon-Weaver model or Lasswell's model of communication.

When critiquing linear or 'transmission' models such as the Shannon-Weaver model, Schramm argued:

“In fact it is misleading to think of the communication process as starting somewhere and ending somewhere. It is really endless. We are really switchboard centers handling and re-routing the great endless current of information.”  
(Schramm, 1955)

## **Principle 2: Communication involves Interpretation**

Schramm was insistent that communication is not simply the passing of a packet of information from a sender to a receiver. Instead, he saw that messages must be interpreted in order for them to be understood.

In the process of interpretation, however, a lot of meaning can be lost. We call the lost or misinterpretation of information “semantic noise” caused by “semantic barriers”. Semantic barriers are specifically the values, beliefs and background knowledge that impact how someone sends and how someone receives messages.

As two-way communication keeps on going in its circular pattern, the semantic noise is ideally reduced because the two communicators can come to shared meaning and give one another further clarification on what they actually mean.

## **Principle 3: Communication requires Encoding, Decoding and Interpreting**

You can see in the image above that each actor in the communication sequence has three roles: encoding, decoding and interpreting.

Here's how each step works:

- Encoding: When we want to send a message, we need to think about how to craft it to get our message across clearly. We need to think of the right words to say and in what order we should send our messages to communicate our ideas to the message receiver.
- Decoding: When we receive a message, we need to decode it. A message may be packaged as text, image, advertisement, speech, etc. When receiving a message, we need to use our reading skills, listening skills, etc. to decode the message so it makes sense to us. Sometimes someone may ‘mishear’ or ‘misread’ a message (perhaps if it were mumbled or written by someone who is not a native speaker), which will interfere with their interpretation.
- Interpreting: Now that we understand the medium of communication, we can go about interpreting the message. What does it mean to you? One person may interpret the message in a totally different way to someone else. Or, they may not understand it the same way as the encoder, meaning they have ‘misinterpreted’ the text.

Once someone has decoded and interpreted a message, they can then go about encoding their own message to send back to the original sender. They would in turn go about decoding and interpreting. The cycle continues.

### **Westley and MacLean’s model of communication**

Let us try to understand this model with the help of below examples:

At night, when suddenly an individual experiences the shaking and trembling of the earth’s crust or indications of an earthquake, he immediately

wakes up and conveys to his family that they immediately need to vacate the house.

Jackson had important meetings lined up during the day. The moment he was about to step out of his door, he was greeted by a heavy downpour. He had no other option but to cancel all his appointments however urgent they were and had to stay indoors. Why did he take the decision of not going to work? Due to the heavy shower, Jackson preferred staying indoors and rescheduled all his meetings.

On the way to office, if one witnesses a road accident or a murder, the first thing he does is to call his friends or relatives and share his experiences with them. He passes on his message to his relatives and tells them to be safe and call him immediately after reaching their respective destinations.

In all the above cases, the individual received signals from the environment and then began communicating with others. Thus the communication actually was initiated by the external environment which then led the speaker to convey his information to the others. This explains the Westley and MacLean's model of communication. Unlike Frank Dance, Westley and MacLean believed that communication doesn't start from day one but actually begins when the speaker receives signals or messages from his external surroundings. In this model again the process of initiating communication by first sending messages takes a back seat and suggests that communication actually starts with receiving messages from the environment.

Jim works with a leading advertising firm. His key responsibility area is to design ads for his clients. One fine day, while he was driving back to his apartment, he noticed a hoarding advertising a certain product. Immediately he called his subordinate, shared his brilliant idea which just originated the moment

he saw the hoarding. In this case, communication actually began with Jim receiving the message from the signboard and then further sending it to his team members - an example of Westley and MacLean's model of communication.

This model considers a strong relation between the signals from the surroundings and the process of communication. According to this model the process of communication begins with receiving messages rather than sending messages.

(Receives message)

Environment---- Sender---- then sends message

(Communication starts)

In this model it is not necessary that the signals coming from the surroundings are intentionally sent to start the process of communication. Sometimes events might accidentally occur or the thought can be accidentally received. As in the case of Jim, the hoarding was there for quite a long time, Jim took the same road for almost a year, but one fine day he suddenly received the idea from the banner and initiated the process of communication. Thus signals can be received anytime and communication can begin anytime. It was Jim who saw the hoarding, his team members did not see it and thus there are fair chances they might download the message with few errors. This is a common loophole of this model of communication, where the information sometimes gets modified when it is passed from one person to the other individual.

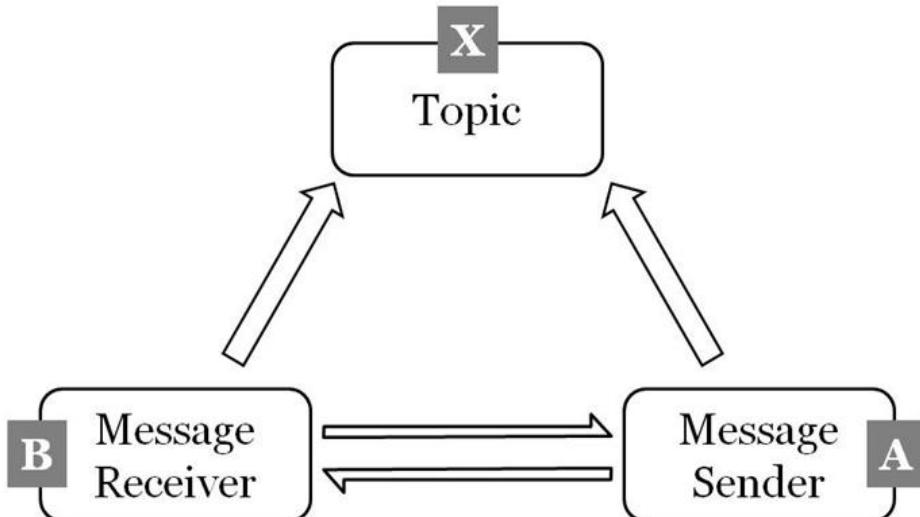
### **New Comb's model of communication:**

The New Comb's model of communication was introduced by Theodore M Newcomb of the University of Michigan in 1953. He concentrates on the social purpose of communication, showing all communication as a means of sustaining

relationships between people. Sometimes it's called as an “ABX” model of communication.

Theodore M. Newcomb,(1903) in Rock Creek, at the northeastern tip of Ohio and he was a great pioneer in the field of social psychology. Merely 50 years he worked for the improvement of human motivation, perception and learning to shape the deep understanding of social process. In 1929, he started his professional career in the department of psychology at University of Michigan. In 1931, he moved to Cleveland College, University of Western Reserve from University of Michigan. In 1934, he got a great offer from New Bennington College in Vermont which caused remarkable changes in his rest of his professional career. His works “Personality and Social Change” (1943), “Social Psychology” (1950). He published a new social approach in field of communication which is called “ABX” system (later it became Newcomb’s model) and it’s published in the name of “An Approach to the Study of Communicative Acts (1953)”. He published another great work in the field of social psychology called “The Acquaintance Process” (1961).

The New Comb’s model of communication was introduced by Theodore M Newcomb of the University of Michigan in 1953. He gives different approach to the communication process. The main purpose of this theory is to introduce the role of communication in a social relationship (society) and to maintain social equilibrium within the social system. He does not include the message as a separate entity in his diagram, implying it only by use of directional arrows. He concentrates on the social purpose of communication, showing all communication as a means of sustaining relationships between people. Sometimes it's called as an “ABX” model of communication



## The Newcomb's Model

The Newcomb's model works in a triangular format or A-B-X system

A – Sender

B – Receiver

X – Matter of Concern

The relationship between A and B is like student and teacher, government and public or newspaper and readers. Sender and Receiver may work in a same flow but the same time some factor like “X” may affect their flow of relationship. “X” it may be third persons, issue, topic or policy.

For Example:

Teachers introduce a new policy to increase the college timing from 6 hours to 8 hours.

A – Teachers    B – Students    X – Policy or issue

If both students and teachers are satisfied with this policy then the communication maintains its equilibrium status between them. Otherwise the flow of communication between “A” and “B” becomes trouble in the social system. If “A” or “B” is not ready to accept the policy then it will directly affect the social system and can’t maintain the equilibrium status. So Teachers” A” can convince students “B” as much as possible. Otherwise they have to make some adjustments in the Policy “X” and convince them towards the policy.

### **Aristotle model of communication:**

According to this model, the speaker plays a key role in communication. He is the one who takes complete charge of the communication. The sender first prepares a content which he does by carefully putting his thoughts in words with an objective of influencing the listeners or the recipients, who would then respond in the sender’s desired way. No points in guessing that the content has to be very, very impressive in this model for the audience or the receivers to get convinced. The model says that the speaker communicates in such a way that the listeners get influenced and responds accordingly.

The speaker must be very careful about his selection of words and content in this model of communication. He should understand his target audience and then prepare his speech. Making eye contact with the second party is again a must to create an impact among the listeners. Let us again go through the first example. The politician must understand the needs of the people in his constituency like the need of a shopping mall, better transport system, safety of girls etc and then design his speech. His speech should address all the above issues and focus on providing the solutions to their problems to expect maximum votes from them. His tone and pitch should also be loud and clear enough for the people to hear and understand the speech properly. Stammering, getting nervous in between of a conversation

must be avoided. Voice modulations also play a very important role in creating the desired effect. Blank expressions, confused looks and similar pitch all through the speech make it monotonous and nullify its effect. The speaker should know where to lay more stress on, highlight which words to influence the listeners.

One will definitely purchase the mobile handset from that store where the sales man gives an impressive demo of the mobile. It depends on the sales man what to speak and how to speak in a manner to influence the listeners so that they respond to him in a way he actually wants i.e. purchase the handset and increase his billing.

The Aristotle model of communication is the widely accepted and the most common model of communication where the sender sends the information or a message to the receivers to influence them and make them respond and act accordingly. Aristotle model of communication is the golden rule to excel in public speaking, seminars, lectures where the sender makes his point clear by designing an impressive content, passing on the message to the second part and they simply respond accordingly. Here the sender is the active member and the receiver is passive one.

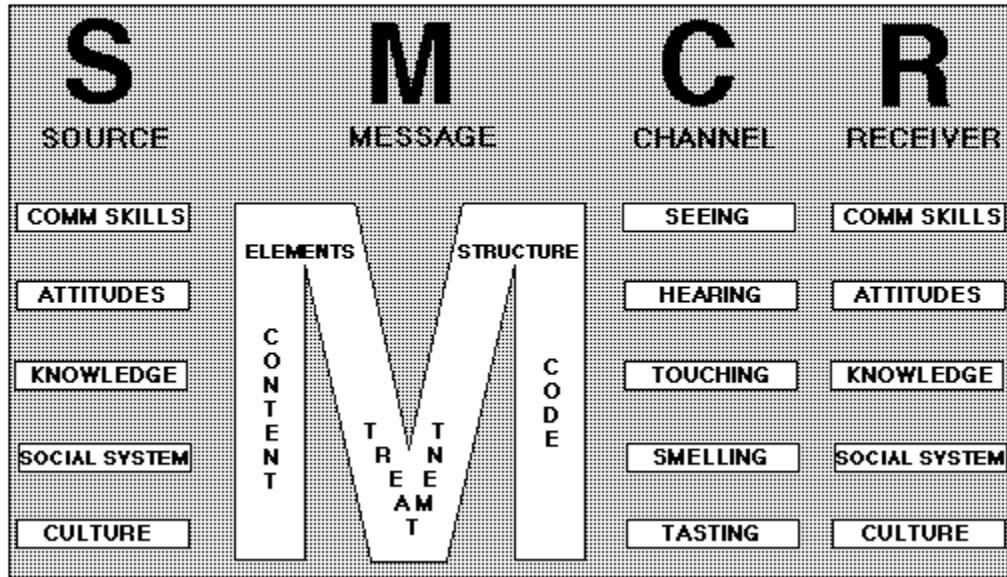
### **Berlo's model of communication,**

The Berlo's model of communication takes into account the emotional aspect of the message. Berlo's model of communication operates on the SMCR model.

In the SMCR model

- S - Stands for Source
- M - Message

- C - Channel
- R - Receiver



All the factors in detail:

### **S - Source**

The source in other words also called the sender is the one from whom the thought originates. He is the one who transfers the information to the receiver after carefully putting his thoughts into words.

How does the source or the sender transfer his information to the recipient?

It is done with the help of communication skills, Attitude, Knowledge, Social System and Culture.

- Communication Skills

An individual must possess excellent communication skills to make his communication effective and create an impact among the listeners. The speaker must know where to take pauses, where to repeat the sentences, how to speak a particular sentence, how to pronounce a word and so on. The speaker must not go on and on. He should also make a point to cross check with the recipients and listen to their queries as well. An individual must take care of his accent while communicating. A bad accent leads to a boring conversation.

- Attitude

It is rightly said that if one has the right attitude, the whole world is at his feet. There is actually no stopping for the person if he has the right attitude. A person might be a very good speaker but if he doesn't have the right attitude, he would never emerge as a winner. The sender must have the right attitude to create a long lasting impression on the listeners. An individual must be an MBA from a reputed institute, but he would be lost in the crowd without the right attitude.

- Knowledge

Here knowledge is not related to the educational qualification of the speaker or the number of degrees he has in his portfolio. Knowledge is actually the clarity of the information which the speaker wants to convey to the second party. One must be thorough in what he is speaking with complete in-depth knowledge of the subject. Remember questions can pop up anytime and you have to be ready with your answers. You need to be totally familiar with what you are speaking. Before delivering any speech, read as much you can and prepare the subject completely without ignoring even the smallest detail.

- Social System

Imagine a politician delivering a speech where he proposes to construct a temple in a Muslim dominated area. What would be the reaction of the listeners? They would obviously be not interested. Was there any problem in the communication skills of the leader or he didn't have the right attitude? The displeasure of the listeners was simply because the speaker ignored the social set up of the place where he was communicating. He forgot the sentiments, cultural beliefs, religious feelings of the second party. Had it been a Hindu dominated society, his speech would have been very impressive.

- Culture

Culture refers to the cultural background of the community or the listeners where the speaker is communicating or delivering his speech.

## **M - Message**

When an individual converts his thoughts into words, a message is created. The process is also called as Encoding.

Any message further comprises of the following elements:

- Content

One cannot show his grey matter to others to let him know what he is thinking. A thought has to be put into words and content has to be prepared. Content is actually the matter or the script of the conversation. It is in simpler words, the backbone of any communication.

Ted to Jenny -“I am really exhausted today, let's plan for the movie tomorrow evening”.

Whatever Ted has communicated with Jenny is actually the content of the message. It is very important for the speaker to carefully choose the words and take good care of the content of the speech. The content has to be sensible, accurate, crisp, related to the thought to hit the listeners bang on and create an immediate impact.

- Element

It has been observed that speech alone cannot bring a difference in the communication. Keep on constantly speaking and the listeners will definitely lose interest after some time. The speech must be coupled with lots of hand movements, gestures, postures, facial expressions, body movements to capture the attention of the listeners and make the speech impressive. Hand movements, gestures, postures, facial expressions, body movements, gestures all come under the elements of the message.

- Treatment

Treatment is actually the way one treats his message and is conveys to the listeners. One must understand the importance of the message and must know how to handle it. If a boss wants to fire any of his employees, he has to be authoritative and can't express his message in a casual way. This is referred to as the treatment of the message. One must understand how to present his message so that the message is conveyed in the most accurate form.

- Structure

A message cannot be expressed in one go. It has to be properly structured in order to convey the message in the most desired form.

- **Code**

Enter a wrong code and the locks will never open. Enter a wrong password; you will not be able to open your email account. In the same way the code has to be correct in the communication. Your body movements, your language, your expressions, your gestures are actually the codes of the message and have to be accurate otherwise the message gets distorted and the recipient will never be able to decode the correct information.

## **C – Channel**

Channel - Channel actually refers to the medium how the information flows from the sender to the receiver.

How does one know what the other person is speaking?

- Through Hearing.

How does one know whether the pasta he has ordered is made in white sauce or not?

- Through Tasting.

How does one know that there is a diversion ahead or it's a no parking zone?

- Through Seeing.

How will an individual come to know that the food is fresh or stale ?  
How do we find out the fragrance of a perfume?

- Through Smelling.

How will you find out whether the milk is hot or not?

- Through Touching.

All the five senses are the channels which help human beings to communicate with each other.

## **R - Receiver**

When the message reaches the receiver, he tries to understand what the listener actually wants to convey and then responds accordingly. This is also called as decoding.

The receiver should be on the same platform as the speaker for smooth flow of information and better understanding of the message. He should possess good communication skills to understand what the speaker is trying to convey. He should have the right attitude to understand the message in a positive way. His knowledge should also be at par with the listener and must know about the subject. He should also be from the same social and cultural background just like the speaker.

There are several loopholes in the Berlo's model of communication. According to the Berlo's model of communication, the speaker and the listener must be on a common ground for smooth conversion which is sometimes not practical in the real scenario.

## **Writing and Speech systems in communication**

A written text can communicate across time and space for as long as the particular language and writing system is still understood. Speech is usually used

for immediate interactions. Written language tends to be more complex and intricate than speech with longer sentences and many subordinate clauses.

We talk about 'language', sometimes we mean speech (spoken language), sometimes writing (written language). Of course, speech is spoken and heard, while writing is written and read. But there are many other differences: Age. Speech goes back to human beginnings, perhaps a million years ago.

Speaking and writing are the most important communicative tools among human beings. While speaking is considered to be older and more widely employed, spoken and written language have not been treated equally. Spoken language is seen as the natural productive tool among people that is more common and normal, whereas written language is seen as being intricate and complicated due to its extensive rules. Therefore, spoken language has attracted the attention of researchers to a greater extent compared to written language due to the belief that spoken language has primacy over written language. This paper is an attempt to shed some light on these two communicative elements and the differences between them. A self-reflection, based on Dewey's (1997) groundbreaking work, is presented in terms of when/where spoken or written language is more appropriate as a medium of communication. It can be argued, therefore, that both speaking and writing are important means of communication without prioritising one over the other; yet, conventions are the real indicators as to which medium of communication is more appropriate.

SPEECH	WRITING
Universal, everybody acquires it	Not everyone learns to read and write

Spoken language has dialect variations that represent a region	Written language is more restricted and generally follows a standardised form of grammar, structure, organization, and vocabulary
Speakers use their voices (pitch, rhythm, stress) and their bodies to communicate their message	Writers rely on the words on the page to express meaning and their ideas
Speakers use pauses and intonation	Writers use punctuation
Speakers pronounce	Writers spell
Speaking is often spontaneous and unplanned.	Most writing is planned and can be changed through editing and revision before an audience reads it
Speakers have immediate audiences who nod, interrupt, question and comment	Writers have a delayed response from audiences or none at all and have only one opportunity to convey their message, be interesting, informative, accurate and hold their reader's attention
Speech is usually informal and repetitive	Writing on the other hand is more formal and compact. It progresses more logically With fewer explanations and digressions.
Speakers use simpler sentences connected by lots of ands and buts.	Writers use more complex sentences With connecting words like however,

	Who, although, and in addition.
Speakers draw on their listeners reactions to know how or whether to continue	Writers are often solitary in their process
Speakers can gauge the attitudes, beliefs, and feelings of their audience by their verbal and non-verbal reactions	Writers must consider what and how much their audience needs to know about a given topic

## Levels of Communication

Basically human communication takes place at five levels:

1. Extra personal communication
2. Interpersonal communication
3. Intrapersonal communication
4. Organizational communication
5. Mass communication

### 1. Extra personal Communication:

Communication is a process that takes place with human . entities and non-human entities as well. When communication is done with non-human entities it is called to be extra personal communication.The perfect

coordination and understanding between human and non—human entities results to extra personal communication. In this communication one participant of the communication process uses sign language and the other is verbal.

For example, the bark of a pet dog when something happens to the master, wagging of the tail when master shows bone to the pet dog, licking of cheek at the returning of master from the work field, chirping of birds when a stranger is at the door, Parrot calling the name of the master in the morning, etc.

## 2. Interpersonal Communication:

It involves two parties—a sender and a receiver who use common language to transmit message either through oral communication or written communication.

## 3. Intrapersonal Communication:

Intrapersonal communication is all about talking to ourselves. We use phrases like, ‘telling ourselves the truth’ or ‘admitting the truth to ourselves’ reflects human self-awareness.

Prefix ‘intra’ means ‘within’ hence intrapersonal communication is ‘self talk’.

It is the active internal involvement of the individual in symbolic progressing of messages. The internal thought process keeps on working even at the sleeping hour.

There are various examples in our day-to-day life related to intrapersonal communication.

Like asking the solution for the problem, introspecting about any episode in which you should not have done that particular act, if you are

overweight you see and admit it and then decide to plan a diet for you, if you need to forgive someone, you'll have to talk to yourself about it first, etc.

#### 4. Organizational Communication:

In a team-based business organization, communication becomes its lifeblood where people communicate with one another. The flow of communication inside an organization may filter in up, down and horizontal directions. Besides internal communication, companies depend on external communication also. Companies exchange messages with people outside the organization through external communication.

#### 5. Mass Communication:

Newspapers, magazines and periodicals, the means of mass communication, are frequently used for oral or written communication. Besides, technologies such as the internet, e-mail, voicemail, faxes, audiotape, teleconferencing, videoconferencing and closed circuit televisions have increased options for internal and external communication. These fast means help people from all parts of the world to work together.

### **Unit- III. Mass media:**

***Characteristics of Mass media- Print media-Newspaper-Magazine-Book-Radio-Television-Cinema-Telecommunication-Information technology in India: New developments in Indian telecommunications- The information revolution.***

The media include radio, television, films, newspaper, posters, leaflets, etc. Mass communication does not take place through face to face or telephonic conversation. Rapid and continuous dissemination: Another distinct characteristic of mass communication is the speedy and continuous dissemination of the message.

Technology used to reach a mass audience. Types of mass media: Newspaper, radio, magazines, the Internet, and television. Influence of mass

media: Mass media has influenced public opinion, education, popular culture, and the depiction of society

### **Characteristics of a mass media**

One major characteristic of mass is that the traffic flows in only one direction that is, from the material source to the consumers. The audience listens or reads but cannot give responses instantaneously. This may be so because the audience is far away from the source of the news. A media house in London, the British Broadcasting Corporation, for example, could broadcast to reach the entire globe. Canal France International same thing, broadcasting from Paris. Today, however, with technology, people may react to radio and television programmes through text messages, emails, phone-in, Facebook or WhatsApp to mention just a few.

### **Print media:**

Print media is one of the oldest and basic forms of communication. It includes newspapers, weeklies, magazines, monthlies, banners & graphics, posters and other forms of printed material. The contribution of print media in providing information and transfer of knowledge is remarkable.

Print Media is a part of the ATL (Above The Line) promotions adopted by an organization. It is the physically printed information on a piece of paper. There are several tools used in Print Media and they are as follows:

1. Newspaper
2. Magazine
3. Journals
4. Newsletters

5. Flyers
6. Brochures/Pamphlets
7. Leaflets
8. Posters

### **Newspaper:**

A newspaper is a [periodical publication](#) containing written [information about current events](#) and is often typed in black ink with a white or gray background.

Newspapers can cover a wide variety of fields such as politics, business, sports and art, and often include materials such as opinion columns, weather forecasts, reviews of local services, [obituaries](#), birth notices, [crosswords](#), [editorial cartoons](#), [comic strips](#), and [advice](#) columns.

Most newspapers are businesses, and they pay their expenses with a mixture of [subscription](#) revenue, [newsstand sales](#), and [advertising](#) revenue. The [journalism](#) organizations that publish newspapers are themselves often [metonymically](#) called newspapers.

Newspapers have traditionally been published [in print](#) (usually on cheap, low-grade [paper](#) called [newsprint](#)). However, today most newspapers are also [published on websites](#) as [online newspapers](#), and some have even abandoned their print versions entirely.

Newspapers developed in the 17th century, as [information sheets for merchants](#). By the early 19th century, many cities in Europe, as well as North and South America, published newspapers.

Some newspapers with high editorial independence, high journalism quality, and large circulation are viewed as [newspapers of record](#).

Newspapers covers a range of topics, from political and business news to updates on science and technology, arts, culture, and entertainment.

### **Magazine:**

In 1663, German theologian and poet Johann Rist created a periodical called Erbauliche Monaths-Unterredungen ("Edifying Monthly Discussions"). Widely considered to be one of the earliest examples of a modern magazine, the gazette lasted for five years and spanned a myriad of similar journals in England, France and Italy. Cultured young intellectuals readily devoured the periodicals, which summarized new books and welcomed scholarly articles.

In 1672, the first "periodical of amusement" was published. Le Mercure Galant (later called Mercure de France), was created by French writer and playwright Jean Donneau de Vizé. The publication contained news, songs, short verses and gossip. Despite being disparaged by other writers of the day for its amusing rather than intellectual content, the periodical became very popular in France.

Edward Cave(1731) published a periodical called The Gentleman's Magazine. He invented the word "magazine" from the Arabic word makhzin, which meant storehouse. Cave's goal was to create a magazine that the general public would be interested in.

In 1888, National Geographic Magazine was founded. The publication was filled with scientific content and colorful photos. Some of the magazine's early

revenue was used to fund scientific expeditions and endeavors. Today, the magazine is a highly respected publication that covers science, geology and world events.

In 1922, William Roy DeWitt Wallace founded Reader's Digest. The magazine contained articles about American culture, humorous bits, cartoons and heartwarming stories. Reader's Digest was the best-selling magazine in America for several years. Today, the beloved publication is filled with health tips, recipes, inspiring true stories and funny blurbs.

Better Homes and Gardens, now the fifth largest magazine in America, was founded in 1923. The magazine was filled with decorating tips, entertaining ideas and gardening suggestions. Today, Better Homes and Gardens is beloved for its recipes and design ideas.

America's first weekly news magazine was founded in 1923. The publication covered the top national and international stories. Today, TIME magazine is a leading source for factual, in-depth news articles.

Sports Illustrated was first published in 1954. Initially, Sports Illustrated covered activities geared towards wealthy Americans, such as boating and playing polo. In the 1960s, journalist Andre Laguerre became the assistant managing editor of the fledgling publication. Thanks to his leadership, the magazine began focusing on all major sports. Today, Sports Illustrated is famous for its sharp sports coverage.

Today, there are thousands of magazines worldwide. Magazines inspire, inform, educate and entertain audiences across the globe. Nearly 600 years after

the advent of the printing press, magazines continue to change the nature of things throughout the world.

### **Book**

A book is a number of pieces of paper, usually with words printed on them, which are fastened together and fixed inside a cover of stronger paper or cardboard. Books contain information, stories, or poetry

A book is a medium for recording information in the form of writing or images, typically composed of many pages (made of papyrus, parchment, vellum, or paper) bound together and protected by a cover. The technical term for this physical arrangement is codex (plural, *codices*). In the history of hand-held physical supports for extended written compositions or records, the codex replaces its immediate predecessor the scroll.

### **Radio:**

Radio, sound communication by radio waves, usually through the transmission of music, news, and other types of programs from single broadcast stations to multitudes of individual listeners equipped with radio receivers. From its birth early in the 20th century, broadcast radio astonished and delighted the public by providing news and entertainment with an immediacy never before thought possible. From about 1920 to 1945, radio developed into the first electronic mass medium, monopolizing “the airwaves” and defining, along with newspapers, magazines, and motion pictures, an entire generation of mass culture. About 1945 the appearance of television began to transform radio’s content and role. Broadcast radio remained the most widely available electronic mass medium

in the world, though its importance in modern life did not match that of television, and in the early 21st century it faced yet more competitive pressure from digital satellite- and Internet-based audio services.

### **Television:**

Television is an electronic system of transmitting transient images of fixed or moving objects together with sound over a wire or through space by apparatus that converts light and sound into electrical waves and reconverts them into visible light rays and audible sound, the practice, science, or medium of transmitting moving images by radio waves, cable wires, or satellite to receivers consisting of a display monitor, tuner, and electronic circuitry: images may be produced by means of a camera tube, such as an image orthicon or video, or a CCD device that converts light rays into electrical signals that are sent to a receiver for reproduction of the image, as by reconvert ing the signals into electron beams that are projected against the fluorescent screen of the kinescope, or picture tube, or by the use of LCD or plasma, flat-panel displays

### **Cinema (Commerce Internet and Electronic Mail Access)**

In 1891 the Edison Company in the USA successfully demonstrated a prototype of the Kinetoscope, which enabled one person at a time to view moving pictures. The first to present projected moving pictures to a paying audience (i.e. cinema) were the Lumière brothers in December 1895 in Paris.

Cinema, or motion picture, is the art of moving images; a visual medium that tells stories and exposes reality. Created in the tail end of the 19th century, cinema is the world's most recent art form. It is also, by far, the world's most complex, collaborative, and costly artistic expression. The word cinema derives from the Greek kinematographos = kinema and grapho. Kinema (cinema) means the movement and the verb grapho means to write, to record. Cinema records the :

movement, it is moving images. In English the whole Greek word has been kept in the word cinematography, which is the film making.

### **Telecommunication:**

Telecommunication is the exchange of signs, signals, messages, words, writings, images and sounds or information of any nature by [wire](#), [radio](#), [optical](#) or other [electromagnetic](#) systems. Telecommunication occurs when the exchange of [information](#) between [communication](#) participants includes the use of [technology](#). It is transmitted through a [transmission medium](#), such as over physical media, for example, over [electrical cable](#), or via [electromagnetic radiation](#) through space such as radio or light. Such transmission paths are often divided into [communication channels](#) which afford the advantages of [multiplexing](#). Since the [Latin](#) term [communicatio](#) is considered the social process of information exchange, the term telecommunications is often used in its plural form because it involves many different technologies.

Early means of communicating over a distance included visual signals, such as [beacons](#), [smoke signals](#), [semaphore telegraphs](#), [signal flags](#) and optical [heliographs](#). Other examples of pre-modern long-distance communication included audio messages such as coded [drumbeats](#), lung-blown [horns](#), and loud whistles. 20th- and 21st-century technologies for long-distance communication usually involve electrical and electromagnetic technologies, such as [telegraph](#), telephone.

The Information Age (also known as the Computer Age, Digital Age, or New Media Age) is a [historic period](#) beginning in the late 20th century and characterized by the rapid shift from traditional industry that the [Industrial Revolution](#) brought through industrialization to an economy primarily based upon

[information technology](#). The onset of the Information Age can be associated with the development of [transistor](#) technology,<sup>[4]</sup> particularly the [MOSFET](#) (metal-oxide-semiconductor [field-effect transistor](#)),<sup>[5][6]</sup> which revolutionized modern technology and became the fundamental building block of [digital electronics](#) in the information age.

According to the [United Nations Public Administration Network](#), the Information Age formed by capitalizing on [computer microminiaturization](#) advances. This usage of computing technology within the wider society has led to modernized information and communication processes becoming the driving force of social evolution.

### **Information technology in India:**

India's IT Services industry was born in Mumbai in 1967 with the establishment of the Tata Group in partnership with Burroughs. The first software export zone, SEEPZ – the precursor to the modern-day IT park – was established in Mumbai in 1973. More than 80 percent of the country's software exports were from SEEPZ in the 1980s.

The Indian economy underwent major economic reforms in 1991, leading to a new era of globalization and international economic integration, and annual economic growth of over 6% from 1993–2002. The new administration under Sri Atal Bihari Vajpayee (Posthumus) (who was Prime Minister from 1998–2004) placed the development of Information Technology among its top five priorities and formed the Indian National Task Force on Information Technology and Software Development.

Wolcott & Goodman (2003) report on the role of the Indian National Task Force on Information Technology and Software Development: within 90 days of its establishment, the Task Force produced an extensive background report on the state of technology in India and an IT Action Plan with 108 recommendations. The Task Force could act quickly because it built upon the experience and frustrations of state governments, central government agencies, universities, and the software industry. Much of what it proposed was also consistent with the thinking and recommend notions of international bodies like the World Trade Organization (WTO), International Telecommunications Union (ITU), and World Bank. In addition, the Task Force incorporated the experiences of Singapore and other nations, which implemented similar programs. It was less a task of invention than of sparking action on a consensus that had already evolved within the networking community and government.

In 1991 the Department of Electronics broke this impasse, creating a corporation called Software Technology Parks of India (STPI) that, being owned by the government, could provide VSAT communications without breaching its monopoly. STPI set up software technology parks in different cities, each of which provided satellite links to be used by firms; the local link was a wireless radio link. In 1993 the government began to allow individual companies their own dedicated links, which allowed work done in India to be transmitted abroad directly. Indian firms soon convinced their American customers that a satellite link was as reliable as a team of programmers working in the clients' office.

[Videsh Sanchar Nigam Limited](#) (VSNL) introduced Gateway Electronic Mail Service in 1991, the 64 kbit/s leased line service in 1992, and commercial Internet access on a visible scale in 1992. Election results were displayed via National Informatics Centre's NICNET.

"The New Telecommunications Policy, 1999" (NTP 1999) helped further liberalise India's telecommunications sector. The [Information Technology Act](#), 2000 created legal procedures for electronic transactions and e-commerce.

A joint EU-India group of scholars was formed on 23 November 2001 to further promote joint research and development. On 25 June 2002, India and the European Union agreed to bilateral cooperation in the field of science and technology. India holds observer status at CERN, while a joint India-EU Software Education and Development Center will be located in

### **New developments in Indian telecommunications:**

This update sets out some of the recent significant developments and proposed developments in the Indian telecommunications sector. All such developments and policy initiatives are aimed at making the sector more beneficial, for both service providers and consumers in India.

#### Launch of MNP services

Mobile number portability (MNP) services were launched in India on January 20 2011. MNP permits mobile phone users to change their service providers without having to forgo their numbers. To make use of the MNP service, a customer must pay a maximum of Rs19 to the new operator for 'porting' the number. The customer must send a text message from the existing phone to 1900. Based on this, a unique porting code will be sent by the existing service provider to the customer. The customer must then file an application with the new service provider mentioning the code for transferring the connection. A subscriber is

eligible to make a request for porting his or her number provided that a period of 90 days has expired from:

- the date of activation of his or her mobile connection in the case of a mobile number not ported earlier; or
- from the date of activation of his or her mobile number after its last porting, in the case of a mobile number which has been ported earlier.

The Telecom Regulatory Authority of India (TRAI) released its recommendations on telecommunications infrastructure policy. At present, India does not have a policy for ensuring the growth and deployment of an efficient telecommunications infrastructure. The TRAI has formulated recommendations based on a consultation process. This recommendation suggests, among other things, that:

- the telecommunications infrastructure be treated as an essential infrastructure;
- infrastructure provider-1 (IP-1) companies be brought under the unified license;
- telecommunications infrastructure provider companies be extended tax benefits; and
- IP-1 companies be permitted to install and share active networks (limited to antenna, feeder cable, Node B, Radio Access Network and transmission systems), provided that they are brought under the proposed unified licensing regime.

Approach towards green telecommunications:

On April 12 2011 the TRAI released its recommendations on the approach towards green telecommunications. With the increasing pervasiveness of mobile

phones and the widespread adoption of information and communications technology (ICT) worldwide, the ICT sector is expected to contribute around 3% of global greenhouse gas emissions by 2020. While globally the telecommunications sector contributes around 0.7% of greenhouse gas emissions, the corresponding figure in India is 1%. While this might appear insignificant in absolute terms, the rapid growth of telecommunications envisaged over the next decade calls for an effort to contain and reduce its carbon footprint. Carbon emissions in the telecommunications sector are mainly from three areas - network operations, equipment manufacturing and waste disposal.

Among other things, the TRAI suggested that measures to make the telecommunications sector more environmentally friendly should be an integral part of the proposed National Telecom Policy. At least 50% of rural towers and 33% of urban towers should be powered by hybrid power (a combination of renewable energy technologies and grid power) by 2015, while all rural towers and 50% of urban towers should be hybrid-powered by 2020. By 2015, all products, equipment and services in the telecommunications network should be assessed for energy and performance and certified with a 'green passport', including an energy consumption rating (ECR), and an 'energy passport'.

The Telecommunications Engineering Centre (TEC) should be the nodal centre, which will certify telecommunications products, equipment and services on the basis of ECR ratings. The TEC can either appoint independent certifying agencies under its guidance or certify them through its quality assurance teams. The TEC must also prepare and issue an ECR document delineating the specifics of the test procedures and the measurement methodology used.

By 2015, all mobile phones must be free of brominates, chlorinated compounds and antimony trioxide in accordance with the E-waste (Management

and Handling) Rules 2010 proposed by the Ministry of Environment and Forests, to be followed by all telecommunications manufacturers, as and when notified. All mobile manufacturers and distributors must place collection bins at appropriate places for the collection of e-waste, including mobile phones, batteries and chargers. All service providers must declare the carbon footprint of their network operations to the TRAI, in the prescribed format.

#### Proposed telecommunications equipment manufacturing policy

On April 12 2011 the TRAI also released its recommendations on telecommunications equipment manufacturing policy. These recommendations outline:

- policy targets;
- measures to achieve these targets;
- a plan of action;
- the financial implications of the measures proposed; and
- the benefits of the policy.

The proposed policy aims to enhance the share of domestically manufactured products. They can be either Indian manufactured products (IMPs) or Indian products (IPs), based on where the IP rights reside. Under the proposal, domestically manufactured products will be given preferential market access, to the extent of the percentages indicated for them. All government licensees are required to give preference to an IP or IMP (in that order) before accessing low value-added products or imported products. Under the recommendations, all domestic manufacturers with an annual turnover of less than Rs10 billion will receive a subsidy for equity capital and working capital for a period of five years, at a rate of 6% for IP manufacturers and 3% for IMP manufacturers. The

recommendations also propose a variety of fiscal incentives for domestically manufactured products.

### New National Telecommunications Policy

The first National Telecommunications Policy (NTP) was announced by the government in 1994, when there were around 8 million telecommunications lines. The 1994 NTP defined certain important objectives, including:

- the availability of telephone on demand;
- the provision of basic telecommunications services at affordable and reasonable prices and at world standards; and
- the promotion of India's emergence as a major manufacturing base and exporter of telecommunications equipment.

Private sector participation was also invited, with licenses issued to 14 operators in the private sector. In 1999 a new NTP was announced that further opened up the telecommunications sector for private sector participation. Key objectives of the 1999 NTP included:

- availability of affordable and effective access to telecommunications;
- creation of a modern and efficient telecommunications infrastructure;
- transformation of the telecommunications sector into a more competitive sector; and
- enhanced efficiency and transparency in spectrum management.

The telecommunications sector has since witnessed drastic growth - by September 30 2010 the total telephone subscriber base had reached 723.28 million. As a consequence, the minister of communications and information technology recently announced plans for a 2011 NTP. Consultations will be held with

stakeholders to formulate a clear and transparent telecommunications regime covering:

- licensing;
- spectrum allocation;
- tariffs and pricing;
- flexibility within licenses;
- spectrum sharing;
- spectrum trading; and
- mergers and acquisitions.

#### Update on lawful interception

On October 18 2011 the Department of Telecommunication issued a public notice directed at all persons and companies that have imported, procured or possess equipment or sub-systems for the monitoring, interception or surveillance of communication. Such persons must inform the department of the details of such equipment within 60 days of publication of the notice, to the relevant telecommunications enforcement, resource and monitoring cells of the Department of Telecommunications.

The notice makes it clear that the government has the power to order the interception of telegraph messages (ie, any communication sent by telegraph or given to a telegraph officer to be sent by telegraph or to be delivered) under the Telegraph Act 1885, in the interest of the sovereignty or integrity of India, the security of the state, friendly relations with foreign states or public order, or for preventing incitement to the commission of an offence. The Telegraph Act defines 'telegraph' as:"any appliance, instrument, material or apparatus used or capable of use for transmission or reception of signs, signals, writing, images and sounds or

intelligence of any nature by wire, visual or other electro-magnetic emissions, Radio waves or Hertzian waves, galvanic, electric or magnetic means".

### **The information revolution:**

The term information revolution may relate to, or contrast with, such widely used terms as Industrial Revolution and Agricultural Revolution. Note, however, that you may prefer mentalist to materialist paradigm. The following fundamental aspects of the theory of information revolution can be given:

1. The object of economic activities can be conceptualized according to the fundamental distinction between matter, energy, and information. These apply both to the object of each economic activity, as well as within each economic activity or enterprise. For instance, an industry may process matter (e.g. iron) using energy and information (production and process technologies, management, etc.).
2. Information is a factor of production (along with capital, labor, land (economics)), as well as a product sold in the market, that is, a commodity. As such, it acquires use value and exchange value, and therefore a price.
3. All products have use value, exchange value, and informational value. The latter can be measured by the information content of the product, in terms of innovation, design, etc.
4. Industries develop information-generating activities, the so-called Research and Development (R&D) functions.
5. Enterprises, and society at large, develop the information control and processing functions, in the form of management structures; these are also called "white-collar workers", "bureaucracy", "managerial functions", etc.

6. Labor can be classified according to the object of labor, into information labor and non-information labor.
7. Information activities constitute a large, new economic sector, the information sector along with the traditional primary sector, secondary sector, and tertiary sector, according to the three-sector hypothesis. These should be restated because they are based on the ambiguous definitions made by Colin Clark (1940), who included in the tertiary sector all activities that have not been included in the primary (agriculture, forestry, etc.) and secondary (manufacturing) sectors. The quaternary sector and the quinary sector of the economy attempt to classify these new activities, but their definitions are not based on a clear conceptual scheme, although the latter is considered by some as equivalent with the information sector.
8. From a strategic point of view, sectors can be defined as information sector, means of production, means of consumption, thus extending the classical Ricardo-Marx model of the Capitalist mode of production (see Influences on Karl Marx). Marx stressed in many occasions the role of the "intellectual element" in production, but failed to find a place for it into his model.
9. Innovations are the result of the production of new information, as new products, new methods of production, patents, etc. Diffusion of innovations manifests saturation effects (related term: market saturation), following certain cyclical patterns and creating "economic waves", also referred to as "business cycles". There are various types of waves, such as Kondratiev wave (54 years), Kuznets swing (18 years), Juglar cycle (9 years) and Kitchin (about 4 years, see also Joseph Schumpeter) distinguished by their nature, duration, and, thus, economic impact.

10. Diffusion of innovations causes structural-sectoral shifts in the economy, which can be smooth or can create crisis and renewal, a process which Joseph Schumpeter called vividly "creative destruction.

#### **Unit- IV. Social approach to the study of Communication:**

*Communication and society- Role of mass communication and mass media - Mass communication - Mass media - Mass media and national development - Mass media and social development: Intergroup communication- Intra group communication - Nature of audience in mass communication- Homogeneous audience- Heterogeneous audience- Social group - Smaller group communication: Large group communication- Social development - Communication development.*

Communication is the study of how people convey information, a resource vital not only in the world of media, but in such varied fields as business,

government, and human services. The communication program at WSU combines the theory and cultural context of communications with practical experience.

The major in communication and society focuses on the cultural and social contexts of communication, particularly organizational and intercultural communication. It's a highly flexible program that has applications in business, government, media, nonprofit organizations, human services, and many other fields.

## **Role of mass communication and mass media**

### **Mass communication**

Mass communication is the process of imparting and exchanging information through mass media to large segments of the population. It is usually understood for relating to various forms of media, as these technologies are used for the dissemination of information, of which journalism and advertising are part of mass communication.

Mass communication differs from other forms of communication, such as interpersonal communication and organizational communication, because it focuses on particular resources transmitting information to numerous receivers. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behavior, the attitude, opinion, or emotion of the people receiving the information.

Normally, transmission of messages to many persons at a time is called mass communication. But in a complete sense, mass communication can be understood as the process of extensive circulation of information within regions and across the globe.

Through mass communication, information can be transmitted quickly to many people who generally stay far away from the sources of information. Mass communication is practiced through multiple mediums, such as radio, television, social networking, billboards, newspapers, magazines, film, and the Internet.

## **Mass media**

They inform, educate and entertain people. They also influence the way people look at the world and make them change their views. Mass media plays a very important role in organizing public opinion. Mass media denotes a section of the media specifically designed to reach a large audience.

Mass media refers to a diverse array of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets.

Broadcast media transmit information electronically via media such as films, radio, recorded music, or television. Digital media comprises both Internet and mobile mass communication. Internet media comprise such services as email, social media sites, websites, and Internet-based radio and television. Many other mass media outlets have an additional presence on the web, by such means as linking to or running TV ads online, or distributing QR Codes in outdoor or print media to direct mobile users to a website. In this way, they can use the easy accessibility and outreach capabilities the Internet affords, as thereby easily broadcast information throughout many different regions of the world simultaneously and cost-efficiently. Outdoor media transmit information via such media as AR advertising; billboards; blimps; flying billboards (signs in tow of airplanes); placards or kiosks placed inside and outside buses, commercial buildings, shops, sports stadiums, subway cars, or trains; signs; or skywriting. Print media transmit information via physical objects, such

as books, comics, magazines, newspapers, or pamphlets. Event organizing and public speaking can also be considered forms of mass media.

The organizations that control these technologies, such as movie studios, publishing companies, and radio and television stations, are also known as the mass media

### **Public opinion**

Newspapers, radio, television, and the Internet including e-mail and blogs are usually less influential than the social environment, but they are still significant, especially in affirming attitudes and opinions that are already established. The news media focus the public's attention on certain personalities and issues, leading many people to form opinions about them. Government officials accordingly have noted that communications to them from the public tend to "follow the headlines."

The mass media can also reinforce latent attitudes and "activate" them, prompting people to take action. Just before an election, for example, voters who earlier had only a mild preference for one party or candidate may be inspired by media coverage not only to take the trouble to vote but perhaps also to contribute money or to help a party organization in some other way.

The mass media play another important role by letting individuals know what other people think and by giving political leaders large audiences. In this way the media make it possible for public opinion to encompass large numbers of individuals and wide geographic areas. It appears, in fact, that in some European countries the growth of broadcasting, especially television, affected the operation of the parliamentary system. Before television, national elections were seen largely as contests between a number of candidates or parties for parliamentary seats. As

the electronic media grew more sophisticated technologically, elections increasingly assumed the appearance of a personal struggle between the leaders of the principal parties concerned. In the United States, presidential candidates have come to personify their parties. Once in office, a president can easily appeal to a national audience over the heads of elected legislative representatives.

In areas where the mass media are thinly spread, as in developing countries or in countries where the media are strictly controlled, word of mouth can sometimes perform the same functions as the press and broadcasting, though on a more limited scale. In developing countries, it is common for those who are literate to read from newspapers to those who are not, or for large numbers of persons to gather around the village radio or a community television. Word of mouth in the marketplace or neighbourhood then carries the information farther. In countries where important news is suppressed by the government, a great deal of information is transmitted by rumor. Word of mouth (or other forms of person-to-person communication, such as text messaging) thus becomes the vehicle for underground public opinion in totalitarian countries, even though these processes are slower and usually involve fewer people than in countries where the media network is dense and uncontrolled.

### **Mass media and national development**

The media, with specific reference to the collective entity of newspapers, radio, television and the International Network (Internet), play a very important role in national development. National development involves changes or advancement in a nation aimed at improving the political, economic and social lives of the people. The real influence of the media in national development will depend on the media themselves, the societies in which they operate, and the audience they reach. None of these factors are the same everywhere, at all times, or

under all conditions. The media in dictatorships, for example, are not likely to exercise the same influence as those in democratic societies. Even among similar types of government, other factors, such as technology, the target audience and the message, may influence the extent of media impact in the society.

Whatever the circumstances or the nature of the society in which the media operate, certain factors are basic in the way they influence national development. Every medium has a message; it has a target audience; it aims at influencing a change; it influences attitudes, perceptions and decision making; and it generally influences behavior.

### **Mass media and social development:**

Mass media has a prominent role to play in modern society. It can bring about radical changes and improve social situation as it influences our social, civil, cultural, political, economic and aesthetic outlook. We confront issues with a scientific dimension on a daily basis through the media.

Social awareness means that you should know what is socially acceptable from you in society and you should act in that manner. Mass media has a prominent role to play in modern society. It can bring about radical changes and improve social situation as it influences our social, civil, cultural, political, economic and aesthetic outlook. Modernization has converted media into an indispensable feature of human activity. However, factors like age, education, economic condition, personal needs and availability of proper components decide the quantum and frequency of media use. This is evident from the fact that most media centres are located in urban areas. The majority of consumers of media products are also concentrated in and around cities and towns. Scientific literacy is the knowledge and understanding of scientific concepts and processes required for personal decision making, participation in civic and cultural affairs, and economic

productivity. It involves the negotiation of socio-scientific issues and requires ability to make informed decisions regarding these issues as they have moral and ethical implications too. We confront issues with a scientific dimension on a daily basis through the media. If the idea of scientific literacy is to have relevance for situations where students encounter science, it has to include the ability to engage constructively in socio-scientific issues in examining a variety of real world issues and grounding scientific knowledge in such realities.

### **Intergroup communication**

Intergroup communication is the process of exchange of information, ideas, feelings and meaning between two or more people through verbal and/or non-verbal methods. It often includes face-to-face exchange of messages, which may take form of a certain tone of voice, facial expressions, body language and gestures

Intergroup communication is an exchange of information between two or more people. It is also an area of research that seeks to understand how humans use verbal and nonverbal cues to accomplish a number of personal and relational goals. Interpersonal communication research addresses at least six categories of inquiry: i) how humans adjust and adapt ( get used to) their verbal communication and nonverbal communication during face-to-face communication; ii) how messages are produced; iii) how uncertainty influences behavior and information-management strategies; iv) deceptive communication; v) relational dialectics; and vi) social interactions that are mediated by technology.

A large number of scholars describe their work as research into interpersonal communication. However, there is considerable variety in how this area of study is conceptually and operationally defined. Researchers in interpersonal communication come from many different research paradigms and theoretical traditions, adding to the complexity of the field. Intergroup communication is often

defined as communication that takes place between people who are interdependent and have some knowledge of each other: for example, communication between a son and his father, an employer and an employee, two sisters, a teacher and a student, two lovers, two friends, and so on. Although interpersonal communication is most often between pairs of individuals, it can also be extended to include small intimate groups such as the family. Interpersonal communication can take place in face-to-face settings, as well as through platforms such as social media.

The study of intergroup communication addresses a variety of elements and uses both quantitative/social scientific methods and qualitative methods. There is growing interest in biological and physiological perspectives on interpersonal communication. Some of the concepts explored are personality, knowledge structures and social interaction, language, nonverbal signals, emotional experience and expression, supportive communication, social networks and the life of relationships, influence, conflict, computer-mediated communication, interpersonal skills, interpersonal communication in the workplace, intercultural perspectives on interpersonal communication, escalation and de-escalation of romantic or platonic relationships, interpersonal communication and healthcare, family relationships, and communication across the life span.

### **Intra group communication**

Intra group communication is a communicator's internal use of language or thought. It can be useful to envision intra group communication occurring in the mind of the individual in a model which contains a sender, receiver, and feedback loop.

Intra group communication can be facilitated through both first-person and second-person pronouns. However, through years of research, scholars have already realized that people tend to use first-person and second-person self-talk in

different situations. Generally speaking, people are more likely to use the second-person pronoun referring to the self when there is a need for self-regulation, an imperative to overcome difficulties, and facilitation of hard actions whereas first person intrapersonal talks are more frequently used when people are talking to themselves about their feelings.

Recent research also has revealed that using the second-person pronoun to provide self-suggestion is more effective in promoting the intentions to carry out behaviors and performances. The rationale behind this process lies in the idea of classical conditioning, a habit theory which argues that repetition of a stable behavior across consistent contexts can strongly reinforce the association between the specific behavior and the context. Building on such rationale, forming internal conversations using second-person pronouns can naturally reproduce the effect of previous encouragement or positive comments from others, as people have already gotten used to living under second-person instructions and encouragements in their childhood. This self-stimulated encouragement and appraisals from previous experience could also generate positive attitudes, intentions, and behaviors.

### **Nature of audience in mass communication**

Audience is the important part of communication process. By media audience we mean the recipients of Mass Media messages. There is the audience of newspaper, television, radio, theatre, film and non-broadcast media are determined according to the nature and behaviour of the target audience.

### **Types of Audiences**

Audience -1. The experts. This audience has a substantial amount of knowledge on the subject matter you're writing about.

Audience -2. The laypeople. This audience has virtually no knowledge about the topic you're writing about.

Audience -3 – The managers.

Audience -4 – The technicians.

Audience -5 – The hybrids.

### **Homogeneous audience**

A homogeneous audience is a group of people who share a consistent level of interest and expertise in your topic.

### **Heterogeneous audience**

A heterogeneous audience includes people with different levels of expertise and interest in your topic.

### **Social group**

In the social sciences, a social group can be defined as two or more people who interact with one another, share similar characteristics, and collectively have a sense of unity. Other theorists disagree however, and are wary of definitions which stress the importance of interdependence or objective similarity

### **Smaller group communication:**

When more than two persons exchange their information face to face, it is called small group communication. It is one type of [internal communication](#). A small group is generally defined as a group that consists of at least three members and at the maximum around twelve to fifteen members. A group that has just two members or more than fifteen members would not come in the category of a small group.

This small group is generally formed to solve a particular problem, make decisions, determine policies and submit reports. Personnel committee, audit committee, report committee, grievance committee are the example of small groups.

Communication in small groups consists of three or more people who share a common goal and communicate collectively to achieve it. During small group communication, interdependent participants analyze data, evaluate the nature of the problem(s), decide and provide a possible solution or procedure. Additionally, small group communication provides strong feedback, unique contributions to the group as well as a critical thinking analysis and self-disclosure from each member. Small groups communicate through an interpersonal exchange process of information, feelings and active listening in both two types of small groups: primary groups and secondary groups. Since it may be an informal communication, the group may or may not have any assigned leader. Every member can influence and can be influenced for performing their task. This generally takes place in a context that mixes interpersonal interactions with social clustering.

### **Large group communication**

Large group communication is a general description for organizational communication as a communication context describing large numbers of individuals who are members of a group. Large group contexts can include communities of interest, geography, or economy brought together by need or self-identification. A company is a large group communication context with specific media, language codes, and methods of interaction that distinguish it from other companies or other groups. Unlike small-group communication where

members interact in primarily synchronous and personal ways, large groups use a host of synchronous and asynchronous methods and media.

**Examples of large group:** workers of the same office, members of the same NGO, members of the club etc.,

### **Social development-**

Social development is about improving the well-being of every individual in society so they can reach their full potential. The success of society is linked to the well-being of each and every citizen. Social development means investing in people. Their families will also do well and the whole of society will benefit.

Social development is about improving the well-being of every individual in society so they can reach their full potential. The success of society is linked to the well-being of each and every citizen.

Social development means investing in people. It requires the removal of barriers so that all citizens can journey toward their dreams with confidence and dignity. It is about refusing to accept that people who live in poverty will always be poor. It is about helping people so they can move forward on their path to self-sufficiency.

Every New Brunswicker must have the opportunity to grow, develop their own skills and contribute to their families and communities in a meaningful way. If they are healthy, well educated and trained to enter the workforce and are able to make a decent wage they are better equipped to meet their basic needs and be successful. Their families will also do well and the whole of society will benefit.

Learning must start early in life. By investing in early learning initiatives, we can ensure a greater degree of success amongst our citizens. Making sure that children get a good start in their education goes a long way to increasing their success later in life.

An affordable, high quality child care system is also needed for society to succeed. When people know that their children are being well taken care of, they can be more productive in their jobs. When employers have good employees their business is more likely to succeed. When businesses succeed, the economic situation of a community is improved. An investment today in good child care programs can provide many long term economic benefits for society.

In addition, a safe affordable place to live is very important in helping people achieve self-sufficiency. It is the focus of family life; where families can live safely, nurture their children, build community relationships and care for aging parents. Without a decent place to live, it is difficult to function as a productive member (constituent) of society (the general public).

Other investments in people that contribute to the economic prosperity of society include youth programs and services, post-secondary education, job creation, promotion of healthy, active living and safe and secure communities to reduce poverty we need to take a social development approach and invest in our people. By investing in people we can reduce poverty. We need to go beyond looking at government to find ways to develop our most valuable resources, our people. We need to share responsibility with community organizations, businesses, universities and municipalities in the task of improving the well-being of all New Brunswickers and preventing and reducing poverty.

## **Communication development**

Communication development refers to the use of communication to facilitate social development.<sup>1</sup> Development communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and

opportunities and promotes information exchanges to create positive social change via sustainable development.<sup>1</sup> Development communication techniques include information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change, and community participation.

Communication development has not been labeled as the "Fifth Theory of the Press", with "social transformation and development", and "the fulfillment of basic needs" as its primary purposes. Jamias articulated the philosophy of development communication which is anchored on three main ideas. Their three main ideas are: purposive, value-laden, and pragmatic. Nora C. Quebral expanded the definition, calling it "the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential

## **Unit V. Language use, communication and concept of modernization:**

*Mass communication- Public relations, Education, Photographic, Language of film, Radio, Television, Special writing techniques, different styles of writing- Formal Vs informal communication- Social pattern- Social fields, Networks, Social structures, group networks.*

### **Mass communication:**

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### **Public Relation:**

“Public Relation is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics.” - Institute of Public Relations, USA.

“Public Relation is a combination of philosophy, sociology, economics, language, psychology, journalism, communication and other knowledge into a system of human understanding.” - Herbert M. Baus. “Good performance, publicity appreciated because adequately communicated.” - Fortune (Magazine)

“Public Relation is Dale Carnegie - winning friends and influencing people - writ large.” - Robert

“The Management function which gives the same organized and careful attention to the asset of goodwill as is given to any other major asset of business.” - John W. Hill

“Public Relations is distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve

the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools." - Rex F. Harlow Court

#### Media and public relation in society:

The news media is the most prominent instrument for disseminating information in society. In the present study the interviewees claimed generally that the media have become an increasingly important stage for organizations' external communication. During the interview sessions, some of them also talked about the media as a prominent marketplace, as did this editor of a business magazine: Today, the media are the most important market place all important deals are settled in the media sphere. And as everyone is squeezed together on the same media scene, it becomes very loud, very crowded and very short of oxygen. That's where the PR business comes in (Editor, business magazine). The media, however, do not constitute a platform with actors of equal importance to PR practitioners. Rather, the media sphere appears as a media hierarchy. Typically, the 134 largest radio and television stations along with the large national newspapers constitute the most important targets for PR activities. Within television, news programmes are especially sought after, followed by talk shows and entertainment programmes. For PR activities directed at the print media, the editorial and debate pages of the daily morning newspapers are essential targets. When it comes to activities such as product promotions and launches, trade magazines and other types of specialized press increase in ranking and become a high priority. For opinion-generating campaigns, regional and local media are also of interest. However, the latter types of media organizations pick up PR-related information mostly through news agencies, and thus their journalists experience little direct connection with PR

agents. The features of the relationship between PR agents and news journalists vary with the type of organization or consultancy they represent. Journalists often claim a skeptical approach to those representing commercial interests, as journalistic norms have long deemed textual product placement despicable. Representation in the interest of political organizations, on the other hand, sets a different tone because of these organizations' position as being fundamental to a democratic society and therefore considered to be legitimate opinion leaders. Their actions thus become "in the interest of the public". Public authorities are also by their nature obvious targets of media observation. Between the corporate interest groups and the political groupings stands a middle category the non-profit organizations. Non-profit organizations with a clear social ideology are often treated much like a party or public authority by the media. Furthermore, representatives of non-social ideology groupings often aim for publicity by trying to pass off their PR-activities as relevant to policy or community matters, regardless of whether this is actually the case. In other words, they attempt to move the characterization of a specific organization and its activities from the commercial sphere up to the societal/political one. In short, however, one can say that the media's perceived understanding of the potential social impact of the organizations the PR-agents represent largely determines the conditions for the relation. One editor used as an example the publicity demands of an organization defending the needs of disabled individuals: It's an organization that uses us for its own purposes. But I see no problem as long as we make our own /journalistic/ judgments. We are aware of the fact that we are subject to persuasion, but I don't feel we avoid it as we would with attempts of product launches (Editor, regional newspaper). The Editorial Conditions The impact potential of the news media is of course a crucial factor in why journalists are a prioritized target of actions taken by the PR industry. However, there are at least two additional reasons for why media

publicity is considered the best way to reach the public – and thereby to achieve a desired image and swing public opinion or parts of it in a favourable direction. First, publication in the media has a higher level of credibility than other communication channels do. Second, compared to advertising, media publicity is a cost-effective method. It should be added that today's senders, whether they are professionals within an organization or hired consultants, find it fairly easy to get material published in newspapers. The prevailing conditions are the result of decreases in editorial staff in recent years and increasing demands for raised production goals for each journalist. “Today, 135 we are so pressed by shrinking advertising revenue and diminishing circulation rates, that we try to save, we cut back wherever we can”, said one editor. The work climate has created an increasingly stressful situation and resulted in less time for journalistic fieldwork, especially with regard to investigative efforts. That, in turn, has created an increased need for access to raw material from sources outside of the news desks. The senders or agents promoting a specific interest are well aware of the situation and use it consciously: The everyday work of a journalist is very stressful. So they often consider contacts with PR agents as useful, if we practice serious work conduct and do no gold digging.

Public relation is an applied communication discipline that is defined in many different ways. From an organizational perspective, public relations is concerned with maintaining and managing internal and external communication relationships of organizations (corporations, public agencies, nonprofit organizations) and individuals with key stakeholders. Public relation is concerned with influencing perceptions of organizations, persons, and public issues. From a normative perspective, public relations is a contested discipline because of its roots in propaganda and its proximity to marketing, advertising, and other forms of

persuasive communication. A commonality of these communication disciplines is deliberateness: Communication efforts are always directed toward reaching certain effects. Desired effects of public relations entail information, attraction of attention, persuasion, engagement, or changes in attitudes and behavior. Public relations efforts aim at various stakeholders, for example customers, employers, voters, activists, or local communities. The news media are a key stakeholder for public relations efforts; therefore media effects are a particularly important effect of public relations efforts.

Within the discipline of public relations, media relations emerged as a core activity. Media relations are such an essential activity in public relations because the news media are not just one of many stakeholder groups but perform unique functions in the process of public communication. They report on current affairs, provide background information, and are used not only by the general audience but also by political and economic decision makers. For organizations, the news media act as gatekeeper, disseminator, interpreter, and amplifier of public relations messages. From a public relations perspective, news media are a means to an end. Precisely because the general news media are perceived as being more impartial, public relations efforts focus on getting access to them. This effort is linked to the expectation that, by becoming part of the media coverage, particular interests of public relations gain public attention or is even perceived as general interests.

In order to measure the media effects of public relations efforts, public relations scholars and practitioners developed a variety of formal and informal methods. In the early years of public relations, effects of public relations efforts on the media and on the public were simply taken for granted. Gradually the methods for measuring public relations effects were refined. Against the backdrop of

ongoing media change, those methods have become more and more diverse and sophisticated.

## **Education**

Education today, therefore, has a far greater responsibility than it had ever before. It has to meet the demands of a dynamic world which changes its character every day. Contemporary education has to be more comprehensive and complete than it was ever before. The role of the various agencies of education like home, society, community etc. has consequently increased, so has the role of the mass media like television, radio, cinema, newspaper increased." So now-a-day, press, radio, cinema, television, etc. are becoming more and more important in an individual's life.

M-learning or mobile learning is "learning across multiple contexts, through social and content interactions, using personal electronic devices". A form of distance education, m-learners use mobile device educational technology at their convenient time.

M-learning technologies include handheld computers, MP3 players, notebooks, mobile phones and tablets. M-learning focuses on the mobility of the learner, interacting with portable technologies. Using mobile tools for creating learning aids and materials becomes an important part of informal learning.

M-learning is convenient in that it is accessible from virtually anywhere. Sharing is almost instantaneous among everyone using the same content, which leads to the reception of instant feedback and tips. This highly active process has proven to increase exam scores from the fiftieth to the seventieth percentile, and cut the dropout rate in technical fields by 22 percent. M-learning also brings strong portability by replacing books and notes with small devices, filled with tailored

learning contents. M-learning has the added benefit of being cost effective, as the price of digital content on tablets is falling sharply compared to the traditional media (books, CD and DVD, etc.). One digital textbook, for instance, costs one-third to half the price of a paper textbook (AFD, 2012), with zero marginal cost.

Some of the possibilities offered by this methodology, according to **SWAYAM**, **MOOCs**, **e-PG Pathasala** are a greater and different access to information, along with transcendent innovations, such as the increase of informal and playful activities, iconic virtual, membership of specific groups, and networks of friendly interaction within new scales of values.

### **Photographic:**

Photography is one of the new media forms that changes perception and changes the structure of society. It is actually leading the digital revolution in media today, especially with the advent of digital photography. Images play an important role in mass media. An image makes or breaks an advertising campaign as well.

The language of photography involves aligning signs, which, when assembled together through photographic writing, allows the author to express his desires and purpose of the photograph. This process opens the door for the viewer to understand the photograph's meaning.

In simple words, mass media is a form of media addressed for large audiences. It can be of any form, broadcast media such as television or radio, films, print media such as newspapers, magazines, pamphlets etc. In today's society, internet media can definitely be considered mass media because most of the

existing media use the internet to have an advantage of the available medium in any region of the world.

### **The Language of Film:**

Film and video programs are efforts at communicating and just like speaking English, tapping out Morse code, or waving semaphores, there is a whole language that can be learned including words, phrases, grammar, punctuation, rules, and common practices.

### **The Language of radio:**

The codes of radio language consist of words, sound effects, music and silence. These are shared to some extent with television and film, but radio uses them in rather different ways. on collections of these word signs as symbolic codes to communicate meaning. Words on radio are spoken.

Radio communication exists in time. Radio takes time to be heard and it is impossible to go back in time. You need to hear it right the first time because it will not be repeated. This is different to newspaper communication, say, which exists in space. A newspaper devotes space to stories; it takes up space at the breakfast table and, like the table, it is a physical object. The reader can range backwards and forwards freely over material he or she wishes to check or re-read. With video recorders, viewers can do the same with television.

Radio, on the whole, tends to be heard only once. The codes of radio language consist of words, sound effects, music and silence. These are shared to some extent with television and film, but radio uses them in rather different ways.

### **The main radio code**

Radio relies mainly on the verbal codes of the < spoken word. This may seem strange for the medium that gave the world the Top 40. Andrew Crisell says that it is speech on radio that sets music and sounds in context and gives them their final meaning.

Most of the radio stations aimed at younger audiences depend on the same pop music to provide the attraction. It is the nature of the DJs that makes all the difference in the success the stations achieve. Chris Evans built up a huge following for his breakfast show on Radio 1. When he left, audience figures plummeted - and did not recover until the appointment of Zoe Ball. The kind of music played throughout this time varied hardly at all. What DJs generate is a sense of atmosphere, or even attitude, which is crucial for engaging this audience.

### Language of TV

Language is tailored with a particular audience in mind, as Bell (1991) pointed out that the audience is usually the most important factor in choice of language style; “The essence of style is that speakers are often primarily responding to their audience in the language they produce the audience are arguably the most important and certainly the most researched component of mass communication communicators do work with an idea of the audience they are speaking to and what they want” (Bell, 1991). Scannell also pointed out the centrality of the audience in the design of programmes, what he termed the; “cardinal importance of context and audiences”. Scannell went on to state; “All programmes have an audience-oriented communicative intentionality which is embodied in

the organisation of their setting (context) down to the smallest detail: there is nothing in the discourses of radio and television that is not motivated. Most importantly, all broadcast output is, knowingly, wittingly.....public”.....(Scannell,1991)

The language of the news is particularly interesting to study because it is such an integrated, yet taken for granted, part of daily life. Something we daily take in, but give little thought to the processes behind, as Allen (1999) terms it; “(the) everydayness of news” “the embeddedness of television news in the cultures of everyday life”. It is the language of mass communication, speech designed not for only a few people to hear but an unknown mass of the population, yet even in the mass production of language the audience (although largely unknown) is still key to the style of language that is produced and the content. The manifestation of audience design is in the ‘tone’ or ‘style’ that is used by the broadcaster. Bell (1991) stated; “I believe the essence of style is that speakers are responding to their audience”. It is the tone or style that broadcast programmes use that makes them different.

### **Special writing techniques:**

In technology, words have precise, specific meanings; therefore there is a need for defining a technical term clearly. The extent to which a term should be defined or the length of a definition depends on the writer's purpose and the knowledge level of the reader. The need for defining occurs when the report uses technical terms which are not familiar to the reader or when common terms are used in a special way.

#### **Categories of Words:**

1. Familiar words for familiar things.

2. Unfamiliar words for unfamiliar things.
3. Unfamiliar words for familiar things.
4. Unfamiliar words for unfamiliar things.

Good writing comes from the creativity inside you, making it hard to teach. But once your creative juices are flowing, writing techniques can act as the foundations for your work. There are a range of techniques available to writers that serve many different purposes, some help you highlight a point, while others aid the description of lifeless objects.

#### Simile: (Symbol)

This descriptive writing technique compares one subject to a different subject even though they are not normally related. An example of a simile is, “Mary looks as thin as a toothpick.”

#### Metaphor: (Figure of speech)

These are similar to similes, but instead of comparing things they go as far as to say two objects are the same. For example, “Life is a rollercoaster.”

#### Alliteration (Techniques of writing)

Alliteration is a writing technique commonly used in poetry that links together at least two words by repeating the sound of the first word, which must be a consonant. An example would be, “The waves washed wistfully against the shores.”

#### Assonance (Poetry)

Another technique often seen in poetry, assonance is similar to alliteration but repeats vowel sounds instead of consonants. An example of assonance is “The man with the tan was the meanest in the land.”

### Personification

This is a writing technique that gives human characteristics to something non-human, such as a car, animal or plant. Personification helps bring things to life, making them more interesting. For example, “The thunder grumbled like an old man,” or “The moon winked at me through the clouds.”

### Onomatopoeic

This writing technique is where a sound is represented by a word, such as “whack,” “boning,” or “thud.” Onomatopoeia is used in all literature but commonly in comic books. An example of onomatopoeia is, “Beep! Beep! The drivers behind were becoming impatient.”

### Emotive language

Emotive language refers to adjectives and adverbs that are related to emotions. Emotive writing generates a sense of empathy in the reader. An example would be, “Lee was sad after hearing about the death of his grandmother,” or “Jane loved the chocolate cake.” Words like love and sad help the reader feel the emotions of the characters.

### Colloquial Language

This is language used informally, such as the shortening and joining of words together that many people do in text messages. An example of colloquial

language is “I ain’t going to the party anymore, I’m just gonna stay in.” Instead of “I’m not going to the party anymore, I’m just going to stay in.” This technique can be used by writers when speaking through a character in their story.

## Hyperbole

This is the use of excessive exaggeration to highlight a point. Examples of hyperbole include “I’ve been waiting forever.” Literally, this means the speaker has been waiting his entire life. The reader however knows he has only been waiting a while, but it feels like forever.

## **Different styles of writing:**

Each journalistic form and style uses different techniques and writes for different purposes and audiences. There are five principal types of journalism: investigative, news, reviews, columns and feature writing.

### Writing newspaper article:

1. Make headline short and snappy.
2. In the first sentence sum up what the story is about.
3. Write report in the third person and the past tense.
4. Split newspaper report up into paragraphs to help the reader clearly understand the information.

## **Formal Vs informal communication:**

Formal communication is one that passes through predefined channels of communication throughout the organization. On the contrary, Informal

communication refers to the form of communication which flows in every direction, i.e. it moves freely in the organization.

Examples of formal communication:

- Academic and scholarly writing such as essays, dissertations, research papers, theses, various types of published studies, etc.
- Communication that involves employers or employees, coworkers, colleagues, shareholders, or business associates, as well as any other type of communication in a professional context.
- A formal letter, be it personal or business-related (e.g., a cover letter, a letter of apology or condolence, etc.)
- Press releases and similar statements that are issued for public relations purposes.

Examples of informal communication:

- Text messages (any form of communication more informal than a text message), instant messaging services, online forums, chat rooms, social media posts and comments, and Internet-based communication in general, as well as other casual forms of communication that are transmitted digitally or electronically (except for certain forms of email communication where formal writing and professional etiquette are expected)
- A private journal or diary
- Ordinary, everyday spoken language
- Slang terms, colloquialisms, language- or culture-specific expressions and idioms

- A personal phone conversation between friends or family members

It goes without saying that neither of the above lists is comprehensive by any means, but I think there is enough to provide a pretty good idea of both formal and informal communication.

### **Social pattern:**

When studying social patterns of biological development across the human lifespan, there are certain patterns that are well-maintained across humans. These patterns can often correspond with social development, and biological changes lead to respective changes in interactions.

In pre and post-natal infancy, the behavior of the infant is correlated with that of the caregiver. In infancy, there is already a development of the awareness of a stranger, in which case the individual is able to identify and distinguish between people.

Come childhood, the individual begins to attend more to their peers, and communication begins to take a verbal form. One also begins to classify themselves on the basis of their gender and other qualities salient about themselves, like race and age.

When the child reaches school age, one typically becomes more aware of the structure of society in regards to gender, and how their own gender plays a role in this. They become more and more reliant on verbal forms of communication, and more likely to form groups and become aware of their own role within the group.

By puberty, general relations among same and opposite sex individuals are much more salient, and individuals begin to behave according to the norms of these situations. With increasing awareness of their sex and stereotypes that go along with it, the individual begins to choose how much they align with these

stereotypes, and behaves either according to those stereotypes or not. This is also the time that individuals more often form sexual pairs.

Once the individual reaches childrearing age, one must begin to undergo changes within the own behavior in accordance to major life-changes of a developing family. The potential new child requires the parent to modify their behavior to accommodate a new member of the family.

## **Social fields**

Social fields are environments in which competition between individuals and between groups take place, such as markets, academic disciplines, musical genres, etc. Fields feature different positions which social actors can occupy.

Field theory examines how individuals construct social fields, and how they are affected by such fields. Social fields are environments in which competition between individuals and between groups takes place, such as markets, academic disciplines, musical genres, etc.

Fields feature different positions which social actors can occupy. The dominant players in the field are called the incumbents. They are generally invested in maintaining the field in its current form, as changes to the rules of competition risk destabilizing their dominant position. Fields may also feature insurgents who instead aim to alter the field so they can successfully compete with the incumbents. Dramatic change in previously stable fields can come from either successful incumbents or intrusion from other fields, or from government-imposed rule change.

In general, different field positions create different incentives. Field position is experienced by individuals in the form of motivation.

Unstable fields are defined by rapid change and frequently by destructive forms of competition, such as pure competition over prices that drives profit margins to untenably low levels. Fields thus need to be stabilized with rules which make sure that competition takes non-destructive forms. Stable fields rarely emerge on their own, but must be constructed by skilled entrepreneurs. The government frequently plays a role in this process as well.

## **Networks**

A network is a web of interconnected personal relationships. For example, social media groups allow different individuals to communicate with one another through a dynamic web of relationships. Contrarily, a mailing list is a “channel” as it only allows for communication in one or two directions.

Networks are rarely discrete, meaning the boundaries of a network are hard to define as every individual can be connected with yet someone else. As such, it is best to define networks in terms of density, as clusters.

Networks exhibit another interesting property depending on the level of trust present in the individual relationships. Relationships of trust are extendable, or as the saying goes: ‘my friend’s friend, is my friend’. Networks with a high amount of trust relationships facilitate the creation of new relationships among its members. They are self reinforcing and tend to form tighter clusters. On the other hand, networks where the trust is broken in one of the relationships tend to divide. This is for example what happens when a couple ends their relationship and inadvertently puts pressure on their network of friends to choose between the two.

A social network is a social structure made up of a set of social actors (such as individuals or organizations), sets of dyadic ties, and other social interactions between actors. The social network perspective provides a set of methods for analyzing the structure of whole social entities as well as a variety of theories explaining the patterns observed in these structures. The study of these structures uses social network analysis to identify local and global patterns, locate influential entities, and examine network dynamics.

Social networks and the analysis of them is an inherently interdisciplinary academic field which emerged from social psychology, sociology, statistics, and graph theory. Georg Simmel authored early structural theories in sociology emphasizing the dynamics of triads and "web of group affiliations". Jacob Moreno is credited with developing the first sociograms in the 1930s to study interpersonal relationships. These approaches were mathematically formalized in the 1950s and theories and methods of social networks became pervasive in the social and behavioral sciences by the 1980s. Social network analysis is now one of the major paradigms in contemporary sociology, and is also employed in a number of other social and formal sciences. Together with other complex networks, it forms part of the nascent field of network science. The social network is a theoretical construct useful in the social sciences to study relationships between individuals, groups, organizations, or even entire societies (social units, see differentiation). The term is used to describe a social structure determined by such interactions. The ties through which any given social unit connects represent the convergence of the various social contacts of that unit. This theoretical approach is, necessarily, relational. An axiom of the social network approach to understanding social interaction is that social phenomena should be primarily conceived and investigated through the properties of relations between and within units, instead of the properties of these units

themselves. Thus, one common criticism of social network theory is that individual agency is often ignored although this may not be the case in practice (see agent-based modeling). Precisely because many different types of relations, singular or in combination, form these network configurations, network analytics are useful to a broad range of research enterprises. In social science, these fields of study include, but are not limited (inadequate) or scarce to anthropology, biology, communication studies, economics, geography, information science, organizational studies, social psychology, sociology, and sociolinguistics.

### **Social structures:**

Social structure in sociology, the distinctive, stable arrangement of institutions whereby human beings in a society interact and live together. Social structure is often treated together with the concept of social change, which deals with the forces that change the social structure and the organization of society.

Social structure (organization) can also be divided into microstructure and macrostructure. Microstructure is the pattern of relations between most basic elements of social life, that cannot be further divided and have no social structure of their own (for example, pattern of relations between individuals in a group composed of individuals - where individuals have no social structure, or a structure of organizations as a pattern of relations between social positions or social roles, where those positions and roles have no structure by themselves). Macrostructure is thus a kind of 'second level' structure, a pattern of relations between objects that have their own structure (for example, a political social structure between political parties, as political parties have their own social structure). Some types of social structures that modern sociologist differentiate are relation structures (in family or larger family-like clan structures), communication structures (how information is passed in organizations)

and sociometric structures (structures of sympathy, antipathy and indifference in organizations. Social rule system theory reduces the structures of to particular rule system arrangements, that is, the types of basic structures of. It shares with role theory, organizational and institutional sociology, and network analysis the concern with structural properties and developments and at the same time provides detailed conceptual tools needed to generate interesting, fruitful propositions and models and analyses.

Sociologists also distinguish between:

- normative structure – pattern of relations in given structure (organisation) between norms and modes of operations of people of varying social positions.
- ideal structure – pattern of relations between beliefs and views of people of varying social positions.
- interest structure – pattern of relations between goals and desires of people of varying social positions.
- interaction structure – forms of communications of people of varying social positions.

### **Group networks:**

- **Group:** The best definition is ‘a group is a collection of individuals who consider them to be a group’. The definition might seem to be a truism, but unlike a category (externally observed commonality) or people in the same space (a crowd), a group is defined by the sense of belonging from its members. In this sense, groups are psychologically opted-in by individuals who at a given point take on a set of shared belief and behaviours.
  - Groups are the result of a constant negotiation of identity between the individual differences and the common identity. A. T. Fisher (among others)

showed how this negotiation happens in both directions: not only do the individuals create an abstraction of what the groups “is”, also being associated to a group affects the self-image and thus the behaviour of individuals (Sonn and Fisher, 1996).

- Problematically, to develop a sense of belonging, it is not necessary to fully agree with other members on the identity of the group, an illusion of agreement is sufficient. For example, the feminism banner gives an artificial sense of agreement to several groups who have an otherwise very different idea of what they stand for.
- As well, it is important to note that we belong to several groups simultaneously, and can feel more closely linked to some than others. For example, I am a fan of modern/contemporary music and underground electronic beats, thus identifying with these groups.

### **Network:**

- A network is a web of interconnected personal relationships. For example, social media groups allow different individuals to communicate with one another through a dynamic web of relationships. Networks with a high amount of trust relationships facilitate the creation of new relationships among its members. As such, it is best to define networks in terms of density, as clusters.
- Communication channels, the legs of these networks, multiply more quickly than people do. If everyone receives every message, “information overload” may occur, as employees are bombarded with messages in an unstructured manner. To maintain efficiency and the most effective use of the individuals on your team, take care in determining how and when information

is shared. For example, some large organizations use newsletters or internal blogs as structured ways to disseminate routine updates. When structuring a communication pathway for your team, consider which team members need to know what and when as well as which tools are the most efficient for delivering which kinds of information.

- A network is a web of interconnected personal relationships. For example, social media groups allow different individuals to communicate with one another through a dynamic web of relationships. Contrarily, a mailing list is a “channel” as it only allows for communication in one/two directions.
- Networks are rarely discrete, meaning the boundaries of a network are hard to define as every individual can be connected with yet someone else. As such, it is best to define networks in terms of density, as clusters.
- Networks exhibit another interesting property depending on the level of trust present in the individual relationships. Relationships of trust are extendable, or as the saying goes: ‘my friend’s friend, is my friend’. Networks with a high amount of trust relationships facilitate the creation of new relationships among its members. They are self reinforcing and tend to form tighter clusters. On the other hand, networks where the trust is broken in one of the relationships tend to divide. This is for example what happens when a couple ends their relationship and inadvertently puts pressure on their network of friends to choose between the two.

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