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COMMUNICATION CONCEPTS

COMMUNICATION CONCEPTS

Theories, Models and Practices

Editors

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Dr. Manmeet Kaur



The book 'Communication Concepts: Theories, Models and Practices' deals with the communication aspects which are required for contemporary media education. The authors have chosen to write about the concept and historical aspect of communication, the processes and elements of communication, various barriers, and the criteria to overcome the barriers for effective communication

The representation of communication process in the form of models makes the understanding easier. The models like classical Aristotle model, Laswell Model, Shannon and Weaver Mathematical model and advanced models like George Gerbner model have achieved the relevance and applicability in today's contemporary communication patterns. All the models are applicable in print, electronic and digital modes of exchanging information.

This book also covers the theories of communication like normative that includes authoritarian, libertarian and Soviet communist theory and also social relevance theories like uses and gratification and cultivation theory which have significance for the effective sharing of information in all forms of media. The theories of communication have explained the process of communication in each aspect of social system.

The book is relevant not only for the students of mass communication but it has the significant content for academicians and researchers who have keen interest in investigating the various aspects of communication prevailing in our social structure.

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Unit-I
Introduction to Communication

1

Introductipon to Communication

Dr. Manmeet Kaur

1.1 Definition and Concept of Communication

Communication is basic to human life and activity. The interdisciplinary nature of communication calls for a study of the fundamental principles and issues in communication. Communication is both an individual and collective necessity. Human beings cannot be fully social without communication. Communication is not only a necessity, but a basic right. A fundamental human right as communication, must be upheld, because it is necessary for the proper functioning and development of human beings and the social environment in which they live. The objective of communication is to establish commonness and communion. We need to understand the basic principles of communication in order that we may grasp the way communication influences the life of individuals and society. It is also necessary to understand the way the various instruments of communication (traditional and modern) function.

Etymologically the word “communication” comes from the Latin word *communis*, meaning common. When we communicate we are trying to establish ‘commonness’ with someone. That is, we are trying to share information, an idea or an attitude.

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Process of Communication

Dr. Yamini Khullar

Introduction

We all coexist in this world with other people, and we wish to share our ideas, opinions, and feelings with them. We communicate with them via words, gestures, facial expressions, tone of voice, etc. Communication describes this exchange. You will learn about communication in this session, including its various forms and applications as well as practical tips for using it well every day.

It is an act of transmission of ideas, knowledge, information, attitude and many more. Communication is the process of exchange and transmission of the information usually via a common set of symbols and stimuli the response to ascertain the performance of the process. Communication in its simplest sense, is a human relationship involving two or more persons who come together to share to dialogue to socialize. Communication is the process of sending, receiving and interoperating messages through which we relate to each other and to a larger world as well.

The word communication is derived from the Latin noun “communise” and the Latin verb “communicare” which means “to make common”.

The purpose of the communication is to make the information or ideas common in everybody so as to make the world a larger

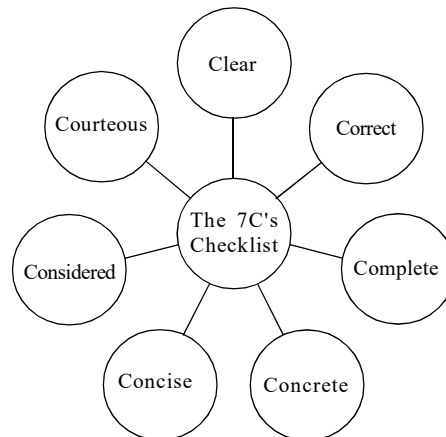
3

Effective Communication

Ms. Ritika Bora

3.1 7 C's of Communication

The seven C's of communication is a list of principles that one should ensure all of their communications adheres to. Their purpose is to help ensure that the person one communicating with hears what we are trying to say. The seven C's are: clear, correct, complete, concrete, concise, considered and courteous.



Unit-II
Mass Communication

4

Introduction to
Mass Communication

Dr. Sumedha Dhasmana

Introduction

Mass communication refers to the process of delivering information to a large and diverse audience through a wide range of media channels including television, radio, newspapers, magazines, the internet and social media platforms. The main purpose of mass communication is to inform, entertain, educate, and persuade the audience about various issues, events, products, and services.

Mass communication involves the use of advanced technologies and techniques to create, produce, distribute, and consume content on a large scale. It is a complex and dynamic process that involves various stakeholders, including media professionals, advertisers, audiences and regulators. The impact of mass communication is significant in shaping public opinion, influencing social behavior and driving cultural change.

The concept of mass communication has evolved over time, from its early beginnings in the printing press and the telegraph to the modern-day digital media landscape. With the rise of new media technologies, mass communication has become more accessible,

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Mass Communication: A Tool to Achieve Commonality

Dr. Susmita Bala

5.1 Characteristics of Mass Communication

1. It is an Ongoing Process

Mass communication is an ongoing process due to its continuous nature and the interaction between various components. It involves the transmission of information, ideas, and messages to a large audience through various channels such as television, radio, newspapers, the internet, and social media. This process includes multiple stages:

Encoding: The sender or source of information encodes the message into a format suitable for transmission, such as words, images, or sounds.

Transmission: The encoded message is sent through selected channels to reach the intended audience. This can include broadcasting, publishing, or online platforms.

Reception: The audience receives the message through their chosen medium, such as watching TV, reading a newspaper, or browsing the internet.

6

Means of Mass Communication

Ms. Ritika Bora

6.1 Mass Media Activism

Activism is a relatively new term, introduced in the mid-70s and referring to the ability to act and make or change history. 'It reminds us that the world not only is, but is made', as Gitlin (2003: 5) wrote to a young activist. Activism, represents the practice of struggling for change and can be fuelled by reactionary tendencies and aims, as well as progressive.

The online participatory is thus fairly on the spot when it defines activism as an 'intentional action to bring about social or political change'. It is appropriate to use Wikipedia here, as it is in its own right a form of media activism, driven by the copyleft Creative Commons ideals. Other forms of media activism include electronic advocacy, hacktivism, and culture jamming.

But it would be reductive to only consider media activism here, excluding the crucial role of media and communication in activist strategies and processes of social change. Whether it will be through (sometimes but certainly not always violent) protests and demonstrations, strikes, sit-ins, consumer boycotts, or non-violent

Unit-III
Models of Communication

7

Models of Communication

Dr. Manmeet Kaur

**7.1 Introduction and Concept of
Models to Communication**

In social science research, a model is a tentative description of what a social process, say the communication process or a system might be like. It is a tool of explanation and analyses, very often in a diagrammatic form, to show how the various elements of a situation being studied relate to each other. Models are not statements of reality. Only after much further research and testing would the model be considered viable. It could then be developed into a theory. The term model can also refer to a particular process or object, which is used as a point of reference, when an attempt to explain the unknown is being made. It involves an analogy to throw up the similarities between the phenomena to be explained and one, which is well known, i.e., the model.

Additionally the model can be a person whose behavior others wish to emulate or who they wish to model themselves after. The simplest definition of a model is that it is an analogue. A model is a relatively well-developed analogy. Given two objects or processes, which are dissimilar in many respects, one is an analogue of the

8

Advanced Models of Communication

Dr. Manmeet Kaur

8.1 Newcomb's Model of Communication

THEODORE M. NEWCOMB (July 24, 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 processes. 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 the rest of his professional career. His works "Personality and Social Change" (1943), "Social Psychology" (1950). He published a new social approach in the field of communication which is called the "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).

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Relevance of Models of Communication

Dr. Sumedha Dhasmana

9.1 Communication Model and its Importance

A visual depiction of the communication process, ideas, thoughts or concepts using diagrams etc. is known as a communication model. They can be viewed as methodical illustrations of the procedure that aid in our comprehension of how communication can be carried out. To comprehend and explain how communication occurs, theorists have developed a variety of communication models.

Human conversation is a complex process, making it challenging to pinpoint its start and end. Additionally, these communication models improve our understanding of the communication process.

One can effectively communicate both inside and outside the organisation by understanding and utilising communication paradigms. Miscommunication frequently results in pointless extra chores, lowers productivity and costs the company money.

One can benefit from understanding communication models by:

1. Improving avenues of communication
2. Correcting prior errors
3. Making smart future plans.

Unit-IV
Theories of Mass Communication

10

**Theories to
Mass Communication**

Dr. Susmita Bala

Introduction

Mass means a group of people, and communication means a process by which we can share our ideas, thoughts, and knowledge, so mass communication refers to a process by which we can share these things with a diverse, anonymous group of people.

The reality around us is best represented by hypotheses. According to Baran “mass communication theories are explanations and forecasts of social phenomena that attempt to relate mass communication to various facets of our lives or social systems.”

Academic departments of communication and cultural studies emerged as a result of contributions from economics, history, literature, art, political science, psychology, sociology, and anthropology (Briggs & Burke 2). Theories of mass communication investigate reasons for our interactions with it, its function in our lives, and its impact on us.

One of the earliest and most well-known instances of a mass communication theory is the magic bullet hypothesis. It is assumed that the audience will be directly imprinted by the media message.

Normative Theories of Press

Ms. Ritika Bora

Normative theories of communication are a group of four press theories proposed by Fred Siebert, Theodore Peterson and Wilbur Schramm together in their book called “Four Theories of the Press”.

The theories are also known as Western theories of mass media. The media does not exist in a vacuum and normative theories try to explain how the socio-political structures that surround the media affect its expected roles, freedoms and accountabilities. This theory explains how media systems behave when operated by different kinds of government in four different theories.

The theories do not give any kind of scientific predictions or explains them scientifically. They just provide explanation on the relationship of press in different parts of the world with their governments, ownership of press and how that kind of press affects audiences. The theory also talks about control and censorship of press.

Media became competitive and yellow journalism developed in the nineteenth century. Media used sensationalism to attract people to use media like newspapers more. So, normative theories of press were developed to understand the use and responsibilities of media for general public through the relationship of media and governments.

Social Relevance Theory of Mass Communication

Dr. Yamini Khullar

Introduction

Study of extensive information exchanges is the focus of the discipline of study known as mass communication. There are numerous theories of mass communication, all of which place emphasis on the speaker, media sources, audience, and other pertinent elements. Theories of mass communication are important because they shed light on how people utilise, interact with, and distribute media. These theories offer a framework for comprehending the impact that the messages in media may have on audiences. For professionals in professions like marketing, broadcasting, journalism, or related ones, mass communication theories may be useful.

There are numerous important theories of communication, but those that place a heavy emphasis on mass communication might be useful to you in your professional life. A theory is essentially the presentation of an idea meant to clarify a particular concept and provide context for a certain phenomenon. One could think of a theory as an explanation of how something operates. This makes it apparent what individuals are attempting to study. It is crucial that