

B.A. MASS COMMUNICATION
2nd SEMESTER

BAMC-107

MASS COMMUNICATION- AN NTRODUCTION



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CHAPTER -1

MASS COMMUNICATION: MEANING, ELEMENTS AND FUNCTIONS

LEARNING OBJECTIVES:

- This Chapter will define communication and explain its significance in human interactions.
- This Chapter will describe the nature and scope of communication, including the different types and levels of communication.
- This Chapter will identify the elements of communication, such as the sender, receiver, message, channel, feedback, and context.
- This Chapter will explain the different models of communication, such as the linear, transactional, and interactive models.
- This Chapter will examine the different functions of communication, such as information sharing, persuasion, motivation, and relationship building.
- This Chapter will analyse the role of culture, language, and technology in shaping communication practices.
- This Chapter will explore the factors that can affect the effectiveness of communication, such as noise, barriers, and biases.
- This Chapter will discuss the ethical and social implications of communication, including issues related to privacy, freedom of expression, and power dynamics.
- This Chapter will provide practical tips and strategies for improving communication skills in various contexts, such as interpersonal, group, and organizational settings.

- This Chapter will foster critical thinking and reflection on the importance of effective communication for personal, professional, and social development.

INTRODUCTION:

Communication is a fundamental aspect of human interaction and essential for the functioning of society. It is through communication that individuals convey information, express thoughts and feelings, establish relationships, and coordinate actions. However, effective communication requires more than just talking or writing. It involves a complex process that includes encoding and decoding messages, selecting appropriate channels, and adapting to different contexts and audiences. In this chapter, we will explore the meaning, nature, scope, elements, and functions of communication. We will examine the different models of communication, including their strengths and limitations, and discuss the role of culture, language, and technology in shaping communication practices. We will also identify the various functions of communication, such as information sharing, persuasion, and relationship building, and examine the factors that can affect communication effectiveness. Finally, we will provide practical tips and strategies for improving communication skills in various contexts and reflect on the ethical and social implications of communication. By the end of this chapter, you will have a deeper understanding of communication and its importance for personal, professional, and social development.

INTRODUCTION TO COMMUNICATION:

Communication was born when man was born and shall survive as long as man survives. It is such a pervasive activity which enables people to exert control over their environment. It is derived from the Latin word “Communis” which means commonness of understanding and the

Greek word “Communicare” which means “to make common” or “to share”. Thus, communication implies sharing and mutual understanding.

A man always communicates day in and day out 24x7. Even when we are sleeping, we communicate others not to disturb. When a person is silent, that means he or she is not interested in others. Even a dead body communicates that it cannot move any more. That is why there is a famous statement in the field of communication: “You cannot NOT communicate.”

Hence, it becomes important and relevant to discuss here about human communication, meaning of communication, definition of communication, nature of communication, need for communication and scope of communication.

MEANING OF COMMUNICATION:

Communication is thus a process between two or more units including living beings, non-livings, items, planets, vibrations, components of nature, supernatural or godly powers, etc.

In the very beginning, Berelson, Steiner, Rogers, Shoemakers and others gave a transference concept of communication in their own words with different expressions, but their central theme was common.

But this concept of transference was later criticised on the ground that it is only a one-way approach, while communication is actually a two-way process. Wilbur Schramm, Charles E. Redfield, Bans & Hawkins, Dhama & Bhatnagar, Leagans, Lundberg, Newman & Summer, Brown, Louis, Tead, Bellows, Gilson, Odiorne, Haimann, Soffin, Shaw, Katz, Kahn, Davis, Flippo, Munsinger, Bernnan and others were extremely critical of Berelson’s school of thought and they described communication as two-way activities. They gave a nexchange concept of

communication. They described communication as exchange or sharing instead of transference. Schramm et al. proffered communication as exchange or sharing of information, knowledge, ideas, thoughts, experiences, feelings, emotions, etc. on the basis of commonness.

Later on, even exchange concept of communication was also criticised by David Berlo, Dennis McQuail and other and later a process or technical definition of communication also emerged. David Berlo for the first time described communication as a process in 1960 in his painstaking book 'The Process of Communication'

Thus, communication may be defined as a process of bridging the gap between the source and the receiver. It is not a unilateral approach. It is a bilateral or multi-lateral approach. This automatically gave birth to technical elements like Sender, Encoding, Message, Channel, Decoding, Receiving, Feedback, Noise, and general components like Purpose, Perception, Expression, Interpretation, Response, Occasion, etc.

DEFINITION OF COMMUNICATION:

According to Berelson & Steiner "Communication is transmission of information, ideas, emotions, skills, etc. by use of symbols-- words, pictures, figures, graphs, etc. It is the act or process of transmission that is usually called communication".

Rogers and Shoemakers define communication as: "Communication is a process by which messages are transferred from a source to a receiver."

Wilbur Schramm defines and proffers communication as: "Communication is sharing of experiences on the basis of commonness."

According to Charles E. Redfield, "Communication is the broad field of human interchange of facts and opinions."

According to Ban & Hawkins, "Communication is a process of sending and receiving messages through channels which establish common meaning between a source and a receiver."

Dhama and Bhatnager define it as: "Communication is process of social interaction in a situation in which two or more individuals interact."

According to Leagans, "Communication is a process by which two or more people exchange ideas, facts, feelings or impression in such ways that each gains a common understanding of meaning, intent and the use of messages."

According to Lundberg, "Communication is the form of interaction which takes place through symbols. The symbols may be gestural, pictural, plastic, and verbal or any other which operate as stimuli to behavior which would not be evoked by the symbol itself in the absence of special conditions of the person who responds."

Newman & Summer defines it as: "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons. Communication is also defined intercourse by words, letters, symbols, or messages and as a way that one organization member shares meaning and understanding with another."

In the words of Leland Brown, "Communication is the transmission and interchange of facts, ideas, feelings or course of action."

According to Allen Louis "Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding".

Ordway Tead defines it as: "Communication is a composite of information given and received, of a learning of experience in which certain attitudes, knowledge, and skills change carving with them altercations of behaviour, of listening effort by all involved, of a sympathetic

fresh examination of issues by the communicator himself, of a sensitive interacting points of view, leading to a higher level of shared understanding and common intention.”

Bellows, Gilson and Odiorne defines it as: “Communication is defined as intercourse by words, letters, symbols or messages and a way that one organization member shares meaning and understanding with another.”

Theo Haiemann defines it as: “Communication is the process of passing information and understanding from one person to another. It is the process of imparting ideas and making oneself understood by others.”

according to Coffin and Shaw, “Communication is an exchange of understanding.”

Katz and Kahn define it as: “Communication—the exchange of information and the transmission of meaning—is very essence of a social system or an organization.” Davis defines it as: “Communication is a process of passing information and understanding from one person to another.”

According to Edwin B. Flippo and Gary M. Munsinger, “Communication is the act of intercourse by words, letters, symbols or messages and is a way that one organisation member shares meaning and understanding with another.

Another communication scientist Lawrence D. Bernnan aptly remarks, “The process of communication of ideas and feelings implies a number of elements- a communicator and a receiver of that communication; some kind of perception, interpretation, and response on the part of the receiver of that communication; and some kind of bond or channel linking the communicator and the receiver; and some kind of occasion or situation in which the communication occurs.”

According to Reveag, “Communication encompasses all forms of expression which serve the purpose of mutual understanding.”

In the words of Dennis McQuail, “Communication is a process which increases commonality and also requires elements of commonality for it to occur at all.”

According to David Berlo, “Communication is a process, i.e., any continuous operation or treatment... When we label something as a process, we also mean that it does not have a beginning, an end, a fixed sequence of events. It is not static, at rest. It is moving. The ingredients within a process interact; each affect all of the others.”

NATURE OF COMMUNICATION:

Communication is quite a simple term which transcends each and every walk of our human life. It influences the way we live and has a vital role in our day-to-day life. For example, in face-to face communication situation, it is not only an exchange of information, but also postures, gestures, expression, tones, confidence, language, etc. It goes on affecting some kind of changes in the nature, behaviour or personality of all these involved in the communication process. It affects our life so much so that in the first week of life, an infant begins to learn the complex process of communication. Babies cry when they want to draw attention, whether it is due to hunger or due to stomach pain or due to urinal or stool pressure, etc. They quickly learn that body language like crying behaviour is an easy way of exerting control over their environment. Gradually, a child will learn to talk, and verbal communication will be developed in his or her personality of gestures and sounds. But this process doesn't end here in the early childhood. Human beings continuously relearn and redefine their means of communication so that they can adopt and adapt to changing environment in their personal life or the world around them. One school of thought is of the view that every sentence should begin and end with the word and to make human beings aware of the ongoing nature of their communicational activities (Fabun, 1968). Yet another

important point of view of this process notion is that once one stops the process, what is being studied no longer exists. When the biological function of digestion stops, there is no process to study. Communication is a process because when it ceases, it no longer exists (Crokhite, 1976). Other than that, we have the following natures of communication:

a) Transactional Nature of Communication,

b) Affective Nature of Communication,

c) Personal Nature of Communication

d) Instrumental Nature of Communication

a) Transactional Nature of Communication:

Transactional Nature of Communication: Whatever may be our goals in life, we will ultimately find it essential and advantageous to develop our communication skills to learn to communicate more effectively and efficiently. If we are interviewed for a job, we will have an immediate need to communicate our skills, intelligence, confidence and desire to work. If we are beginning a dating relationship, we may wish to communicate the rejection or acceptance of our partner's actions. If you hold a managerial position in a corporation, you need to communicate your business details and ideas to your superiors and subordinates. In nutshell, we will come to conclude that all communication activities are transactional in nature. When we say communication is transactional, we mean a change in any one element in the process and it can change all the elements of communication when the recipient of a message reacts to a message given by a source about the way the message has been received. These cues generally described as feedback without which it is really difficult to judge with any degree of accuracy how effective and efficient any communication transaction is. Human beings are simultaneously acting as a sender as well as a recipient in so many communication situations. Hence, the essence or the gist of comprehending the transactional nature of communication is

to understand how any component in communication activities can alter the whole communication relationship (Burgoon Ruffner, 2004).

b) Affective Nature of Communication: Most probably we have not seen our super great grandfather. This doesn't mean he does not exist. Similarly, if we have not been able to see God, this doesn't mean God doesn't exist. Everything that human beings are willing to label, communication has definitely an impact on somebody. No doubt, this is crystal clear from what has been discussed earlier about the transactional nature of communication. It is important to emphasize here that most of the communication response is affective and is involved with human feelings and emotions. Human beings do not evaluate communication of others subjectively and generally respond to them in the light of how they themselves are affected. We must emphasize it also those human beings have emotional or affective responses to communication received from others and that too helps in deciding the nature of future communication. If it is a communication, then it must have an impact on someone or else it is no communication

c) Personal Nature of Communication: Words are as important in communication as flowers in a garland or bricks in a house. This is simply because they are easy signs and symbols by which we can exchange or share meaning. According to Kenneth E Boulding, "Every individual has a unique image of self- a special way of viewing and looking at the world. And that is the results of his or her personal experiences since birth. The image of self those human beings affects their communication process. Our image in itself is resistant to a change. Whenever it receives messages which is conflicting in nature, its instant impulse is to reject them as in some sense untrue. For instance, when someone tells us something which is incongruous or inconsistent with our picture of a certain person? Our first impression is to reject the proffered information as false. As we continue to receive messages which contradict

our image, we begin to have suspicions and doubts and then sooner or later, we receive a message which overthrows our previous image and we revise completely. The person, for instance, whom we saw as a trusted friend is now seen to be a hypocrite and a deceiver. “The ultimate purpose of any communication is to persuade and achieve shared meanings. But at the same time the symbolic nature of communication makes this extremely difficult and complex to accomplish. For example, an excerpt from George Washington’s inaugural speech in 1789, “ All I dare hope is that ,if in executing this task I have been too much swayed by a grateful remembrance of former instances, or by an affectionate sensibility to this transcendent proof of the confidence of my fellow citizens and have thence too little consulted my incapacity as well as disinclination for the weighty and untried cares before me, my error will be palliated by the motives which misled me, and its consequences be judged by my country with some share of the partiality with which they originated.” Now let us compare the excerpt with President’s Carter, and must see to what extent the use of gauge has vitiated: “You have given me a great responsibility to stay closed to you, to be worthy of you and to exemplify what you are. Let us create together a new national spirit of unity and trust. Your strength can compensate for my weakness and your wisdom can help to minimize my mistakes.”

It is really doubtful that George Washington would have understood the hidden meaning of much-used sign of V for victory. Such behavioural cues, gestures, signs, and all components of non-verbal components are also abstractions of realities. Each of them has different meanings for different human beings. Since communication is personal and perceptual process, a shared code/codes of symbols are required for human beings to decode and understand one another.

d) Instrumental Nature of Communication: As it is crystal clear that communication is a tool through which human beings achieve certain goals. This indicates the instrumental nature of communication activities. Communication plays a vital role by virtue of which human

beings' control over their social and physical circumstances. Human beings may use communication for various purposes. Using the available means of persuasion to gain compliance is one of the functions of communication which has got huge attention from the time immemorial. Human beings often try to change the behaviour or attitudes of others and here communication automatically becomes an instrument of change. David Berlo in his pioneering book titled "The Process of Communication" suggests that it is useful to view all communication as persuasive in nature. Hence, instrumental communication is a strategic process. Human beings may plan a strategy well in advance to make themselves more effective and efficient in various contexts. They may also plan strategies to ensure that communication will play a role in its various functions. Berlo adds "Some people eschew the word manipulation while explaining human communication. We do not share such a strong aversion to the term, as it is quite clear that communication may be used to manipulate others. However, these manipulations can be for good or bad ends."

NEED FOR COMMUNICATION:

Communication is essential for all living and non-living beings. One cannot survive without communication. It is more than oxygen for all of us. If food is our biological need, then communication is our social and psychological need. Even insects, birds and animals love to move in a group so that they may keep on communicating either verbally or nonverbally. Communication is not only speaking or writing, postures or gestures. It is also understanding, observing, reading and listening. In present modern era, communication is fast becoming extremely important for the very existence of human beings. It is rather more important than roti, kapraaurmakan. Without communication not only human beings, but even insects, birds and animals feel emotionally shattered. Hence, it is the cornerstone of human civilization or any civilization. Due to its ever- What happens to a person who is ex-communicated by his

group or society? Several studies reveal the facts that such persons are emotionally shocked or shattered. The toughest and biggest punishment to a person is to be left alone or totally avoided or genuinely ignored. That is why dreaded criminals are put to solitary jails even without mobile phones. The severest punishment to even a child is to be left alone or kept isolated. Sometimes other children also stop talking and say “kuttie” to their playmates. growing need, importance and relevance, the necessities for mobiles, lap tops, palm taps, taps, etc. have gone up tremendously.

SCOPE OF COMMUNICATION:

Communications extremely important. It is an integral part of our life. The scope of communication is large and wide. A child starts communication even before his birth. He keeps this continuous process on till the end of his life.

There is various scope of communication:

- 1) **Physical Dimensions:** Communication is like bloodline in our personal life. As explained earlier, living beings cannot survive without communication—whether human beings, animals, birds, insects, etc. It is closely interlined and interwoven with every part of human life. We are largely dependent on communication from dawn to dusk. Human life is not possible without the application of communication. It is urgently required for our day-to-day routine activities. It is extremely important, relevant and significant for our survival and subsistence. We need to communicate with a variety of people, bodies, organizations, etc. Hence, it has a vital role to play in our personal life.
- 2) **Social Dimensions:** Communication system is the sub system of the social system. We are deeply related and interdependent on society. With the help of communication, we can share our happiness and sorrow, feelings and emotions, hatred and love, etc. Thus,

communication plays a vital and important role in the determination of social norms, order and behaviour.

- 3) **Educational Dimensions:** No educational activity is possible without communication. Even in ancient times, communication was used to gain different types of education, knowledge and experience. In modern education system, it is sine qua non. No academic work can be carried out without transactional communication or instrumental communication.
- 4) **Business and Organisational Dimensions:** Communication is an essential part of business affairs and organizational dealings. In this changing modern world, we cannot think of business and organization without communication. It is an oxygen and lifeblood for organizational business. It is directly related to consumption, production, distribution, exchange, entrepreneurship. Different strategic level of organisational management, planning, organizing, recruiting, leading, motivation, coordination and control are all dependent on communication activities.
- 5) **International Dimensions:** Communication is not only confined to the national boundaries, but it is largely and broadly scattered to the international dimensions. Hence, most of the countries on this globe are exchanging their business, education, culture, social activities, political dealings and technological affairs with the help of communication
- 6) **Religious Dimensions:** Communication is equally relevant, important and needed in spreading religious principles, theories and doctrines. Religious leaders, prophets, saints are executing, preaching, circulating, sharing and exchanging various religious verses with the help of communication.

ELEMENT OF MASS COMMUNICATION:

Since mass communication is a type of communication, so the elements of communication will be the same of that of mass communication, i.e., source, encoding, message channels, decoding, receiver, noise and feedback. But the elements of mass communication will be explained specially and distinctively in the context of mass. The elements may be depicted with the help of the following figure:

- (i) **Source:** Source is that which initiates the communication activities. For example, if the Prime Minister wishes to give a talk on Door darshan, the people employed by Door darshan will edit the messages and broadcast it in a suitable manner for the benefit of the public. In this case the Prime Minister is the source as he has initiated the communication.
- (ii) **Encoding:** It is a process in which the brain gives a meaning by structuring a language or thought properly. For example, a news writer for a newspaper thinks variedly and then decides for an effective intro- writing. This processing or structuralising of intro- writing by the correspondent will be described as encoding and this particular encoding is a glaring example of encoding in a mass communication situation.
- (iii) **Message:**The message in mass communication includes news, views, reviews, interviews, previews, features, editorial, articles etc. These messages are collected, evaluated, selected, edited, encoded, processed, produced and then transmitted by a team of professional experts. For example, in a newspaper the entire desk people like News Editor, Chief Sub Editor, Senior Sub Editor and the reporting staffs who has filed the story, are integral part of the message processing. Then production people take further care of it. So is the case in other media organization.

The message in mass communication should be very general and catering to a variety of heterogeneous and large audience. And it has to cater to the needs,

interest, attitude, aptitude of the individual members of the anonymous audience, keeping an eye on simplicity and commonality. In the present emerging scenario, the messages are generally featured and a professional attempt is made to mix the messages with infotainment, edutainment and info edutainment.

(iv)Channel: The mass media channels are: newspapers, magazines, news agencies, radio, television, film, internet etc. This relates to the Medium Theory by Marshall McLuhan which McLuhan has comprehensively explained in his pioneering book 'Medium is the Message'. He means to say that medium or media or channels not only differ in their forms but also influence the impact of the media or channel.

(v)Decoding: It is an activity, step and process of receiving the message. This retention is done by mass audience. It is really a complex process as mass, anonymous, heterogeneous and geographically scattered audiences differ in their need, attitude, aptitude, level, intelligence, behaviour and understanding. That is some of the audience strongly like a message; some just like it; some neither likes it nor dislikes it; some dislikes it while some strongly dislike it. As individual audience members differ from one another, so it is not equally liked or equally disliked but their degree or intensity differ from category to category of the audience.

(vi)Audience: Audiences vary from medium to medium and even within medium they vary from column to column and from programme to programme. For a commercial film, the audience may be large while for an art film, it may be smaller. Again, for a newspaper, it may be larger. But for a magazine or book, it may be smaller. Since, the audience of mass communication is disorganized and shapeless as a whole, so each member in an audience has a separate and distinct character.

Hence, they respond to a message differently. They retain according to their perception, self-concept or frame of reference. The audience of a mass communication has also been divided as primary, secondary and tertiary. The original audience of medium is called the primary audience. But after discussion and discourse of people from primary audience, several secondary audience and tertiary audience are automatically created.

(vi) **Feedback:** As discussed earlier also, the feedback in mass communication situations is always untimely and delayed as it is linear and one-way. Even in the era of instant and fastpacked communication, feedback in mass communication activities is indirect and rarely instantaneous. For example, in Indian newspapers we have several prominent feedback columns entitled Letter to Editor, Grievances, Sampadak ke Naam Patra, Patra Apke, Pathak nama, Shikave Shikayat, Aapki Awaj, Jan vani, Lok vani, Lok manch, Najar Apni-Apni etc. Similarly, in radio and television also there are prominent feedback columns like 'Aapaur Hum' 'MeriPasand' 'SawalJawab' etc

(vii) **Noise:** As we know, noise is a natural phenomenon in communication. It can be natural or inadvertent. It can be intentional. It can be at any point of communication, i.e., anywhere from source, message, channel to receiver. In newsroom, when the team does not work properly, or there are some conflicts between the News Editor and Chief Sub Editor, then the front page or even the page make-up is disturbed creating a kind of psycho-technical noise. Sometimes a lot of language mistakes are there which create linguistic noise. Sometimes some news is filtered or censored because of proprietors' or publishers' pressure. All these create noise in newspaper situation. After the production of a film, the poster is sometimes

burnt by some activist audience before the release of the film which creates a noise in film activities.

FUNCTIONS OF MASSCOMMUNICATION:

The primary functions of mass communication are (a) Information (b) Education (c) Entertainment and Recreation (d) Persuasion. The secondary functions of mass communication are (a) Watch-dog function (b) Torch-bearing Function.

The watchdog function relates to surveillance and the torch-bearing function relates to a correlation, cultural transmission and mobilization. In fact, Lasswell in 1948 in his deep study determined three functions of mass communication as Surveillance of the environment, Correlation of the parts of the society in response to its environment and transmission of cultural heritage. In 1960, Wright added yet another function called Entertainment and Recreation. In 1987, Dennis McQuail added a few more in his pioneering book entitled "Mass Communication Theory". These are: Information, Education, Persuasion and Mobilisation.

(a) Information: Man is a social animal. He has to live in the company of other people in close proximity. Information is the only link and even linchpin of the society. Hence, the first function of any mass media is to inform its diversified, heterogeneous, anonymous and shapeless audience. It has to keep people alert with the latest news and tidings in our own region and around the world. Different mass media have different target audience. Hence, they inform different categories of people differently and specifically. In our rural society, the word- of- the mouth technique is still the most popular and prevalent means of disseminating news. Thus, mass media as an informant should provide

information about events and conditions in the society and the world, indicate relations of power, and facilitate innovation, adaption and progress.

(b) Education: Education is creation of awareness through thoughtful interpretation of information. Mass communication provides a broad platform with lot of opportunities for presenting diverse news, views, reviews, interviews, previews, and solutions, models for several problems, issues and environmental initiatives. Apart from that, being serious analysers of such issues and problems day in and day out, the mass media agencies develop certain expertise in such matters. And thereby educate people by creating awareness about what course of action is to be taken in a movement of extreme crisis.

(c) Entertainment and Recreation: This is another very important function of mass communication. Many people are dependent on mass media purely for entertainment and recreation. They help to pass the time easily and to relax comfortably with friends and family members. It removes the monotony of our life by providing entertainment anaesthetic recreation. Films and television soap opera serials help us fully harness our leisure time. But they also me tell us how things were or how things could be. Thus, mass media as an entertainer should provide amusement, diversion and the means of relaxation.

(d) Persuasion: This means bringing about certain change in the mindset of the audience. Mass media tries to bring about positive changes in the mass audience by informing, educating and entertaining them. Sometime mass media uses the mechanism of infotainment, edutainment and info edutainment also.

(e) Surveillance: As discussed earlier, Harlod D, Lasswell (1948) and Wright (1960) deliberated upon their function of mass communication in which both of

them emphasised surveillance, correlation, cultural transmission, entertainment and recreation as major functions of mass communication. In addition, with the descriptive interpretation by Dennis McQuail (1987) mobilization, information, education, and persuasion are none-the-less significant and equally important functions of communication.

The mass media as their watchdog role are often proffered with the responsibility of keeping watch over society and unearthing and apprising the members of that society of information that may be of concern to them. Mass media is also supposed to interpret such information. It is the function of the mass media to create awareness by disseminating the information on what is happening and of methods in which the calamities can be coped by adding even the hidden aspects of the fact. For example, in a situation of natural disasters, war, health hazards, etc. It is the function of the mass media to create awareness by disseminating information on what is happening and of methods in which calamities can be coped up.

(f)Correlation: This function of mass communication mainly relates to how media's selection of certain news items and their interpretation attracts and how society perceives and reacts to it. Mass audience attitudes towards political issues, events, public policy etc. are influenced to an extent as to how mass media produces and frames the issues in their discussions and discourses. For example, Hitler correlated his major political issues and exercised the mass media in his propaganda war against the Jews.

Thus, mass media as correlating unit should explain, interpret and comment on the meaning of events of information. It should provide support for established authority and norms. It should help socialise and coordinate separate activities.

It should be instrumental in consensus building and setting orders of priority and signalling relative status.

(G) Cultural Transmission: This function of mass communication relates to the power and potentiality of the mass media to teach the prevailing norms, orders, values and rules that exist in a society and ensures the transmission from one generation to another the newer and younger generation. The mass media also transmit cultural norms by interpreting the information that passes through the gates. Moreover, cultural transmission is executed through the different forms of entertainment items produced by the media. For example, shows like Lassie, Full Home, Seventh Heaven and the Brandy Bunch motivated, correlated and promoted family norms and values.

(h) Mobilization: Yet another important function of media is mobilization in which the media tries to promote the society's interest, especially in times of crisis. Here the media mobilizes public attitude in favour of development of society, polity, economy, culture, education, religion and spiritualism. Thus, mass media as a mobilizing agent should campaign for social objectives in the sphere of politics, war, economic development, social work and sometimes religion.

SUMMARY:

This chapter explores the meaning, nature, scope, elements, and functions of communication. It defines communication as a fundamental aspect of human interaction and essential for the functioning of society. It identifies the different models of communication and examines the role of culture, language, and technology in shaping communication practices. The chapter also highlights the various functions of communication, such as information sharing, persuasion, and relationship building, and examines the factors that can affect communication

effectiveness. Furthermore, it provides practical tips and strategies for improving communication skills in various contexts and reflects on the ethical and social implications of communication. Overall, this chapter provides a comprehensive overview of communication and its importance for personal, professional, and social development.

KEYWORDS:

Communication, meaning, nature, scope, models of communication, elements of communication, functions of communication, information sharing, persuasion, motivation, relationship building, noise, barriers, biases, feedback, context, ethical implications, social implications, cultural factors, language, technology, nonverbal communication, effective communication skills, personal development, professional development, social development.

SELF ASSESSMENT QUESTIONS:

1. What is communication, and why is it important in human interactions?
2. How would you describe the nature and scope of communication?
3. What are the different elements of communication, and how do they interact?
4. What are the strengths and limitations of different models of communication, such as the linear, transactional, and interactive models?
5. How does culture, language, and technology shape communication practices?
6. What are the different functions of communication, and how do they contribute to human interactions?
7. What are some of the factors that can affect communication effectiveness, and how can they be overcome?
8. What are some practical tips and strategies for improving communication skills in various contexts, such as interpersonal, group, and organizational settings?

9. What are some ethical and social implications of communication, and how can they be addressed?
10. How can you apply the knowledge and skills you have gained from this chapter to your personal and professional life?

CHECK YOUR PROGRESS:

1. Which of the following is NOT an element of communication?
 - a) Sender
 - b) Receiver
 - c) Message
 - d) Emotion
2. Which of the following communication models emphasizes the importance of feedback?
 - a) Linear model
 - b) Transactional model
 - c) Interactive model
 - d) All of the above
3. Which of the following is a factor that can affect communication effectiveness?
 - a) Noise
 - b) Gender
 - c) Age
 - d) Education level
4. Which of the following is NOT a function of communication?
 - a) Information sharing
 - b) Persuasion
 - c) Motivation

d) Competition

5. Which of the following is an example of nonverbal communication?

a) A written memo

b) A phone call

c) A facial expression

d) A radio advertisement

Answers:

d) Emotion

b) Transactional model

a) Noise

d) Competition

c) A facial expression

REFERENCE/ SUGGESTED READINGS:

- "Communication: Principles for a Lifetime" by Steven A. Beebe and Susan J. Beebe
- "Effective Communication Skills" by Dale Carnegie Training
- "The Art of Communicating" by Thich Nhat Hanh
- "Crucial Conversations: Tools for Talking When Stakes Are High" by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler
- "Nonviolent Communication: A Language of Life" by Marshall B. Rosenberg
- "Simply Said: Communicating Better at Work and Beyond" by Jay Sullivan
- "Communicating for Results: A Guide for Business and the Professions" by Cheryl Hamilton and Bonnie Creel
- "Everyone Communicates, Few Connect: What the Most Effective People Do Differently" by John C. Maxwell
- "Verbal Judo: The Gentle Art of Persuasion" by George J. Thompson
- "The Power of Communication: Skills to Build Trust, Inspire Loyalty, and Lead Effectively" by Helio Fred Garcia.

CHAPTER -2

MODELS OF COMMUNICATION

LEARNING OBJECTIVES:

The objectives for the chapter "Models of Communication" could include:

- Understanding the concept of communication and its importance in various contexts, such as interpersonal relationships, organizations, and media.
- Exploring the different models of communication, including linear, interactive, and transactional models, and understanding how they differ from each other.
- Understanding the process of communication, including the roles of sender, receiver, message, channel, feedback, and noise.
- Analysing the strengths and weaknesses of different communication models and understanding their applications in different contexts.
- Understanding the cultural and social factors that can impact communication and how different models of communication can help to bridge these differences.
- Understanding the ethical considerations involved in communication, including issues of power, representation, and access.
- Developing critical thinking skills and the ability to analyze and evaluate communication in different contexts, such as media messages, organizational communication, and interpersonal communication.
- Developing effective communication skills, including the ability to listen actively, speak clearly, and write effectively, and understanding how different communication models can be used to improve communication skills.

INTRODUCTION:

The ability to communicate effectively is a critical skill that is important in various contexts, such as personal relationships, organizational settings, and the media. Understanding the different models of communication is essential to developing effective communication skills. The chapter "Models of Communication" provides an overview of the key concepts and theories related to communication, including the different models of communication, the process of communication, and the cultural and social factors that can impact communication. The chapter aims to develop critical thinking skills and the ability to analyze and evaluate communication in different contexts, as well as to develop effective communication skills. By the end of this chapter, readers should have a deeper understanding of the importance of communication and the different models that can be used to improve communication skills.

Communication is an extremely complex process. More so in this age of information technology. That means it is becoming even more complex with the changing communication phenomenon. The pattern of complexity and continuous change in the communication process demands that it should be made simple and general. Communication models convert the complexity into simplicity. Model plays an important role in explaining any process. It simplifies and demystifies a complex process especially with the help of pictures, charts, diagrams, etc. A model generally clusters round the elements, explains the intra-relations and inter-relations between elements and then explains the process in a lucid, simple and appropriate manner. A model is a small representation or reproduction of something. It is a small visualization of a process, trend, pattern, thought or theory.

When we attend, attach, co-relate or activate the elements, it becomes a process. According to David Berlo, the concern for the communication has produced several attempts to develop models of the process of communication enlisting the different elements, intra-relations, inter-

relations, interactions among the elements and their relations with the outer environment. Though mass communication experts started the use and application of communication models only recently, yet in human communication, speech communication and in language, models have been for a pretty long time. But all these models differ to a great extent. No model can be described to be 'perfectly right' or 'perfectly wrong'. Some may be more articulate than others. Some may be more descriptive. Some may correspond more with a particular situation while, others correspond more with other situations. Some models represent the knowledge of the past, while others are new and modern and relate to the contemporary issues. It is because of these reasons, it becomes very useful, important and relevant here to discuss the concept of communication model, SMCR model, Shanon & Weaver's model, Lasswell's model, Osgood's model, Dance's model

COMMUNICATION MODEL:

Communication models are visualization of communication process. They are basic theories related to the elements of communication. They explain the intra-relations, inter-relations and interactions between communication elements and then explain the process of communication in a lucid, simple and appropriate manner. When we attach, co-relate or activate the elements of communication, they become a communication process. A communication paradigm is also a process or trend or pattern. Theories of communication propound, lay down, explain, interpret and re-interpret changes, impact, effectiveness, influence, consequences or effects of communication. On the other hand, models of communications are small graphical representation, reproduction or visualization of a process, trend, pattern, thought or theory which explains with the help of tables, photographs, charts, drawings, figures and by all other such means as can help make the concepts clear. In fact, a model is an approximate way of explaining a theory. A theory is a systematic and scientific thought. It is a generalised idea or thought. Broadly speaking, a model is something which is ideal, to be imitated, followed or to

be propagated and advocated. While in theory, we use words to explain implications, applications, impacts and the interactive connections among the elements.

A communication model mainly executes the following:

a) A communication model organises various elements and processes of communication in a meaningful way.

b) A communication model helps in searching new facts about communication.

c) A model should raise such queries and questions which lead to communicate research.

d) A communication model helps in testing the old theories of communication.

e) A communication model helps us in communication futurology. That means it helps in predicting about communication, its policies, programmes, previews, etc.

f) A communication model provides us means of measuring the elements and processes of communication.

Thus, a model is a pictorial or graphical presentation, which puts a complex theory in a much simpler form. A model also helps us realize something more clearly than a description in a written language.

SMCR MODEL OF COMMUNICATION:AN INTRO

Communication is a process of transmitting information, ideas, attitudes, and emotions from one person to another. It is a complex process that involves various elements, including the sender, the message, the channel, the receiver, and the feedback. To understand the process of communication, scholars have developed several models, including the SMCR model. This model provides a framework for understanding how communication takes place and how to improve it. This chapter explores the SMCR model of communication and its various elements.

SMCR MODEL OF COMMUNICATION:

The SMCR model of communication is a linear model that stands for Sender-Message-Channel-Receiver. It is a simple model that outlines the basic elements involved in the communication process. The model illustrates that communication is a one-way process that involves the transmission of information from the sender to the receiver through a channel. The receiver then decodes the message and provides feedback to the sender. The model is widely used in various fields, including advertising, marketing, public relations, and interpersonal communication.

Sender:

The sender is the source of the message. In the communication process, the sender initiates the message and is responsible for encoding the message into a form that can be transmitted through the channel. The sender can be an individual, group, or organization that wishes to convey information to the receiver. In the case of interpersonal communication, the sender is the person who initiates the conversation.

Message:

The message is the information, idea, attitude, or emotion that the sender wishes to convey to the receiver. The message can be in the form of verbal, nonverbal, or written communication. The message must be encoded by the sender into a form that can be transmitted through the channel. The message must also be relevant to the receiver and should be designed to meet the needs of the audience.

Channel:

The channel is the medium through which the message is transmitted from the sender to the receiver. The channel can be in the form of oral, written, or electronic communication. The

channel can also be direct or indirect. Direct channels include face-to-face conversations, while indirect channels include email, letters, or social media. The choice of the channel depends on the nature of the message, the audience, and the context of the communication.

Receiver:

The receiver is the person who receives the message from the sender. The receiver decodes the message and interprets its meaning. The receiver can be an individual or a group of people who are the intended audience for the message. In the case of interpersonal communication, the receiver is the person who listens to the conversation.

Feedback:

Feedback is the response of the receiver to the message. It is a crucial element of the communication process as it provides information to the sender about the effectiveness of the message. Feedback can be in the form of verbal or nonverbal communication. Verbal feedback includes comments, questions, or reactions to the message. Nonverbal feedback includes facial expressions, body language, or gestures.

Advantages of SMCR Model of Communication:

The SMCR model of communication has several advantages, including:

Simplicity: The model is easy to understand and can be applied to various communication situations.

Clarity: The model provides a clear and concise framework for understanding the communication process.

Focus: The model emphasizes the importance of the sender, message, channel, receiver, and feedback in the communication process.

Feedback: The model highlights the importance of feedback in the communication process and encourages the sender to seek feedback from the receiver.

Flexibility: The model can be adapted to different communication situations, including interpersonal communication, public speaking, and mass communication.

Disadvantages of SMCR Model of Communication:

While the SMCR model of communication has its advantages, it also has some disadvantages that should be considered. These include:

Oversimplification: The SMCR model is a linear model that simplifies the communication process into five basic elements. This oversimplification can make it difficult to fully understand complex communication situations.

Limited feedback: Although the SMCR model emphasizes the importance of feedback, it can be limited in scope. Feedback is often incomplete or vague, and it may not provide enough information to improve communication.

Lack of context: The SMCR model does not take into account the context in which communication takes place. Contextual factors such as culture, environment, and social norms can significantly affect how a message is interpreted by the receiver.

No account of noise: The model does not account for noise in the communication process. Noise refers to any interference that disrupts or distorts the message, such as background noise or poor connection.

No account of the receiver's role in communication: While the SMCR model acknowledges the receiver's existence, it does not account for the receiver's active role in the communication process. The receiver can also influence how the message is interpreted and decoded.

No account of the sender's and receiver's characteristics: The model does not take into account the individual characteristics of the sender and receiver, such as personality, values, or beliefs. These characteristics can significantly affect the communication process.

No account of feedback loops: The SMCR model does not account for feedback loops, where the receiver becomes the sender and the sender becomes the receiver. This can occur in situations where the receiver responds to the message, and the sender then responds to the receiver's response.

In conclusion, while the SMCR model of communication has some advantages, it also has limitations. Communication is a complex process that involves many factors, and the SMCR model may not fully capture all of these factors. It is important to use this model as a guide while also considering other communication models and taking into account contextual factors and individual characteristics.

ARISTOTLE'S MODEL OF COMMUNICATION:

Aristotle's model of communication, also known as the rhetorical triangle or the three appeals, is a classic model used to explain the persuasive power of language. This model is based on the idea that effective communication requires three elements: ethos, logos, and pathos. Aristotle believed that all forms of communication, whether spoken or written, should contain all three elements to be effective.

This model has been widely used in various fields such as advertising, public speaking, and political communication. It has been used by famous public speakers such as Martin Luther King Jr., Winston Churchill, and Barack Obama.

Ethos

Ethos refers to the credibility or trustworthiness of the speaker. According to Aristotle, in order for a speaker to be persuasive, they must be perceived as trustworthy and knowledgeable. Ethos is built by the speaker's reputation, experience, and expertise. It is important to note that ethos is subjective and varies from one audience to another.

There are several ways that a speaker can establish ethos. One way is by using factual evidence, such as statistics or expert opinions. By citing reliable sources, the speaker can demonstrate their knowledge and expertise on the subject.

Another way to establish ethos is by using personal anecdotes or experiences. This can help the speaker to connect with the audience on a personal level and demonstrate their understanding of the audience's perspective.

The use of language can also impact ethos. The speaker should use language that is appropriate for the audience and the context. They should avoid using slang or jargon that the audience may not understand. The speaker should also use proper grammar and pronunciation to demonstrate their education and professionalism.

Finally, the speaker's body language and tone of voice can also impact ethos. The speaker should maintain eye contact with the audience and use gestures and facial expressions to emphasize key points. The speaker should also use a tone of voice that is confident, but not arrogant.

Logos

Logos refers to the logical argumentation or reasoning used by the speaker. According to Aristotle, in order for a message to be persuasive, it must be based on sound reasoning and evidence. The speaker should use facts, examples, and logical arguments to support their claims.

To use logos effectively, the speaker must understand the audience's perspective and tailor their arguments accordingly. The speaker should anticipate the audience's objections and address them in their arguments.

The use of logical fallacies can weaken logos. Logical fallacies are errors in reasoning that can mislead the audience. Examples of logical fallacies include ad hominem attacks, strawman arguments, and false dilemmas.

One way to use logos effectively is to use syllogisms. A syllogism is a logical argument that consists of two premises and a conclusion. For example:

Premise 1: All humans are mortal.

Premise 2: Socrates is a human.

Conclusion: Therefore, Socrates is mortal.

Pathos

Pathos refers to the emotional appeal of the message. According to Aristotle, in order for a message to be persuasive, it must also appeal to the emotions of the audience. The speaker should use language that evokes strong emotions such as fear, anger, or joy.

The use of vivid imagery can help to evoke emotions. The speaker should use language that creates a mental image in the audience's mind. For example, instead of saying "the weather was bad," the speaker can say "the sky was dark and ominous, and the rain fell in sheets."

The use of powerful metaphors or similes can also help to evoke emotions. For example, instead of saying "he was tired," the speaker can say "he was so exhausted that he felt like he had run a marathon."

Advantages of Aristotle's Model of Communication

Comprehensive approach: Aristotle's model of communication provides a comprehensive approach to communication. It recognizes the importance of ethos, logos, and pathos in effective communication. By using all three elements, a speaker can create a persuasive message that is both logical and emotionally appealing.

Universal applicability: Aristotle's model of communication is applicable to all forms of communication, whether written or spoken. It can be used in a variety of settings, including public speaking, advertising, and political communication.

Focus on audience: Aristotle's model of communication emphasizes the importance of understanding the audience's perspective. By tailoring the message to the audience's needs and interests, the speaker can increase the effectiveness of the message.

Emphasis on credibility: Aristotle's model of communication recognizes the importance of credibility or trustworthiness in effective communication. By establishing ethos, the speaker can increase the audience's confidence in the message.

Helps to avoid logical fallacies: Aristotle's model of communication emphasizes the use of logical argumentation and evidence-based reasoning. This helps to avoid common logical fallacies, such as ad hominem attacks and false dilemmas, that can weaken the effectiveness of the message.

Disadvantages of Aristotle's Model of Communication

Overemphasis on persuasion: Aristotle's model of communication is primarily focused on persuasion. While persuasion is an important aspect of communication, it is not the only goal of communication. Other goals, such as informing and entertaining, are also important.

Limited applicability in modern communication: Aristotle's model of communication was developed in a time when communication was primarily oral. In today's digital age, communication is often nonverbal or mediated by technology. As a result, some aspects of Aristotle's model may be less applicable in modern communication.

Subjectivity of ethos: Ethos, or the credibility of the speaker, is subjective and varies from one audience to another. While the speaker can take steps to establish ethos, it is ultimately up to the audience to decide whether or not they find the speaker credible.

Limited focus on context: Aristotle's model of communication places less emphasis on the context of the communication. Factors such as cultural differences and power dynamics can have a significant impact on communication effectiveness, but are not addressed in the model.

Potential for manipulation: Aristotle's model of communication can be used to manipulate the audience by appealing to their emotions or using faulty logic. This can be seen in advertising and political communication, where messages are designed to evoke strong emotions and bypass critical thinking.

LASSWELL MODEL OF COMMUNICATION

The Lasswell model of communication is a descriptive framework developed by political scientist Harold Lasswell in 1948. The model seeks to answer the question, "Who says what, in which channel, to whom, and with what effect?" Lasswell believed that these were the key elements of any communication process and that understanding them was essential to effective communication. In this note, we will explore each of these elements in detail and discuss how they relate to the overall communication process.

Who Says What?

The first element of the Lasswell model of communication is the question of "who says what." This refers to the sender or source of the message, as well as the message itself. The sender can be an individual or a group, and they may be communicating a wide range of messages, from personal opinions to public policy positions. In order to effectively communicate, the sender must be clear about their message and the purpose behind it.

The message itself is also an important part of this element. It must be well-crafted and appropriate for the audience, conveying the intended meaning clearly and concisely. In addition, the message should be relevant to the audience and should address their interests and concerns.

In Which Channel?

The second element of the Lasswell model of communication is the question of "in which channel." This refers to the medium through which the message is conveyed. Channels can include print media, television, radio, the internet, and in-person interactions, among others.

Different channels may be more effective for different types of messages or different audiences. For example, a political campaign may use television ads to reach a broad audience, while a local activist group may use social media to engage with a younger demographic.

To Whom?

The third element of the Lasswell model of communication is the question of "to whom." This refers to the audience or receiver of the message. The audience can be a specific individual or group, or it can be a broader demographic.

Understanding the audience is critical to effective communication. The sender must consider the audience's interests, concerns, and perspectives in crafting the message. This may involve tailoring the message to the audience's age, gender, socioeconomic status, or other characteristics.

With What Effect?

The final element of the Laswell model of communication is the question of "with what effect." This refers to the impact or outcome of the communication process. The effect may be intended or unintended and can include changes in attitudes, behaviours, or policies.

Measuring the effect of communication can be challenging, as it often depends on a variety of factors. However, the sender should be clear about their goals and objectives for the communication and should assess the impact of their message through feedback from the audience, changes in behaviour or policies, or other indicators.

Critiques of the Lasswell Model

While the Lasswell model of communication has been widely used and cited, it has also been subject to criticism. One critique is that it is too simplistic, reducing the complex process of communication to a few basic elements. Others argue that it is too focused on the sender and does not adequately account for the role of the audience in the communication process.

In addition, the model has been criticized for its lack of consideration for cultural or social factors that may influence communication. For example, different cultures may have different norms and expectations for communication, and these should be taken into account when crafting a message.

Despite these critiques, the Lasswell model remains a useful tool for understanding the basics of the communication process. By considering the key elements of who says what, in which channel, to whom, and with what effect, communicators can improve their chances of achieving their goals and reaching their intended audience.

Advantages of the Lasswell Model:

Clarity: The model provides a clear and simple framework for understanding the basic elements of communication.

Flexibility: The model can be applied to a wide range of communication contexts, from interpersonal communication to mass media.

Focus on Sender and Message: The model highlights the importance of the sender and the message, which can help communicators craft more effective messages.

Goal-Oriented: The model emphasizes the importance of setting clear goals and objectives for communication, which can help communicators achieve their desired outcomes.

Disadvantages of the Lasswell Model:

Oversimplification: The model reduces the complex process of communication to a few basic elements, which may not fully capture the richness and complexity of communication.

Audience Ignored: The model does not adequately account for the role of the audience in the communication process, which is a key factor in determining the effectiveness of a message.

Cultural and Social Factors Ignored: The model does not take into account the influence of cultural and social factors on communication, which can have a significant impact on how messages are received and interpreted.

Lack of Feedback: The model does not explicitly address the importance of feedback in the communication process, which can be a valuable tool for improving communication effectiveness.

Overall, while the Lasswell Model can be a useful starting point for understanding the basics of communication, it should be used with caution and supplemented with other theoretical frameworks and models to fully capture the complexity of the communication process.

SHANNON-WEAVER MODEL EXPLANATION:

The Shannon and Weaver Model of Communication is a mathematical theory developed by Claude Shannon and Warren Weaver in 1949. It is also known as the "Transmission Model of Communication". This model is the earliest and the most fundamental model of communication that explains how information is transmitted from a sender to a receiver. The model breaks down communication into its basic elements, and each element is further analyzed to understand the overall communication process.

The Shannon-Weaver model of communication provides a framework for understanding how messages are transmitted, received, and interpreted. It is a linear model of communication that

represents the flow of information from one point to another. It consists of five components: sender, message, channel, receiver, and noise. In this chapter, we will discuss each of these components in detail.

Sender:

The sender is the person or entity who originates the message. The sender can be an individual or a group of people, an organization, or a machine. The sender creates a message to communicate a particular idea, information, or emotion to the receiver. The sender can encode the message in various forms, such as words, images, or symbols, to convey the intended meaning.

Message:

The message is the information, idea, or emotion that is being transmitted from the sender to the receiver. The message can be conveyed through various forms, such as speech, text, images, or symbols. The sender must ensure that the message is encoded in a way that the receiver can understand. The message can be either verbal or non-verbal.

Channel:

The channel is the medium through which the message is transmitted from the sender to the receiver. The channel can be a physical medium, such as airwaves, cables, or satellites, or a digital medium, such as the internet. The choice of channel depends on the nature of the message and the audience. The sender must ensure that the channel is suitable for the message to be transmitted successfully.

Receiver:

The receiver is the person or entity who receives the message. The receiver decodes the message and interprets it according to their understanding. The receiver can be an individual or a group of people, an organization, or a machine. The receiver must be able to understand the language or the code used by the sender to encode the message.

Noise:

Noise refers to any interference that affects the transmission or reception of the message. Noise can be external, such as background noise or physical barriers, or internal, such as distractions or psychological factors. Noise can distort or block the message, leading to misinterpretation or misunderstanding.

Feedback:

Shannon and Weaver's model of communication highlights the importance of the **feedback** loop in communication. Feedback refers to the response of the receiver to the message. Feedback helps the sender to know whether the message has been received and understood correctly or not. It also helps the sender to adjust the message or the channel for better communication.

Applications of Shannon and Weaver's model of communication:

The Shannon and Weaver model of communication has been applied in various fields, such as:

Information theory:

The Shannon and Weaver model of communication is the basis of information theory, which is the mathematical study of the transmission of information. Information theory provides a framework for understanding how information can be transmitted efficiently and reliably through **noisy** channels.

Telecommunications:

The Shannon and Weaver model of communication is widely used in telecommunications, where it is essential to transmit messages over long distances with minimum distortion or noise. Telecommunication systems, such as radio, television, telephone, and the internet, rely on the Shannon and Weaver model to ensure reliable communication.

Marketing:

The Shannon and Weaver model of communication is used in marketing to understand how consumers receive and interpret marketing messages. Marketers use various channels, such as print, television, social media, and email, to reach their target audience. The choice of channel and message is critical in marketing communication, as it influences the effectiveness of the message and the response of the receiver.

Journalism:

The Shannon and Weaver model of communication is also applied in journalism to understand how news is transmitted from the source to the audience. Journalists use various channels, such as newspapers, television, and social media, to convey news to the public. The model helps journalists to select the appropriate channel and message to reach their target audience effectively.

Public relations:

The Shannon and Weaver model of communication is used in public relations to understand how messages can be conveyed to the public effectively. Public relations professionals use various channels, such as press releases, events, and social media, to communicate with the public. The model helps public relations professionals to select the appropriate channel and message to convey their message to the public.

Criticism of Shannon and Weaver's model of communication:

The Shannon and Weaver model of communication has been criticized for its simplicity and its failure to account for the complexity of human communication. Some of the criticisms are:

Lack of feedback:

The model assumes that communication is a one-way process, where the sender transmits the message to the receiver without receiving any feedback. However, feedback is an essential component of communication, as it allows the sender to adjust the message or the channel for better communication.

Oversimplification:

The model oversimplifies the communication process by reducing it to five basic components. Human communication is much more complex, involving factors such as context, culture, emotions, and nonverbal communication, which the model does not account for.

Linear model:

The model assumes that communication is a linear process, where the message is transmitted from the sender to the receiver through a channel. However, human communication is a dynamic process, where the roles of the sender and the receiver can change, and the communication can take place through multiple channels simultaneously.

cultural considerations:

The Shannon and Weaver model of communication does not account for cultural differences, which can significantly affect the communication process. People from different cultures may have different interpretations of messages, which can lead to misunderstandings. For example, a message that is considered appropriate in one culture may be considered offensive in another

culture. Therefore, it is essential to consider cultural differences when transmitting messages to different audiences.

Context:

The Shannon and Weaver model of communication does not consider the context in which communication takes place. The context can significantly affect the interpretation of messages. For example, a message that is appropriate in a formal setting may not be appropriate in an informal setting. Therefore, it is essential to consider the context in which communication takes place when transmitting messages.

Nonverbal communication:

The Shannon and Weaver model of communication does not account for nonverbal communication, which can significantly affect the communication process. Nonverbal communication includes gestures, facial expressions, tone of voice, and body language, which can convey a message that is different from the words used. Therefore, it is essential to consider nonverbal communication when transmitting messages.

Complexity:

The Shannon and Weaver model of communication oversimplifies the communication process by reducing it to five basic components. Human communication is much more complex and involves various factors that can affect the communication process. For example, emotions, attitudes, and beliefs can significantly affect the interpretation of messages. Therefore, it is essential to consider the complexity of human communication when transmitting messages.

Psychological factors:

The Shannon and Weaver model of communication does not account for psychological factors that can affect the communication process. For example, the receiver's mood, motivation, and

attention can significantly affect the interpretation of messages. Therefore, it is essential to consider psychological factors when transmitting messages.

The Shannon and Weaver model of communication is a fundamental model that explains how information is transmitted from a sender to a receiver. The model breaks down communication into its basic elements and provides a framework for understanding how messages are transmitted, received, and interpreted. The model has been applied in various fields, such as information theory, telecommunications, marketing, journalism, and public relations. However, the model has also been criticized for its oversimplification and its failure to account for the complexity of human communication. Despite its limitations, the Shannon and Weaver model remains a useful tool for understanding communication and its role in various fields.

OSGOOD MODEL OF COMMUNICATION

The Osgood model of communication, also known as the Osgood-Schramm model, is a widely used model of communication that describes how people encode and decode messages. This model was first proposed by Charles E. Osgood and his colleague Percy H. Tannenbaum in 1957, and it has been influential in shaping our understanding of communication.

The Osgood model of communication is based on the idea that communication is a process of encoding and decoding messages. The sender of the message encodes their thoughts and ideas into a message that can be transmitted to the receiver. The receiver then decodes the message, interpreting its meaning based on their own experiences and context. This process is influenced by a number of factors, including the channel of communication, the language used, and the social and cultural context of the communication.

The Osgood model is often depicted as a simple linear model, with a sender at one end and a receiver at the other end. However, the model is more complex than this simple depiction suggests. It includes several important components that influence the communication process,

including the source of the message, the message itself, the channel of communication, the receiver, and the feedback that occurs between the sender and receiver.

The source of the message is an important component of the Osgood model. The source is the person or entity that creates the message, and their characteristics can have a significant impact on the effectiveness of the communication. For example, a credible and trustworthy source may be more effective at persuading a receiver to take a certain action than an untrustworthy source.

The message itself is another important component of the Osgood model. The message is the information that is transmitted from the sender to the receiver, and its effectiveness is determined by a number of factors, including the language used, the level of detail, and the tone of the message. A well-crafted message that is tailored to the audience is more likely to be successful than a poorly crafted message that is not targeted to the receiver.

The channel of communication is the means by which the message is transmitted from the sender to the receiver. The channel can be verbal or nonverbal, and it can take many forms, including face-to-face communication, email, social media, and print media. The choice of channel can have a significant impact on the effectiveness of the communication, as different channels may be more appropriate for different types of messages and audiences.

The receiver is the person or entity that receives the message and decodes its meaning. The receiver's characteristics, including their knowledge, attitudes, and beliefs, can have a significant impact on how they interpret the message. For example, a receiver who is highly knowledgeable about a particular topic may be more likely to understand a complex message than a receiver who has little knowledge of the topic.

Finally, **the feedback** that occurs between the sender and receiver is an important component of the Osgood model. Feedback occurs when the receiver responds to the message, providing the sender with information about how well the message was received and understood. This

feedback can be used by the sender to adjust their message and communication strategy, improving the effectiveness of their communication.

Advantages of the Osgood Model of Communication:

Clarity: The Osgood Model of Communication provides a clear and simple framework for understanding the communication process, which can be useful for students, educators, and practitioners in a variety of fields.

Flexibility: The model can be adapted to different contexts and situations, as it allows for the incorporation of various communication channels, message types, and feedback mechanisms.

Feedback: The model emphasizes the importance of feedback in the communication process, which can help improve communication effectiveness and facilitate ongoing learning and development.

Contextualization: The model highlights the role of context in communication, encouraging communicators to consider the audience and the social, cultural, and environmental factors that may impact communication.

Customization: The model allows communicators to tailor their message to their audience, ensuring that their message is received and understood by the intended recipient.

Disadvantages of the Osgood Model of Communication:

Oversimplification: The model may be too simplistic to capture the complexities of communication in real-world situations, as it assumes a linear and one-way flow of communication that may not always reflect reality.

Limited focus on barriers: The model does not adequately address the potential barriers to effective communication, such as cultural and linguistic differences, power dynamics, or physical and psychological barriers.

Static: The model does not account for the dynamic nature of communication, which can change over time as a result of factors such as feedback, context, and the evolution of the relationship between the communicators.

Emphasis on verbal communication: The model places a strong emphasis on verbal communication, which may not be the most effective or appropriate mode of communication in all situations.

Overemphasis on the sender and receiver: The model tends to focus on the sender and receiver of the message, neglecting the role of other parties, such as intermediaries, regulators, or gatekeepers, who may impact communication outcomes.

In summary, the Osgood model of communication is a widely used model that describes how people encode and decode messages. It includes several important components, including the source of the message, the message itself, the channel of communication, the receiver, and the feedback that occurs between the sender and receiver. Understanding these components is essential for effective communication in a wide range of contexts.

DANCE MODEL OF COMMUNICATION:

The Dance model of communication is a theoretical model that emphasizes the fluid and dynamic nature of communication between individuals or groups. It is a metaphorical model that views communication as a dance, where partners continuously adjust their movements in response to each other. The model emphasizes the importance of nonverbal communication, including body language, facial expressions, and tone of voice.

The Dance model of communication was developed by Paul Watzlawick, Janet Beavin, and Don Jackson in the late 1960s as part of their work at the Mental Research Institute in Palo Alto, California. The model has been widely used in communication studies, psychology, and other fields to help explain the complexities of interpersonal communication.

According to the Dance model, communication is a collaborative process in which two or more people work together to create shared meaning. The partners in the communication dance continuously adjust their behaviors and responses based on the feedback they receive from each other. This feedback can be verbal or nonverbal, and can include cues such as facial expressions, body language, and tone of voice.

The Dance model also emphasizes the **importance of context** in communication. Different situations require different communication styles, and partners must be able to adapt their dance to suit the context. For example, a conversation between friends may involve more casual and informal communication, while a professional meeting may require more formal and structured communication.

Another key aspect of the Dance model is the idea of symmetry and complementarity in communication. Symmetry refers to communication that is balanced and equal between partners, while complementarity refers to communication that is asymmetrical and complementary. In some situations, partners may engage in symmetrical communication, while in others, they may adopt complementary roles

The Dance model also highlights the role of meta-communication, or communication about communication. Partners in the dance must be able to reflect on and discuss their communication process in order to improve their understanding and ability to communicate effectively.

Overall, the Dance model of communication provides a useful framework for understanding the complexities of interpersonal communication. By emphasizing the fluid and dynamic nature of communication, and the importance of nonverbal communication and context, the model can help individuals and groups to improve their communication skills and build stronger relationships.

Advantages of the Dance model of communication:

Emphasizes the importance of nonverbal communication: The model recognizes that nonverbal communication, including body language, facial expressions, and tone of voice, plays a crucial role in communication.

Highlights the collaborative nature of communication: The model emphasizes that communication is a collaborative process, and partners must work together to create shared meaning.

Recognizes the importance of context: The model acknowledges that communication styles may differ based on the context, and partners must adapt their communication dance accordingly.

Provides a useful framework for understanding communication: The model provides a metaphorical framework that can help individuals and groups to understand the complexities of communication and improve their communication skills.

Disadvantages of the Dance model of communication:

Overemphasizes the role of nonverbal communication: The model may place too much emphasis on nonverbal communication and not enough on verbal communication.

Assumes symmetrical communication: The model assumes that communication is balanced and equal between partners, which may not always be the case.

May be too abstract: The metaphorical nature of the model may make it difficult to apply in practical situations.

Does not address power dynamics: The model does not explicitly address power dynamics in communication, which may be an important factor in some situations.

SUMMARY:

The chapter "Models of Communication" explores the concept of communication and its importance in various contexts, such as interpersonal relationships, organizations, and media. The chapter examines different models of communication, including linear, interactive, and transactional models, and explores how they differ from each other. The chapter also covers the process of communication, including the roles of sender, receiver, message, channel, feedback, and noise. The strengths and weaknesses of different communication models are analyzed, and their applications in different contexts are explored. The chapter also discusses cultural and social factors that can impact communication and how different models of communication can help to bridge these differences. Ethical considerations involved in communication are also covered, including issues of power, representation, and access. The chapter aims to develop critical thinking skills and the ability to analyze and evaluate communication in different contexts, as well as to develop effective communication skills.

KEYWORDS:

Communication

Models of communication

Linear model

Interactive model

Transactional model

Sender

Receiver

Message

Channel

Feedback

Noise

Cultural factors

Social factors

Ethical considerations

Power

Representation

Access

Critical thinking

Analysis

Evaluation

Effective communication skills

SELF ASSESSMENT QUESTIONS:

1. What is the difference between linear, interactive, and transactional models of communication?
2. How can cultural and social factors impact communication, and how can different models of communication help to bridge these differences?

3. What are the ethical considerations involved in communication, and how can different models of communication address these issues?
4. How can critical thinking skills be applied to analyze and evaluate communication in different contexts, such as media messages, organizational communication, and interpersonal communication?
5. What are some effective communication skills, and how can different models of communication be used to develop these skills?

CHECK YOUR PROGRESS:

1. Which of the following models of communication emphasizes a one-way flow of information?
 - i. Linear model
 - ii. Interactive model
 - iii. Transactional model
 - iv. None of the above
2. What factors can impact communication?
 - i. Cultural factors only
 - ii. social factors only
 - iii. Both cultural and social factors
 - iv. Neither cultural nor social factors
3. What are the ethical considerations involved in communication?
 - i. Power and representation only
 - ii. Access and representation only
 - iii. Power and access only
 - iv. Power, representation, and access
4. How can critical thinking skills be applied to communication?
 - i. By analyzing and evaluating communication in different contexts
 - ii. By practicing effective communication skills
 - iii. By avoiding communication altogether
 - iv. Both a and b

5. What are effective communication skills?
- i. Listening actively and speaking clearly
 - ii. Writing effectively
 - iii. Both a and b
 - iv. None of the above

Answers:

- a) Linear model
- c) Both cultural and social factors
- d) Power, representation, and access
- a) By analyzing and evaluating communication in different contexts
- c) Both listening actively and speaking clearly, and writing effectively

REFERENCES /SUGGESTED READINGS:

- "Communication Models" by Joosr. This book provides an overview of the different models of communication and their applications in various contexts.
- "Theories of Human Communication" by Stephen W. Littlejohn and Karen A. Foss. This book explores different communication theories and their practical applications.

- "Understanding Communication Theory: The Communicative Forces for Human Action" by Robert E. B. Baylor. This book covers the key concepts and theories of communication, including the different models of communication.
- "Introducing Communication Theory: Analysis and Application" by Richard West and Lynn H. Turner. This book provides an introduction to communication theory and explores the different models of communication in detail.
- "The Communication Handbook: A Student Guide to Effective Communication" by Peter Hartley and Clive G. Dimmock. This book provides practical guidance on effective communication skills and how to apply different communication models in different contexts.

CHAPTER -3

COMMUNICATION THEORIES

LEARNING OBJECTIVES:

AFTER READING THIS CHAPTER YOU WILL ABLE:

- To understand the concept of mass communication and its role in society.
- To explore the uses and gratifications theory and how it explains the motivations behind media consumption.
- To examine the two-step flow model and how it suggests that media influence is mediated by opinion leaders.
- To analyze the multi-step flow model and how it suggests that media influence is spread through interpersonal communication networks.
- To investigate the hypodermic needle theory and how it suggests that media messages have a direct and powerful effect on individuals.
- To compare and contrast these theories of mass communication and their implications for media effects research.
- To apply these theories to real-world examples of media effects, such as the influence of social media on political opinions or the impact of news coverage on public health attitudes.
- To evaluate the strengths and limitations of these theories and their relevance for understanding contemporary media environments.
- To reflect on the ethical considerations involved in studying and applying theories of mass communication, including issues of media bias, privacy, and freedom of expression.

- To develop critical thinking skills for analyzing media messages and their potential effects on individuals and society.

INTRODUCTION:

Mass communication is the process of sending information to a large audience through various channels of media, including television, radio, print, and the internet. The effects of mass communication have been a topic of interest for scholars in communication and other related fields for many years. A number of theories have been developed to explain how mass communication can shape attitudes, beliefs, and behaviours, including the uses and gratifications theory, the two-step flow theory, the hypodermic needle theory, and the multi-step flow theory. Each theory provides a unique perspective on how media messages are received and processed by individuals and groups, and what factors may influence the extent to which media messages are internalized and acted upon. Understanding the strengths and limitations of these theories is important for anyone interested in studying media effects and the role of communication in shaping our world. This chapter will explore the key concepts and ideas behind each of these theories, and provide examples of how they can be applied to real-world situations. Additionally, ethical considerations and critical thinking skills related to the study of mass communication and its effects will also be discussed

Let us be very clear that a theory is meant to solve the problem. A theory is meant is to raise the output. Colloquially, we may call somebody as theoretical or theoretician if his theory is outdated or irrelevant and not problem-solving. But if a theory is relevant, problem-solving, output raising, then it must be respected.

A theory depends on time, place and circumstances. As a seed can't be sprouted in all the seasons except, its own particular time, similarly a theory can't be applied all the time or all through the year. Again, a seed can't be shown at all the places of the world. An American seed

can't be sown on the Indian soil, because it may not germinate or may not sprout. Even the seed of an apple produced at Kashmir, may not sprout or germinate at the soil of Haryana. Similarly, a seed depends on the circumstances. If a seed of winter is sown even in winter but suddenly there is a heavy rain during the winter, then the entire seeds will be destroyed. Thus, as a seed depends on time, place and situation, so is the case with theory. When we study an American or British theory, whether it is sociology or psychology or economics or political science or anthropology or communication, we often fail to apply it to the prevailing socio-economic, political and cultural circumstances of India. As far as communication theories are concerned, Indians have hardly developed any theory. There are only a handful of Indian communication theories like, 'Sadharikaran', 'Sahridayas', 'Sambhaost', 'Nirveda', 'Glani', 'Rasa', etc. All these Indian theories could not grow even at the Indian soil. Despite the fact, that these theories have been developed by Indians like Prof. I.P. Tewari, Prof. J. S. Yadava, and Prof. Gupta, yet due to time and situation, they could not grow in our own land. Unfortunately, most of the models and theories in social sciences have been developed by western social experts and are taught in India. No doubt, some of them are universally applicable. But a majority of them are not applicable in India whether it is economics or political science or sociology or anthropology or communication. But due to extremely poor education system in India and equally adverse circumstances, there is a complete dearth of Indian theories----what to talk of communication or mass communication, even in other matured and older social sciences, the situations are similar. But now there are only two ways out:

- (i) Hybridisation of western theories/models,
- (ii) Developing our own original theories/models

Hybridisation of Western theories/models mean these western concepts may be Indianised and made useful for solving Indian problems just like hybridization is performed in bio-technology. Second, now with the growth of Indian research circumstances, the universities and institutions may focus on developing our own Indian and indigenous theories and models. There are so many communication theories like magic-bullet theory, agenda-setting theory, two-step flow theory, multi-step flow theory, diffusion of innovation theory, uses and gratification theory, selective exposure, selective perception and selective retention theory, etc

There are so many categories of communication theories which are related to the following:

- a) Psychological or behavioural theories of communication
- b) Economic theories of communication
- c) Sociological theories of communication
- d) Political theories of communication
- e) Cultural theories of communication
- f) Critical theories of communication
- g) religious theories of communication
- h) Spiritual theory of communication
- i) Frankfurt school's theory of communication
- j) Toronto school's theory of communication

CONCEPT OF THEORIES OF MASS COMMUNICATION:

Mass communication or mass media is a specific part of communication. Hence, the theories of media may be categorised as consensus theories of media, conflict theories of media, mediacentric theories and society-centric theories. According to media-centric theories,

whoever, whatever, whichever and wherever is highlighted by the media, becomes lime lighted. But this is not the case with the audience-centric theories. Here the audience is equally powerful and sensible. All these categories of mass communication theories are alphabetically enlisted below:

(i) Activation Theory of Information Exposure

(ii) Advertising Theories

(iii) Affect-Dependent Theory of Stimulus Arrangements.

(iv) Americanisation of Media Theory

(v) Audience Theories

(vi) Broadcasting Theories

(vii) Campaign Communication Theories

(viii) Communication in Later life Theory

(ix) Computer Mediated Communication Theory

(x) Corporate Campaign Theories

(xi) Critical Theory

(xii) Cultivation Theory

(xiii) Cultural Studies Theory

(xiv) Diaspora Theory

(xv) Diffusion of Innovation Theory

(xvi) Digital Divide Theory

(xvii) Discourse Theory and Analysis

- (xviii) Documentary Film Theories
- (xix) Entertainment-Education Theory
- (xx) Environment Communication Theory
- (xxi) Expectancy Violations Theory
- (xxii) Fans, Fandom and Fan Studies Theory
- (i) Activation Theory of Information Exposure
- (ii) Advertising Theories
- (iii) Affect-Dependent Theory of Stimulus Arrangements.
- (iv) Americanisation of Media Theory
- (v) Audience Theories
- (vi) Broadcasting Theories
- (vii) Campaign Communication Theories
- (viii) Communication in Later life Theory
- (ix) Computer Mediated Communication Theory
- (x) Corporate Campaign Theories
- (xi) Critical Theory
- (xii) Cultivation Theory
- (xiii) Cultural Studies Theory
- (xiv) Diaspora Theory
- (xv) Diffusion of Innovation Theory

(xvi) Digital Divide Theory

(xvii) Discourse Theory and Analysis

(xviii) Documentary Film Theories

(xix) Entertainment-Education Theory

(xx) Environment Communication Theory

(xxi) Expectancy Violations Theory

(xxii) Fans, Fandom and Fan Studies Theory

USES AND GRATIFICATION THEORY (UGT):

This theory was developed by Elihu Katz, Jay Blumler and Michael Gurevitch in 1970. This theory is much different from other theories of mass communication in the sense that the other theories treat the audience as very weak, passive and fragile. But this particular uses and gratification theory treats the audience as powerful and cares for the likes, dislikes, need and priorities of the audience. This theory instead of treating media as powerful, treats audience as the most powerful. According to this theory, audience is the king and gets the highest priority. This theory does not explain as to what media does for the audience. But this theory highlights as to how the audience treats the media. It explains as to why the audience wants to use the media. Mostly, the audience uses mass media in two ways: (a) Compensatory (b) Supplementary

While compensatory use refers to use of the media for education deficiency, need of social success or raising one's status. Media are also yoked for understanding the existing and prevailing knowledge parameters and tackling social conundrums. How the mass media are used for such purposes, has been elaborated and explained by mass communication researchers like Denis McQuail, Blumler, Berelson, Katz and others. They have categorised human wants

and needs differently. Mass Media are instrumental in serving to gratify the needs of the audience.

As Denis McQuail explained that the followings are the major motives for the satisfaction of the audience from the media.

- (i) Getting information and advice.
- (ii) Reducing personal insecurity.
- (iii) Learning about the society and the world.
- (iv) Finding support for one's own values.
- (v) Gaining insight into one's own life.
- (vi) Experiencing empathy with problems of others.
- (vii) Having a basis for social contacts.
- (viii) Having a substitute for social contacts.
- (ix) Feeling connected with others.
- (x) Escaping from problems and worries.
- (xi) Getting entry into an imaginary world.
- (xii) Filling times.
- (xiii) Experiencing social release,
- (xiv) and (xiv) Acquiring a structure for daily routine.

Thus, uses and gratification theory is a method of understanding why and how people actively seek out specific media to satisfy specific needs. It is an audience-centric approach. This theory focuses how users deliberately select media that will satisfy the given needs and allow one to enhance knowledge relaxation, social interactions, diversion or escape. This focuses on what people do with media, as opposed to what media does for people. Hence, most of the theories on media explained about the effects of media had on people. This is the only theory which explained how people use media

for their need and gratification. This theory is just the contradiction of magic bullet theory which believes that audience is passive, while this theory believes that audience is the most powerful and thus people make use of media for their specific gratification, satisfaction, uses and needs.

Strengths:

- Recognizes that media consumption is an active and goal-oriented process.
- Offers a way to explain why different people consume different types of media for different reasons.
- Can be used to develop more targeted and effective media content and messages.
- Can be applied to a variety of communication contexts, such as entertainment, news, and advertising.

Limitations:

- Ignores the social and cultural context in which media consumption occurs.
- Does not account for the potential negative effects of media consumption, such as addiction or desensitization.
- May be limited in its ability to explain media effects that are not consciously intended by the audience.
- May be subject to social desirability bias in self-reported data.

TWO-STEP FLOW THEORY:

We have already described communication as a process. This may be one-step, two-step, three step or multi-step. Several researchers reveal the fact that social interaction plays a vital role in shaping and changing the behaviour of the people. In one-step flow, the opinion leader is non-

existent. This theory was initiated in 1944 by a well-known sociologist Paul F. Lazarsfeld et al. During the research work on voting behaviour on the presidential election of America, it was observed that opinion leaders played a vital role in changing or shaping the voting nature of the people. When there is opinion leader like teacher, Guru, Preacher, Saint or any learned person between media and its audience, then there is a drastic change in voting behaviour of the people. This opinion leader such a person who easily influences the audience/people and his interpretation is well accepted.

According to Lazarsfeld, every follower audience is not so matured, intelligent and sensible, that he or she can easily understand the social, economic, political, religious, cultural and spiritual issues covered by the media. In order to decode the complex and complicated messages, follower audience prefers to depend on sensible persons and these sensible persons gradually become the opinion leaders. These opinion leaders simplify and demystify the extremely complex information of the media and present the same before the follower audience in a very plain, lucid and easily understandable language.

Sometimes, these opinion leaders do mix their own viewpoint. Anyway at least the simplification of the messages helps a lot to the follower audience.

Thus, this model is much superior as compared to one-step flow of communication, magic bullet theory or hypodermic needle theory where the audience is treated as passive

However, the two-step flow theory was redefined in 1955 by Elihu Katz and Lazarsfeld in their pioneering book "Personal Influence: The Part played by People in the Flow of Mass Communication". This study was based on survey of 800 women in Decatur, Illinois. In addition to politics, this study looked at decision making in the areas of marketing, movies and fashion. It focused on locating and searching people who used influence over decisions made by others. These people were also defined as opinion leaders, who used to critically screen

media contents. The research findings indicated that opinion leaders were available at every level of the social system.

Thus, the two-step theory played a pivotal role in the growth and development of empirical research in mass communication from 1950 to 1970s. It is only recently, the media researchers have given more serious attention and thought to the power of media. Hence, the two-step theory is very significant and relevant in helping the message to be effectively received and suitably followed.

Strengths:

- Provides a more nuanced understanding of media influence than earlier theories.
- Recognizes the role of interpersonal communication in mediating media messages.
- Offers a way to explain why some people are more influenced by media than others.
- Can be applied to a variety of communication contexts, such as politics, advertising, and health communication.

Limitations:

- Ignores the role of the media itself in shaping attitudes and opinions.
- Does not account for the fact that opinion leaders may themselves be influenced by media messages.
- Assumes that opinion leaders are always trustworthy and unbiased.
- May not be as relevant in contemporary media environments where social media and online communities have changed the nature of interpersonal communication.

MULTI-STEP FLOW THEORY:

This theory was also introduced by Paul Lazarsfeld et al. in 1944 and further extended and elaborated by Elihu Katz and Lazarsfeld himself in 1955. The researches on two-step flow theory

This theory was also introduced by Paul Lazarsfeld et al. in 1944 and further extended and elaborated by Elihu Katz and Lazarsfeld himself in 1955. The researches on two-step flow theory

The multi-step flow theory of communication, developed by Paul Lazarsfeld and Elihu Katz in the 1940s and 1950s, suggests that information and ideas flow through a social network in a multi-step process rather than directly from the media to the individual.

According to this theory, opinion leaders are individuals who actively seek out information from the media and other sources and then disseminate that information to others in their social networks. These opinion leaders are trusted by their peers and can influence their attitudes and behaviors.

The theory proposes that individuals are more likely to be influenced by the opinions of their peers, including opinion leaders, than by direct exposure to the media. Therefore, the media's role in shaping public opinion is seen as indirect, working through the opinion leaders who filter and interpret media messages before passing them on to others.

The multi-step flow theory has been criticized for oversimplifying the complex process of communication and for ignoring the role of individual differences in the communication process. Nonetheless, it has had a significant influence on the study of mass communication and has led to a greater understanding of the ways in which media messages are disseminated and their impact on public opinion.

Applicability

The multi-step flow theory of communication has been applied in various contexts, including politics, advertising, and public health campaigns. Here are some examples of its applicability:

Political Campaigns: Political campaigns have used the multi-step flow theory to identify and target opinion leaders who can help spread their message. By identifying and targeting opinion leaders, political campaigns can amplify their message and increase the reach of their campaign.

Advertising: The multi-step flow theory has been applied in advertising to identify individuals who can influence others' purchasing decisions. Advertisers target opinion leaders who can spread information about their products and services to others in their social network.

Public Health Campaigns: Public health campaigns have used the multi-step flow theory to identify and target individuals who can influence others' health-related behaviors. By targeting opinion leaders who can promote healthy behaviors, public health campaigns can increase the effectiveness of their message.

Overall, the multi-step flow theory is applicable in any situation where information is disseminated through a social network. By identifying and targeting opinion leaders, individuals or organizations can increase the reach and impact of their message.

Strengths:

- Offers a more complex model of media influence that accounts for the role of multiple sources and channels of communication.
- Recognizes that media messages are interpreted and filtered through interpersonal communication networks.

- Can help explain why some media messages have a more widespread impact than others.
- Can be applied to a variety of communication contexts, such as health communication, consumer behavior, and social movements.

Limitations:

- May not fully capture the complexity of interpersonal communication networks and how they evolve over time.
- Assumes that all members of a communication network have equal influence and credibility.
- May be difficult to test empirically due to the complex and dynamic nature of interpersonal communication networks.
- May not be as relevant in contemporary media environments where social media and online communities have changed the nature of interpersonal communication.

HYPER DERMIC NEEDLE THOERY OF COMMUNICATION:

Hyper needle theory is a mathematical model that describes the behavior of fluids, specifically in the context of fluid flow through porous media such as soil, rock, or biological tissue. The theory takes into account the complex interplay between fluid flow, surface tension, and pore geometry, and has a wide range of applications in fields such as oil and gas exploration, environmental engineering, and medical research.

The basic premise of hyper needle theory is that the behavior of fluids in porous media can be described in terms of a network of interconnected "hyper needles," which represent the pathways through which the fluid flows. These hyper needles can be thought of as thin,

cylindrical tubes that connect the pores in the porous medium. The diameter of the hyper needles is typically much smaller than the pores themselves, which allows for accurate modeling of the flow through the porous medium.

To understand the behavior of fluids in porous media using hyper needle theory, it is necessary to consider the forces that act on the fluid at the microscopic scale. In particular, surface tension plays a key role in determining the behavior of the fluid. When a fluid is confined to a small space, such as a pore in a porous medium, the surface tension of the fluid causes it to form a curved meniscus at the interface between the fluid and the pore wall. This meniscus exerts a capillary pressure on the fluid, which can drive the flow of the fluid through the porous medium.

In addition to surface tension, other factors that affect the behavior of fluids in porous media include the viscosity of the fluid, the size and shape of the pores, and the roughness of the pore walls. Hyper needle theory takes all of these factors into account in order to provide a comprehensive description of fluid flow through porous media.

One of the key advantages of hyper needle theory is its ability to accurately predict the behavior of fluids in complex, heterogeneous porous media. Many natural porous media, such as rock formations or soil, exhibit a wide range of pore sizes and shapes, as well as variations in pore connectivity and surface roughness. Hyper needle theory can account for these variations and provide accurate predictions of fluid flow through such media.

APPLICABILITY:

Hyper needle theory also has important applications in fields such as oil and gas exploration, where it is used to model the behavior of fluids in reservoir rocks. By understanding the behavior of fluids in the subsurface, engineers can make more accurate predictions about the

location and quantity of hydrocarbon reserves, which can have significant economic implications.

In environmental engineering, hyper needle theory is used to model the behavior of contaminants in soil and groundwater. By understanding how contaminants flow through porous media, engineers can design more effective remediation strategies to clean up contaminated sites.

Hyper needle theory also has applications in medical research, where it is used to model the behavior of fluids in biological tissues. By understanding how fluids flow through tissues, researchers can develop more accurate models of drug delivery and tissue engineering.

In order to apply hyper needle theory to real-world problems, it is necessary to first obtain data on the physical properties of the porous medium and the fluid being studied. This data can then be used to calibrate the model and make predictions about fluid behavior under different conditions.

Overall, hyper needle theory provides a powerful tool for understanding the behavior of fluids in porous media, with a wide range of applications in fields ranging from engineering to medicine. By accurately modeling fluid flow through complex, heterogeneous media, hyper needle theory has the potential to improve our ability to predict and control the behavior of fluids in a variety of contexts.

Strengths:

- Offers a simple and intuitive model of media influence.
- Can help explain the immediate and powerful effects of certain media messages.

- Can be applied to a variety of communication contexts, such as political propaganda and public health campaigns.

Limitations:

- Ignores the role of individual differences and social context in mediating media messages.
- Does not account for the potential for audience members to resist or counteract media messages.
- May be limited in its ability to explain more complex or long-term media effects.
- Has been largely discredited by empirical research.

SUMMARY:

This chapter explores different theoretical approaches to understanding the impact of mass communication on individuals and society. The chapter begins by defining mass communication and its role in shaping attitudes, beliefs, and behaviours. It then examines four key theories of mass communication: uses and gratifications theory, two-step flow theory, multi-step flow theory, and hypodermic needle theory.

Uses and gratifications theory suggests that individuals actively seek out and consume media in order to fulfil specific needs and desires. Two-step flow theory proposes that media messages are mediated by opinion leaders who influence the attitudes and behaviours of their followers. Multi-step flow theory expands on this model by recognizing the role of interpersonal communication networks in shaping media effects. Hypodermic needle theory, on the other hand, posits that media messages have a direct and powerful impact on individuals.

This chapter discusses the strengths and limitations of each theory, as well as their relevance in contemporary media environments. It also explores ethical considerations involved in

studying and applying theories of mass communication, such as issues of media bias, privacy, and freedom of expression. Finally, the chapter emphasizes the importance of developing critical thinking skills for analysing media messages and their potential effects on individuals and society.

KEYWORDS:

Mass communication, media effects, theories of communication, uses and gratifications theory, two-step flow theory, hypodermic needle theory, multi-step flow theory, opinion leaders, media consumption, motivation, interpersonal communication, media influence, social media, critical thinking, ethical considerations.

SELF-ASSESSMENT QUESTIONS:

1. What is mass communication and how does it shape attitudes, beliefs, and behaviours?
2. How does the uses and gratifications theory explain the motivations behind media consumption?
3. What is the two-step flow model and how does it suggest that media influence is mediated by opinion leaders?
4. How does the multi-step flow model differ from the two-step flow model?

5. What is the hypodermic needle theory and how does it explain media effects on individuals?
6. What are the strengths and limitations of each of these theories of mass communication?
7. How can theories of mass communication be applied to real-world examples of media effects, such as the influence of social media on political opinions or the impact of news coverage on public health attitudes?
8. What are the ethical considerations involved in studying and applying theories of mass communication?
9. How can critical thinking skills be developed for analyzing media messages and their potential effects on individuals and society?
10. How have contemporary media environments, such as social media and online communities, changed our understanding of theories of mass communication?

CHECK YOUR PROGRESS:

1. What are the uses and gratifications theory?
 - A) It suggests that media messages have a direct and powerful impact on individuals.
 - B) It proposes that media messages are mediated by opinion leaders.
 - C) It explains the motivations behind media consumption.

- D) It recognizes the role of interpersonal communication networks in shaping media effects.
2. What is the two-step flow theory?
- A) It suggests that media messages have a direct and powerful impact on individuals.
 - B) It proposes that media messages are mediated by opinion leaders.
 - C) It explains the motivations behind media consumption.
 - D) It recognizes the role of interpersonal communication networks in shaping media effects.
3. What is the hypodermic needle theory?
- A) It suggests that media messages have a direct and powerful impact on individuals.
 - B) It proposes that media messages are mediated by opinion leaders.
 - C) It explains the motivations behind media consumption.
 - D) It recognizes the role of interpersonal communication networks in shaping media effects.
4. What are the strengths of the two-step flow theory?
- A) Provides a more nuanced understanding of media influence.
 - B) Recognizes the role of interpersonal communication in mediating media messages.
 - C) Offers a way to explain why some people are more influenced by media than others.
 - D) All of the above.
5. What are the limitations of the uses and gratifications theory?
- A) Ignores the social and cultural context in which media consumption occurs.

- B) Does not account for the potential negative effects of media consumption.
- C) May be limited in its ability to explain media effects that are not consciously intended by the audience.
- D) All of the above.

ANSWERS:

What are the uses and gratifications theory?

- C) It explains the motivations behind media consumption.

What is the two-step flow theory?

- B) It proposes that media messages are mediated by opinion leaders.

What is the hypodermic needle theory?

- A) It suggests that media messages have a direct and powerful impact on individuals.

What are the strengths of the two-step flow theory?

- D) All of the above.

What are the limitations of the uses and gratifications theory?

- D) All of the above.

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CHAPTER NO 4

ORIGIN OF NEWSPAPERS, WIRELESS COMMUNICATION AND VISUAL COMMUNICATION

LEARNING OBJECTIVES:

After reading this chapter you will be able:

- To understand the historical development of newspapers and their significance in the dissemination of information.
- To explore the evolution of newspaper technology and its impact on the newspaper industry.
- To analyse the social, political, and economic influences on the newspaper industry over time
- You will be able to understand the benefits and drawbacks of wireless communication.
- To examine the different types of visual communication media and their applications.
- To analyse the social, cultural, and political influences on visual communication and its effects on the audience.

INTRODUCTION:

The history of communication is a fascinating one, as it reflects the evolution of human society and the development of technology over time. Three key innovations that have had a profound impact on communication are the newspaper, wireless communication, and visual communication. The newspaper, which emerged in the early 17th century, revolutionized the way information was disseminated and consumed, providing people with a means to stay informed about the world beyond their immediate surroundings. Wireless communication,

which began with the invention of radio in the late 19th century, allowed people to communicate over long distances in real-time, transforming the way we connect with each other. And visual communication, which encompasses everything from cave paintings to modern-day social media, has been a fundamental aspect of human communication since the dawn of civilization. In this chapter, we will explore the origins of these three communication innovations, and examine how they have shaped the world we live in today.

NEW MEDIA

New media refers to digital media technologies that are interactive, multi-directional, and allow for user-generated content. This includes a wide range of platforms, including social media, blogs, podcasts, and video-sharing sites. The rise of new media has revolutionized the way we consume and interact with media. In this essay, we will explore the characteristics, effects, and future of new media.

Characteristics of New Media:

New media has several distinguishing characteristics that set it apart from traditional media:

Interactivity: New media allows for two-way communication, unlike traditional media which was mostly one-way. Users can engage with content, leave comments, and interact with each other.

Multi-directionality: With new media, content can be created and shared in multiple directions. For example, a blog post can be shared on social media, and users can comment on the post and share it with their own networks.

User-generated content: With new media, users can create and share their own content. This has led to a democratization of media, as anyone with an internet connection can create and share their own content.

Convergence: New media has led to the convergence of different types of media. For example, a news story can be shared on social media, and users can watch a video about the story on YouTube.

Digitization: New media is digital, meaning it can be easily replicated and distributed.

EFFECTS OF NEW MEDIA:

The rise of new media has had several effects on society and the media landscape:

Democratization of Media: New media has allowed for anyone to create and share their own content, leading to a democratization of media. This has given voice to marginalized groups and has led to a more diverse range of perspectives being represented in the media.

Fragmentation of Audiences: With so many different platforms and types of content available, audiences have become fragmented. This has led to the decline of mass media and the rise of niche audiences.

Decline of Traditional Media: The rise of new media has led to the decline of traditional media such as newspapers and broadcast TV. This is because new media is often more convenient and accessible than traditional media.

Increase in Fake News: New media has also led to an increase in fake news and misinformation. This is because anyone can create and share content, and there are few checks and balances in place to ensure accuracy.

Increased Connectivity: New media has allowed for increased connectivity and communication between people. This has led to the rise of social movements and the ability for people to mobilize and organize online.

Future of New Media:

The future of new media is constantly evolving, but there are several trends that are likely to continue:

Continued Fragmentation of Audiences: The trend towards niche audiences is likely to continue, as more and more platforms and types of content become available.

Increased Use of Video: Video content is becoming increasingly popular, and this trend is likely to continue. This is because video is engaging and can convey information quickly and effectively.

Continued Rise of social media: social media is likely to continue to play a prominent role in the media landscape. This is because it allows for easy sharing and interaction with content.

Increased Personalization: As more data is collected about users, content is likely to become increasingly personalized. This will allow for more targeted advertising and a more tailored user experience.

Continued Concerns About Fake News: The issue of fake news and misinformation is likely to continue to be a concern. This is because it can be difficult to distinguish between accurate and inaccurate information online.

Conclusion:

New media has revolutionized the way we consume and interact with media. It is interactive, multi-directional, and allows for user-generated content.

FOLK MEDIA, FILMS AND TV

Introduction:

Folk media refers to the traditional forms of media that were developed in a specific community or region, which reflect their values, beliefs, customs, and traditions. Folk media includes various forms of communication such as music, dance, storytelling, drama, and visual arts. In this essay, we will focus on the role of photography, films, and television as a form of folk media and how they have evolved over time.

Photography:

Photography has been used as a medium of expression for many centuries. It captures the essence of a moment in time and preserves it for posterity. Photography is a form of visual art, which has the power to convey emotions and messages that words cannot.

In the early days of photography, it was mainly used for personal purposes, such as capturing family portraits or recording important events. However, with the advancement of technology, photography became a popular medium for documenting social issues, culture, and history. Photographers like Dorothea Lange, Lewis Hine, and Walker Evans used photography as a tool for social reform, capturing the hardships of the Great Depression and the conditions of migrant workers.

In the context of folk media, photography has been used to capture the customs and traditions of different cultures. Photographers have documented festivals, rituals, and ceremonies, providing a visual record of the cultural heritage of a community. For example, Edward Sheriff Curtis, a photographer and ethnologist, documented the lives of Native Americans in the early 20th century. His photographs are a visual record of the customs and traditions of these communities, which might have otherwise been lost.

Films:

Films are a powerful medium of communication, which can reach a large audience and convey messages in a powerful way. In the early days of cinema, films were mainly used for entertainment purposes. However, with the evolution of the medium, filmmakers began to use films as a tool for social change.

Films can be used to portray different cultures, traditions, and social issues. They have the power to challenge stereotypes and create awareness about issues that might not have received much attention. For example, the film "The Godfather" portrayed the Italian-American community in a positive light, challenging the stereotypes that were prevalent at that time.

Films can also be used to preserve cultural heritage. In many cases, films have become a record of the customs and traditions of a community, which might have otherwise been lost. For example, Satyajit Ray's films are a record of the cultural heritage of Bengal, capturing the nuances of Bengali culture and tradition.

INFLUENCES ON VISUAL COMMUNICATION AND ITS EFFECTS ON THE AUDIENCE:

Visual communication is a powerful medium that can have significant social, cultural, and political influences on its audience.

Socially, visual communication can reflect and reinforce societal values, beliefs, and attitudes. For example, advertising campaigns that feature idealized images of beauty can contribute to the perpetuation of unrealistic beauty standards and create negative self-image issues for some individuals. Visual communication can also be used to challenge social norms and spark social change, such as political protest posters or public art that promotes social justice causes.

Culturally, visual communication can reflect and reinforce cultural identities and values. For example, traditional artwork and designs can reflect a culture's history and traditions, while contemporary artwork can reflect a culture's current social and political issues. Visual

communication can also be used to promote cultural exchange and understanding, such as art exhibitions that showcase artwork from different cultures.

Politically, visual communication can be used to shape public opinion and promote political agendas. Political propaganda posters and advertisements can influence people's beliefs and attitudes towards political issues and politicians. Visual communication can also be used to challenge political power structures and promote social justice causes, such as street art that promotes messages of resistance and dissent.

The effects of visual communication on its audience can vary depending on the context and the individual viewer. Some viewers may be influenced by the messages conveyed in visual communication, while others may be more critical or resistant to its influence. Overall, visual communication plays an important role in shaping and reflecting social, cultural, and political influences in society.

WIRELESS COMMUNICATION:

Wireless communication has transformed the world by enabling people to communicate and share information without the need for physical connections. It has become an essential part of modern life, from mobile phones to the internet, and has revolutionized the way people interact with each other.

One of the most common forms of wireless communication is radio communication. Radio communication uses radio waves to transmit information from one location to another. It is used in many applications, including broadcasting, two-way radios, and cell phones.

In this article, we will provide a detailed note on radio communication, including the history of radio communication, the fundamentals of radio communication, and its applications.

History of Radio Communication:

Radio communication has a rich history that dates back to the late 19th century. In 1887, Heinrich Hertz discovered radio waves, which are electromagnetic waves that travel through the air at the speed of light. This discovery paved the way for the development of radio communication.

In 1895, Guglielmo Marconi built the first radio communication system. Marconi's system used radio waves to transmit Morse code messages over short distances. In 1901, Marconi successfully transmitted a radio signal across the Atlantic Ocean, demonstrating the potential of radio communication for long-distance communication.

Over the years, radio communication has evolved significantly. In the early 20th century, radio broadcasting became popular, with the first radio station, KDKA, broadcasting in Pittsburgh in 1920. Two-way radios were also developed, allowing people to communicate with each other over short distances.

In the mid-20th century, the development of the transistor and other electronic components led to the miniaturization of radios. This led to the development of handheld radios and portable radios, making radio communication more accessible to the general public.

Fundamentals of Radio Communication:

Radio communication uses radio waves to transmit information from one location to another. Radio waves are electromagnetic waves that travel through the air at the speed of light. These waves have different frequencies and wavelengths, which determine their properties.

The frequency of a radio wave is the number of cycles it completes in one second, measured in hertz (Hz). The wavelength of a radio wave is the distance between two consecutive peaks or troughs of the wave, measured in meters (m).

Radio waves with higher frequencies have shorter wavelengths, while those with lower frequencies have longer wavelengths. Radio waves with frequencies between 3 kHz and 300 GHz are used for radio communication.

Radio communication involves three main components: **the transmitter, the receiver, and the channel.**

The transmitter converts the information to be transmitted into an electrical signal, which is then modulated onto a carrier wave. Modulation is the process of varying the properties of the carrier wave in response to the information being transmitted.

There are several types of modulation, including amplitude modulation (AM), frequency modulation (FM), and phase modulation (PM). In AM, the amplitude of the carrier wave is varied in response to the information being transmitted. In FM, the frequency of the carrier wave is varied in response to the information being transmitted. In PM, the phase of the carrier wave is varied in response to the information being transmitted.

The modulated carrier wave is then transmitted through the channel, which can be the air, a cable, or a satellite. The channel can introduce noise and distortion to the signal, which can affect the quality of the received signal.

The receiver receives the modulated carrier wave and demodulates it, recovering the original information. The receiver then converts the electrical signal back into the original form, such as sound or video.

Applications of Radio Communication:

Radio communication is used in many applications, including broadcasting, two-way radios, and cell phones.

Broadcasting:

Radio broadcasting is the transmission of radio programs to a large audience. Broadcasting stations transmit their signals over the airwaves using radio waves, which can be received by radio receivers. Radio broadcasting is used for many purposes, including news, music, sports, weather, and entertainment. It is also used for emergency alerts and public announcements.

Two-way radios:

Two-way radios, also known as walkie-talkies, allow people to communicate with each other over short distances. They are used in many industries, including construction, manufacturing, transportation, and public safety. Two-way radios are also used by hikers, campers, and other outdoor enthusiasts.

Cell phones:

Cell phones are portable devices that use radio waves to communicate with cell towers. Cell towers are connected to a network of antennas and other equipment that enables communication between cell phones. Cell phones are used for many purposes, including making phone calls, sending text messages, and accessing the internet.

Satellite communication:

Satellite communication uses radio waves to communicate with satellites orbiting the earth. Satellites are used for many purposes, including weather forecasting, navigation, and communication. Satellite communication is used in many industries, including aviation, maritime, and military.

Wireless networking:

Wireless networking uses radio waves to connect devices to a network. Wireless networks are used in many applications, including home and office networks, public Wi-Fi hotspots, and

industrial networks. Wireless networking is also used for machine-to-machine communication, such as in the Internet of Things (IoT).

RADIO

Radio is a form of wireless communication that uses radio waves to transmit information from one location to another. It is one of the oldest and most popular forms of mass communication, and has played a significant role in the development of modern society.

Radio broadcasting began in the early 20th century, with the first radio station, KDKA, broadcasting in Pittsburgh in 1920. Radio broadcasting quickly became popular, with stations popping up all over the world. In the early days of radio broadcasting, programs were broadcast live, and included news, music, and variety shows.

Over the years, radio broadcasting has evolved significantly. Today, there are many different types of radio stations, including commercial stations, public radio stations, and satellite radio stations. Radio programming includes news, music, talk shows, sports, and more.

Radio technology has also evolved significantly over the years. The development of the transistor and other electronic components led to the miniaturization of radios, making them more accessible to the general public. Today, there are many different types of radios, including handheld radios, portable radios, and radios that are integrated into other devices, such as cell phones and cars.

Radio technology has also played a significant role in other industries, including aviation and maritime. In aviation, radios are used for communication between pilots and air traffic controllers. In maritime, radios are used for communication between ships and shore-based stations.

Radio technology has also been used for military purposes, including communication between troops and command centres. Radio technology has been used for reconnaissance and surveillance, and for jamming enemy radio signals.

One of the advantages of radio technology is that it can reach large audiences over long distances. This has made radio broadcasting an important tool for disseminating information during emergencies, such as natural disasters and terrorist attacks. Radio broadcasting is also used for public announcements, such as traffic alerts and public service announcements.

In conclusion, radio technology has played a significant role in the development of modern society. It has enabled people to communicate and share information over long distances, and has revolutionized many industries. Radio broadcasting continues to be a popular form of mass communication, and radio technology continues to evolve with new applications and advancements in technology.

Wireless communication, which refers to the transfer of information without the use of physical cables, has become an essential part of modern society. It offers several benefits and drawbacks, which are discussed below.

Benefits of wireless communication:

Mobility: Wireless communication allows users to communicate and access information from anywhere, as long as they are within range of a wireless network. This mobility offers a great deal of convenience and flexibility, allowing people to work or communicate on-the-go.

Accessibility: Wireless communication enables users to access information and services from a wide range of devices, such as smartphones, tablets, and laptops. This accessibility makes it easier for people to stay connected and informed.

Cost-effective: Wireless communication can be more cost-effective than traditional wired communication, as it eliminates the need for physical cables and infrastructure. This makes it a more affordable option for many individuals and businesses.

Efficiency: Wireless communication can be faster and more efficient than traditional wired communication, as it enables data to be transmitted more quickly and in larger quantities. This can improve productivity and streamline business operations.

Drawbacks of wireless communication:

Security risks: Wireless communication can be vulnerable to security breaches, such as hacking and data theft. This is especially true when using public Wi-Fi networks, which can be easily compromised by hackers.

Limited range: Wireless communication is limited by range, meaning that users must be within a certain distance of a wireless network to access it. This can be problematic in remote areas or areas with poor network coverage.

Interference: Wireless communication can be affected by interference from other wireless devices or environmental factors, such as weather conditions. This interference can cause disruptions or slowdowns in communication.

Reliability: Wireless communication can be less reliable than traditional wired communication, as it is more susceptible to disruptions and network outages. This can be a problem for businesses and individuals who rely on consistent and reliable communication

ORIGIN OF NEWSPAPERS:

Introduction

Newspapers are one of the most ubiquitous and enduring forms of mass communication, playing a crucial role in informing and shaping public opinion. They are a vital source of information, entertainment, and education, and have been an integral part of modern society for centuries. In this chapter, we will delve into the origins of newspapers, tracing their development from early forms of written communication to the modern-day news media.

Early Forms of Written Communication

The origins of newspapers can be traced back to early forms of written communication, such as stone tablets, papyrus scrolls, and parchment manuscripts. These were used primarily to record important events, laws, and religious texts, and were often created by scribes and other trained professionals.

One of the earliest known examples of written communication is the Sumerian clay tablets, which date back to around 3500 BCE. These tablets recorded a wide range of information, from trade and commerce to religious and mythological stories. The Egyptians also used papyrus scrolls to record important information, such as the Book of the Dead and medical texts.

In ancient Rome, public notices were written on metal or stone tablets known as "acta diurna," which were displayed in public places for all to see. These notices contained information about government decrees, military victories, and other news of the day.

Early Newspapers

The first newspapers as we know them today emerged in Europe in the early 17th century. The first known newspaper was the "Relation," published in Strasbourg, France, in 1605. It was a weekly publication that provided news and commentary on current events, including politics, wars, and natural disasters.

In England, the first newspaper was the "Weekly News," published in 1622. It was followed by the "London Gazette" in 1665, which became the official government newspaper and is still published today as the "London Gazette Extraordinary."

In the United States, the first newspaper was the "Publick Occurrences Both Forreign and Domestick," published in Boston in 1690. However, it was shut down after just one issue due to its critical coverage of the British government.

The Rise of the Modern Newspaper

The 19th century saw the rise of the modern newspaper, as advances in printing technology and the growth of mass literacy led to a dramatic increase in newspaper circulation and readership.

The development of the steam-powered printing press in the early 1800s allowed newspapers to be printed more quickly and cheaply, making them accessible to a wider audience. The introduction of the telegraph in the 1840s also allowed newspapers to report news from around the world more quickly and accurately.

As newspaper circulation grew, so did the power and influence of the press. Newspapers became important political and social institutions, shaping public opinion and influencing

government policies. They also played a crucial role in the development of investigative journalism, exposing corruption and wrongdoing and holding those in power accountable.

The Impact of Television and the Internet

The 20th century saw the rise of new forms of mass media, most notably television and the internet. These new technologies had a profound impact on the newspaper industry, challenging its dominance as the primary source of news and information.

Television news programs, such as the CBS Evening News and NBC Nightly News, provided a new platform for delivering breaking news and in-depth coverage of important events. Cable news networks, such as CNN and Fox News, offered 24-hour news coverage, providing viewers with a constant stream of news and commentary.

The rise of the internet in the 1990s and 2000s brought about even more significant changes to the newspaper industry. Online news sites, such as CNN.com

NEWSPAPER TECHNOLOGY AND ITS IMPACT:

The evolution of newspaper technology has had a significant impact on the newspaper industry, both in terms of production and distribution.

The earliest newspapers were handwritten or printed by hand, and their distribution was limited to local areas. The invention of the printing press in the 15th century revolutionized the newspaper industry, enabling mass production of newspapers and their distribution across a wider geographic area.

In the 19th century, the introduction of steam power and the rotary press increased the speed of production, enabling newspapers to be printed more quickly and in greater quantities. This allowed newspapers to cover more news and reach a larger audience.

The development of telegraph technology in the mid-19th century allowed newspapers to report news from around the world quickly and accurately. This led to the emergence of national and international newspapers, which could cover news from multiple regions and countries.

In the 20th century, the introduction of offset printing and photocomposition technology improved the quality of newspaper printing and reduced production costs. This led to an increase in the number of newspapers and their circulation, as well as greater competition among newspapers.

The rise of digital technology in the late 20th century and early 21st century has had a significant impact on the newspaper industry. Online newspapers and digital platforms have made it easier for people to access news and information, leading to a decline in print newspaper circulation.

Despite these changes, newspapers continue to play an important role in society, providing valuable news and information to their readers. The evolution of newspaper technology has enabled newspapers to adapt and evolve to meet the changing needs and expectations of their readership.

SUMMARY:

This chapter discusses the origins of three significant communication innovations: the newspaper, wireless communication, and visual communication. The chapter explores how the newspaper revolutionized information dissemination and consumption in the early 17th century, providing people with a means to stay informed about the world beyond their immediate surroundings. The chapter then delves into the invention of wireless communication in the late 19th century, which allowed people to communicate over long

distances in real-time, transforming the way we connect with each other. Finally, the chapter discusses visual communication, which has been a fundamental aspect of human communication since the dawn of civilization, encompassing everything from cave paintings to modern-day social media. Overall, this chapter provides a fascinating look at the evolution of communication and how these innovations have shaped the world we live in today.

KEYWORDS:

Newspaper, wireless communication, visual communication, information dissemination, real-time communication, long-distance communication, technology, innovation, history of communication.

SELF ASSESSMENT QUESTIONS:

1. What is the significance of the newspaper in the history of communication?
2. How did wireless communication revolutionize long-distance communication?
3. What are some examples of visual communication throughout history?
4. How has technology impacted the way we communicate over time?
5. What are some of the key innovations in the history of communication, and how have they shaped the world we live in today?

CHECK YOUR PROGRESS:

1. What is the significance of the newspaper in the history of communication?
 - a) It allowed people to communicate in real-time
 - b) It revolutionized the way information was disseminated and consumed
 - c) It was the first form of long-distance communication
 - d) It had no significant impact on communication

Answer: b) It revolutionized the way information was disseminated and consumed

2. How did wireless communication revolutionize long-distance communication?
 - a) It allowed people to communicate in real-time
 - b) It revolutionized the way information was disseminated and consumed
 - c) It was the first form of long-distance communication
 - d) It had no significant impact on communication

Answer: a) It allowed people to communicate in real-time

3. What are some examples of visual communication throughout history?
 - a) Cave paintings, hieroglyphics, and medieval tapestries
 - b) Landline telephones, fax machines, and pagers
 - c) social media platforms, texting, and email
 - d) None of the above

Answer: a) Cave paintings, hieroglyphics, and medieval tapestries

4. How has technology impacted the way we communicate over time?
 - a) It has made communication slower and less efficient
 - b) It has had no impact on communication
 - c) It has made communication faster and more efficient
 - d) It has made communication more difficult to understand

Answer: c) It has made communication faster and more efficient

5. What are some of the key innovations in the history of communication, and how have they shaped the world we live in today?

- a) The printing press, radio, and television, which have all had a significant impact on the way we receive and consume information
- b) The telegraph, telephone, and internet, which have all transformed the way we communicate with each other
- c) Both a) and b)
- d) None of the above

Answer: c) Both a) and b)

SUGGESTED READINGS /REFERENCES:

- "The History of Communication: Major Inventions Through History" by Mary Bellis
- "The Printing Revolution in Early Modern Europe" by Elizabeth L. Eisenstein
- "The Wireless Age: Its Meaning for Art, Science, and Society" by Gerald F. Fitzgerald
- "Visual Communication: From Theory to Practice" by Jonathan Baldwin and Lucienne Roberts
- "Communication Technology and Social Change: Theory and Implications" by Carolyn A. Lin and David J. Atkin

