SCHOOL OF SCIENCE & HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

UNIT – I - Introduction to Communication – SVCA1101

UNIT - I

UNDERSTANDING COMMUNICATION

NATURE AND PROCESS OF COMMUNICATION

Communication simply refers to the sharing of thoughts, feelings, wishes or information between two or more people, using sounds, signs or symbols. It is a process of information exchange between a source and destination, through a channel or medium. It involves encoding and sending messages, receiving and decoding them, and synthesizing information and meaning.

THE ELEMENTS OF COMMUNICATION

Communication process involves elements like sender, receiver, encoding, decoding, channel/ media, voice and feedback. These elements are explained below:

1. Sender: He/she is the person who sends his ideas to another person. For example, if a manager wants to inform his subordinates about the introduction of a new product, he is the sender.

2. Message: The idea, feeling, suggestion, guidelines, orders or any content which is intended to be communicated is message. For example, message is the introduction of new product.

3. Encoding: It is the process of converting the idea, thinking or any other component of message into symbols, words, actions, diagram etc. For example, message is connected in words and actions.

4. Media: It is the medium, passage or route through which encoded message is passed by the sender to the receiver. There can be various forms of media-face to face communication, letters, radio, television, e-mail etc. For example manager inform about the introduction of a new product in a meeting through presentation.

5. Decoding: It means translating the encoded message into language understandable by the receiver.

6. Receiver: He/she is the person to whom the message has been sent. For example, subordinates are receivers.

7. Feedback: It is the response by the receiver. It marks the completion of the communication process.

8. Noise: It is the hindrance in the process of communication. It can take place at any step in the entire process. It reduces the accuracy of communication e.g. 1) Disturbance in the telephone lines, 2) An inattentive receiver 3) Improper Decoding of Message etc.

EVOLUTION OF COMMUNICATION:

Communication and the want to communicate is possibly one of the oldest of the desires of man. Food, clothing, shelter and the desire to communicate. The earliest form of communication, where one individual meets another. Communication could be visual, verbal, and aural or can be of any form that includes sensory communicative ability. Seeing, touching, smelling, tasting, and feeling, talking and hearing are indeed all forms.

Sl. No.	Year	The History of Communication
1.	9000 BC	Pictograms
2.	3500 BC to 29000 BC	The Phoenicians develop an alphabet. The Sumerians develop cuneiform writing - pictographs of accounts written on clay tablets. The Egyptians develop hieroglyphic writing.
3.	200 BC to 100 BC	Human messengers on foot or horseback common in Egypt and China with messenger relay stations built. Sometimes fire messages used from relay station to station instead of humans.
4.	105 BC	Tsai Lun of China invents paper as we know it.
5.	305 AD	First wooden printing presses invented in China - symbols carved on a wooden block.
6.	1049	First movable type invented - clay - invented in China by Pi Sheng.
7.	1450	Newspapers appear in Europe.
8.	1455	Johannes Gutenberg invents a printing press with metal movable type
9.	1793	Claude Chappe invents the first long-distance semaphore (visual or optical) telegraph line.
10.	1843	Samuel Morse invents the first long distance electric telegraph line.
11.	1876	Alexander Graham Bell patents the electric telephone.
12.	1910	Thomas Edison demonstrated the first talking motion picture
13.	1916	First radios with tuners - different stations.
14.	1925	John Logie Baird transmits the first experimental television signal.
15.	1927	First television broadcasts in England.
16.	1951	Computers are first sold commercially
17.	1969	ARPANET - the first Internet started.
18.	1983	Time magazines names the computer as "Man of the Year." First cellular phone network started in the United States.
19.	1994	American government releases control of internet and WWW is born - making communication at light speed.
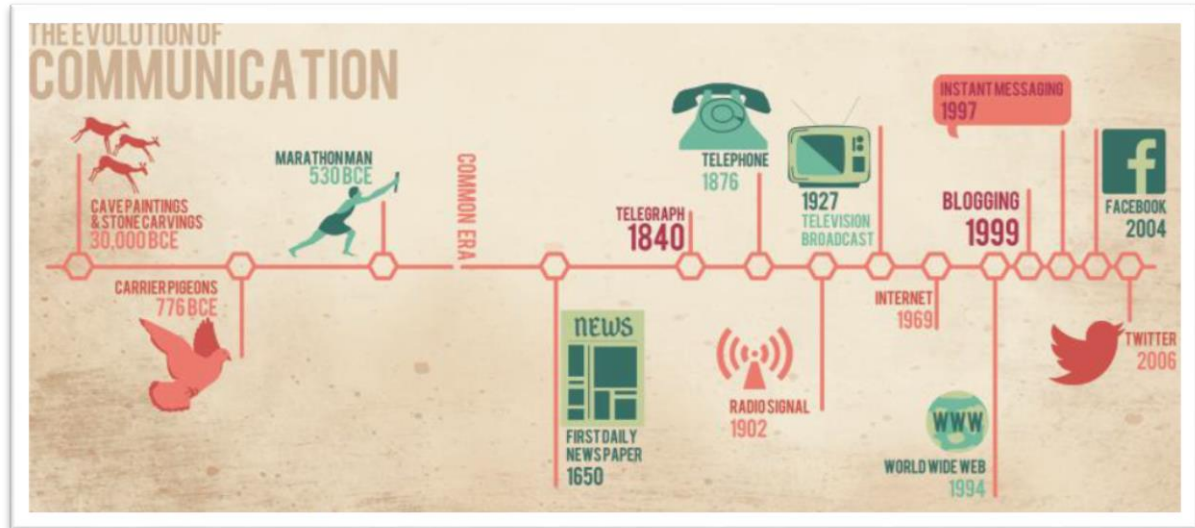
THE IMPORTANCE OF COMMUNICATION:

The real meaning of communication is getting the receiver and the sender tuned together for a particular message. Communication takes place when one person transfers some understandable data to another person. It also includes the exchange of thoughts, opinions, sentiments, facts, and information between two or more persons. Feedback is very important as it assures that your message should be properly conveyed to the receiver.

The essential features of an effective communication system are keys for productive communication. The chief principles or characteristics of an effective communication system are as follows:

- Clearness and integrity of message to be conveyed.
- Adequate briefing of the recipient.
- Accurate plan of objectives.
- Reliability and uniformity of the message.
- To know the main purpose of the message.
- Proper response or feedback.
- Correct timing.
- Use of proper medium to convey the message properly.
- Use of informal communication.

The following are some important guidelines to make communication effective:

- Try to simplify your thoughts before communicating your message.
- You must analyse the intent of each and every message.

- Consider the overall physical setting whenever you communicate.

- You must discuss with others, where appropriate, in planning communication.

- Be careful while communicating, of the overtone as well as basic content of your message.

- Take the opportunity to suggest something of help or value of the receiver. Follow-up your communication.

- Prepare yourself for transmitting the message in a proper way.

- Be sure your actions support your communication.

- Seek not only to be understood but understand.

SIGNS AND SYMBOLS

Signs:

Sign and symbol are important concepts to understand. A sign is anything that stands for something else. A sign represents something—an idea, an experience, a feeling, an object, etc. Words as ordinarily used are signs in this sense. A sign has literal meaning; that is, its meaning is simple and straightforward, a matter of conventional agreement among people who use that particular sign.

A sign represents in two forms 1. As a signifier, i.e. it will have a form that a person can see, touch, smell and / or hear, and 2. As signified, i.e. it will represent an idea or mental construct of a thing rather than itself.

Semiotics is the study of signs. It is the theory of the production and interpretation of meaning. Denotation refers to the obvious, straightforward meaning of a sign. A second level meaning is termed Connotative.

Symbols:

A Symbol has complex meaning; it has not only "Literal" meaning, but also additional meaning (s) beyond the literal. A symbol may have more than one meaning. In fact, the most significant symbols do convey an indefinite range of meanings. It is something visible that by association or convention represents something else that is invisible; "The Eagle is a symbol of the United States"

The Shape shows the Eiffel Tower. Usually, though, this symbol represents Paris or France, not the tower itself.

BASIC MODELS OF COMMUNICATION

- o Aristotle Model
- o Berlo's SMCR Model
- o Shannon & Weaver Model
- o Harold D. Lasswell's Model
- o Osgood & Schramm's Model

ARISTOTLE MODEL OF COMMUNICATION:

Aristotle developed a linear model of communication for oral communication known as Aristotle's Model of Communication. This is considered as the first model of communication and was proposed before 300 B.C. It is also considered to be the most widely accepted model among all communication models. Aristotle Model is mainly focused on speaker and speech. It can be broadly divided into 5 primary elements: Speaker, Speech, Occasion, Audience and Effect.
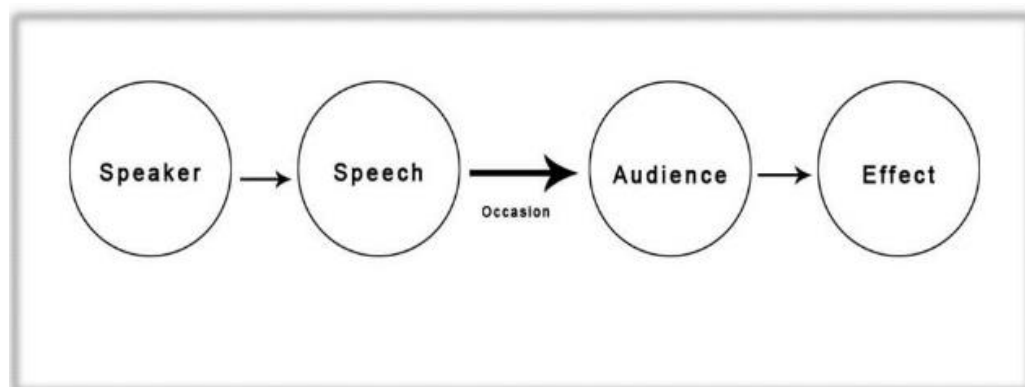
The Aristotle's communication model is a speaker centered model as the speaker has the most important role in it and is the only one active. It is the speaker's role to deliver a speech to the audience. The role of the audience is passive, influenced by the speech. This makes the communication process one way, from speaker to receiver.

The speaker must organize the speech beforehand, according to the target audience and situation (occasion). The speech must be prepared so that the audience be persuaded or influenced from the speech.

He believed "Rhetoric" is the study of communication and persuasion and different message or speech should be made for different audiences at different situations to get desired effects or to establish a propaganda. This model was highly used to develop public speaking skills and create a propaganda at that time so, it is less focused on intrapersonal or interpersonal communication. Even if the model is speaker oriented and focuses on audience interaction in communication, there is no concept of feedbacks.

Example: For instance, a politician (speaker) gives a speech to get votes from the civilians (audience) at the time of election (occasion). The civilians only vote if they are influenced by the things the politician says in his speech so the content must be very impressive to influence the mass and the speaker must design the message very carefully.

The speech must be clear as well as the speaker must have a very good non-verbal communication with the audience like eye contact. This example is a classic case of Aristotle Model of Communication depicting all the elements in the model.

Criticisms:

- There is no concept of feedback, it is one way from speaker to audience.
- There is no concept of communication failure like noise and barriers.
- This model can only be used in public speaking.

BERLO'S SMCR MODEL OF COMMUNICATION:

In 1960, David Berlo postulated Berlo's Sender-Message-Channel-Receiver (SMCR) model of communication from Shannon Weaver's Model of Communication (1949). He described factors affecting the individual components in the communication making the communication more efficient.

The model also focuses on encoding and decoding which happens before sender sends the message and before receiver receives the message respectively. Berlo's Model has mainly, four components to describe the communication process. They are sender, message, channel and receiver. Each of the component is affected by many factors.

Berlo's Model of Communication

A Source encodes a message for a channel to a receiver who decodes the message: S-M-C-R Model.
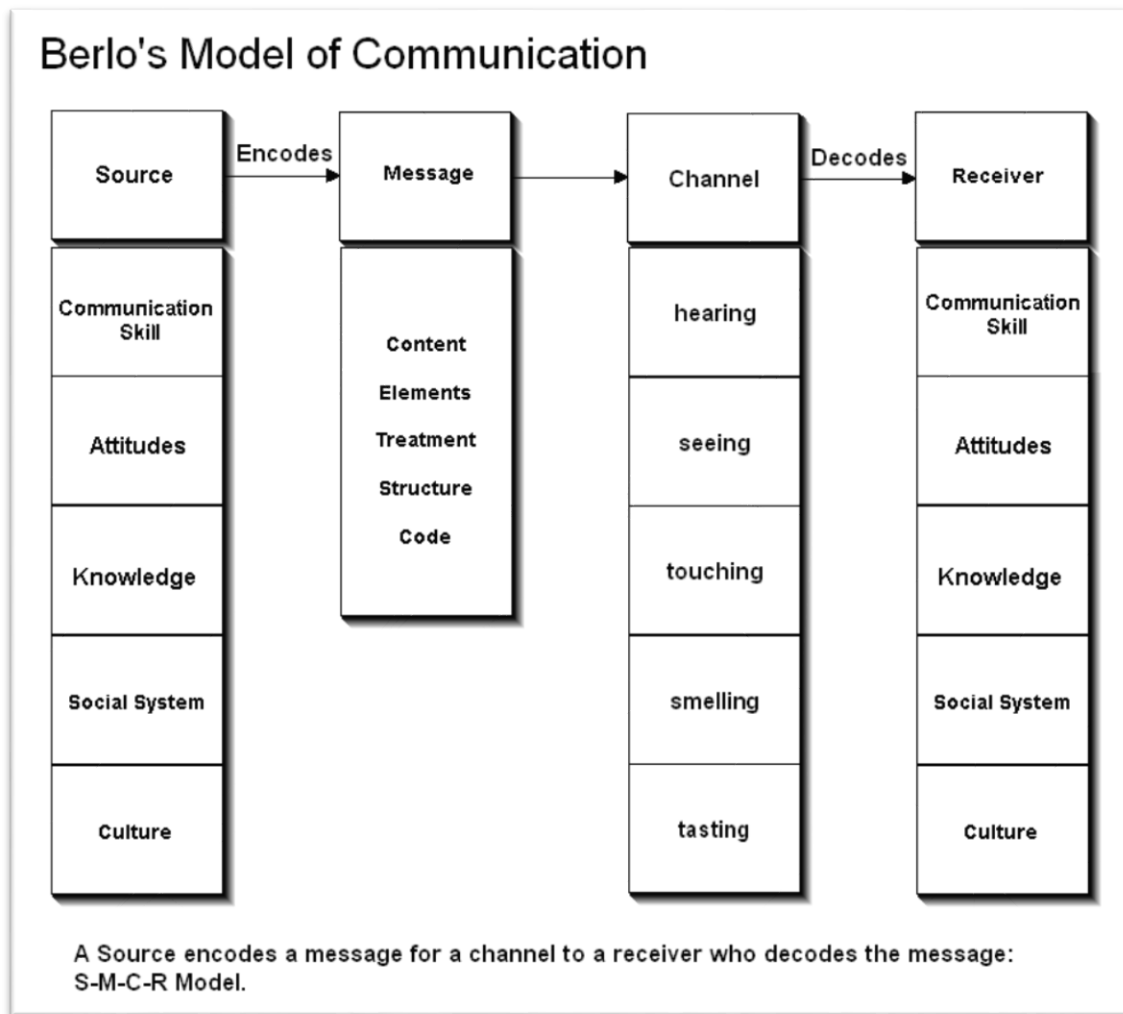
Components of Berlo's Model of Communication:

S - Sender

Sender is the source of the message or the person who originates the message. The person or source sends the message to the receiver. The following are the factor related to sender and is also the same in the case of receiver.

Communication Skills

Communication skills of a person is a factor that affects the communication process. If the sender has good communication skills, the message will be communicated better than if the sender's communication skills are not good. Similarly, if the receiver cannot grasp the message, then the communication will not be effective. Communication skills include the skills to speak, present, read, write, listening, etc.

Attitude

The attitude of the sender and the receiver creates the effect of the message. The person's attitude towards self, the receiver and the environment changes the meaning and effect of the message.

Knowledge

Familiarity with the subject of the message makes the communicated message have its effect more. Knowledge on the subject matter makes the communicator send the message effectively.

Social Systems

Values, beliefs, laws, rules, religion and many other social factors affect the sender's way of communicating the message. It creates difference in the generation of message. Place and situation also fall under social systems.

Culture

Cultural differences make messages different. A person from one culture might find something offensive which is very much accepted in another culture.

M - Message

A message is the substance that is being sent by the sender to the receiver. It might be in the form of voice, audio, text, video or other media. The key factors affecting the message are

Content

Content is the thing that is in the message. The whole message from beginning to end is the content.

Elements

Elements are the nonverbal things that tag along with the content like gestures, signs, language, etc.

Treatment

Treatment is the way in which the message is conveyed to the receiver. Treatment also effects the feedback of the receiver.

Structure

The structure of the message or the way it has been structured or arranged, affects the effectiveness of the message.

Code

Code is the form in which the message is sent. It might be in the form of language, text, video, etc.

C-(Channel)

Channel is the medium used to send the message. In mass communication and other forms of communication, technical machines might be used as a channel like telephone, internet, etc.

But in general communication, the five senses of a human being is the channel for the communication flow and it affects the effectiveness of the channel.

Hearing – We receive the message through hearing.

Seeing – We perceive through seeing. We also get non-verbal messages by seeing.

Touching – Many of the non-verbal communication happens from touching like holding hands.

Smelling – We collect information from smelling.

Tasting – Taste also provides the information to be sent as a message.

R- (Receiver)

Receiver is the person who gets the message sent in the process. This model believes that the thinking pattern and all other factors mentioned above must be in sync to that of the sender for the communication to be effective. The message might not have the same effect as intended if the receiver and sender are not similar. The receiver must also have a very good listening skill. Other factors are similar to that of the sender.

- *Communication skills*
- *Attitudes*
- *Knowledge*
- *Social Systems*
- *Culture*

Criticisms of Berlo's SMCR Model:

- There is no concept of feedback, so the effect is not considered.
- There is no concept of noise or any kind of barriers in communication process.
- It is a linear model of communication, there is no two way communication.
- Both of the people must be similar according to all the factors mentioned above.

SHANNON WEAVER MODEL OF COMMUNICATION:

Shannon Weaver model of communication was created in 1948 when Claude Elwood Shannon wrote an article "A Mathematical Theory of Communication" in Bell System Technical Journal with Warren Weaver. Shannon was an American mathematician whereas Weaver was a scientist. The Mathematical theory later came to be known as Shannon Weaver model of communication or "mother of all models." This model is more technological than other linear models.

Concepts in Shannon Weaver Model:
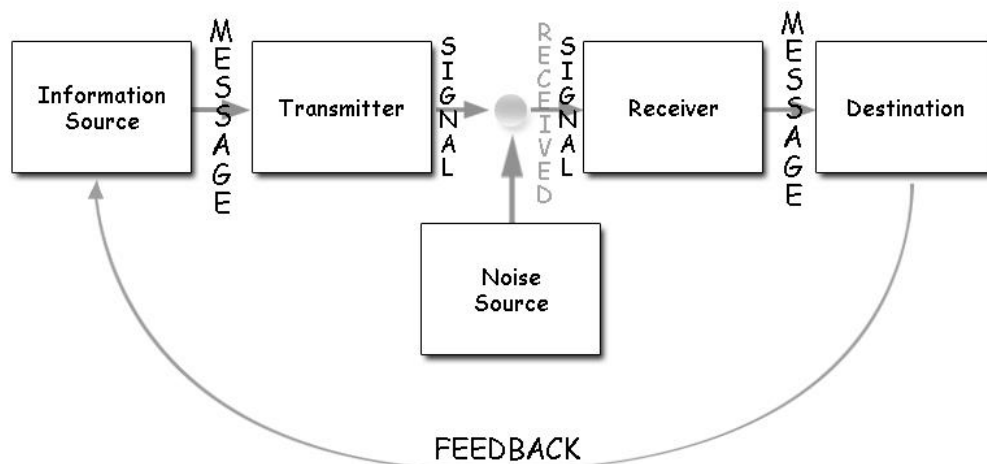
Sender (Information source) – Sender is the person who makes the message, chooses the channel and sends the message.

Encoder (Transmitter) –Encoder is the sender who uses machine, which converts message into signals or binary data. It might also directly refer to the machine.

Channel –Channel is the medium used to send message.

Decoder (Receiver) – Decoder is the machine used to convert signals or binary data into message or the receiver who translates the message from signals.

Receiver (Destination) –Receiver is the person who gets the message or the place where the message must reach. The receiver provides feedback according to the message.

Noise –Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent.

The sender encodes the message and sends it to the receiver through a technological channel like telephone and telegraph. The sender converts the message into codes understandable to the machine. The message is sent in codes through a medium.The receiver has to decode the message before understanding it and interpreting it. The receptor machine can also act as a decoder in some cases. The channel can have noise and the receiver might not have the capacity to decode which might cause problems in communication process.

Advantages of Shannon Weaver Model

- Concept of noise helps in making the communication effective by removing the noise or problem causing noise.
- This model takes communication as a two way process. It makes the model applicable in general communication.
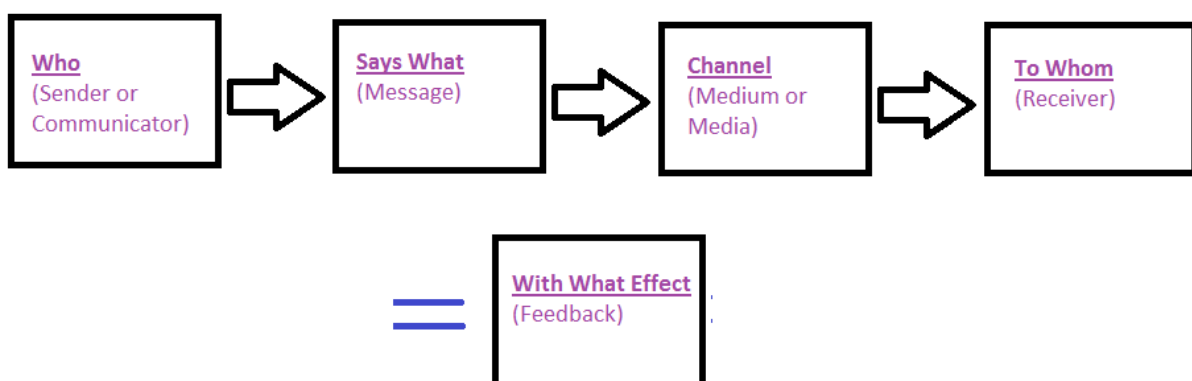
- Communication is taken as quantifiable in Shannon Weaver model.

Criticisms of Shannon Weaver Model

- It can be applied more for interpersonal communication than group communication and mass communication.
- Receiver plays the passive part in the communication process as sender plays the primary role that sends messages.
- Feedback is taken as less important in comparison to the messages sent by the sender.
- The model is taken by some critics as a "misleading misrepresentation of the nature of human communication" as human communication is not mathematical in nature.

LASSWELL'S COMMUNICATION MODEL:

Lasswell's communication model was developed by communication theorist Harold D. Lasswell (1902-1978) in 1948. Lasswell's model of communication (also known as action model or linear model or one way model of communication) is regarded as one the most influential communication models.

Who (Sender or Communicator) ⇒ **Says What** (Message) ⇒ **Channel** (Medium or Media) ⇒ **To Whom** (Receiver)

= **With What Effect** (Feedback)

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

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

Though Lasswell's model was developed to analyze mass communication, this model is used for interpersonal communication or group communication to be disseminated message to various groups in various situations. Lasswell also brought the concept of Effective Communication Process. He talked about the relation between presentation of facts and how it generates different effects. The use of the concept of effect makes Lasswell's model non-linear unlike its name. It's because effect can also be taken as feedback.

Though, generally, the component of effect was made to be more about outcome of the message, the model is applied in different Medias and fields despite being developed specifically for mass communication. This model is similar to the communication model proposed by Claude Shannon and Warren Weaver. Their model is more graphical than Lasswell's.

Disadvantages and Criticisms of Lasswell's Model

- The major criticism of Lasswell's Model is that it does not include feedback and it ignores the possibility of noise.
- Without feedback, a communication process cannot be fruitful.
- Lasswell's model is very linear and does not consider barriers in the communication process.
- The model is also criticized for being very general and only including very traditional topics. The model is very simplistic.

OSGOOD AND SCHRAMM'S MODEL:
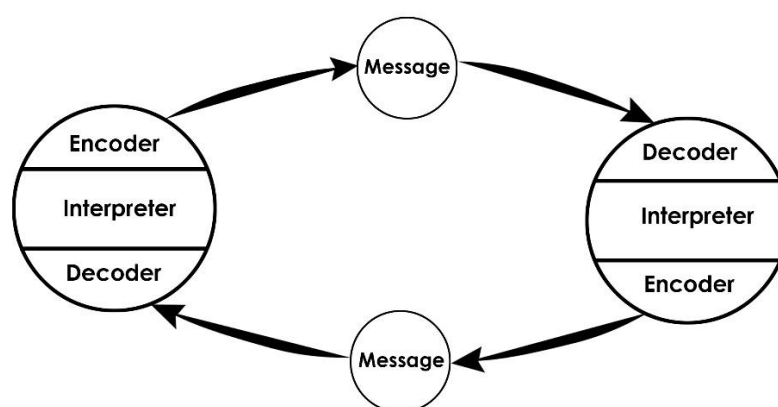
It is a Circular Model, so that communication is something circular in nature

Encoder – Who does encoding or Sends the message (message originates)

Decoder – Who receives the Message

Interpreter – Person trying to understand (analyses, perceive) or interpret

- From the message starting to ending, there is an interpretation goes on. Based on this interpretation only the message is received.

This model breaks the sender and receiver model it seems communication in a practical way. It is not a traditional model. It can happen within our self or two people; each person acts as both sender and receiver and hence use interpretation. It is simultaneously take place e.g. encoding, interpret and decoding.

Semantic noise is a concept introduced here it occurs when sender and receiver apply different meaning to the same message. It happens mostly because of words and phrases for e.g. Technical Language, So certain words and phrases will cause you to deviate from the actual meaning of the communication.

- When semantic noise takes place decoding and interpretation becomes difficult and people get deviated from the actual message.

Advantage of Osgood- Schramm model of communication

- Dynamic model- Shows how a situation can change
- It shows why redundancy is an essential part
- There is no separate sender and receiver, sender and receiver is the same person
- Assume communication to be circular in nature
- Feedback – central feature.

Disadvantage of Osgood- Schramm model of communication

This model does not talk about semantic noise and it assume the moment of encoding and decoding.

UNIT – II - Introduction to Communication – SVCA1101

UNIT - II
TYPES OF COMMUNICATION

- Intra-Personal Communication
- Inter Personal Communication
- Group Communication
- Public Communication
- Organization Communication
- Mass Communication

INTRA-PERSONAL COMMUNICATION

When someone talks to themselves intra-personal communication occurs. People often think, plan, contemplate, and strategize about communication past, present and future. Communication within ourselves is known as intra –personal communication. Intrapersonal communication is communication with oneself using internal vocalization or reflective thinking. Like other forms of communication, intrapersonal communication is triggered by some internal or external stimulus

For example, a person may use self-talk to calm himself down in a stressful situation, or a shy person may remind herself to smile during a social event. Intrapersonal communication also helps build and maintain our self-concept. We form an understanding of who we are based on how other people communicate with us and how we process that communication intrapersonally.

INTER-PERSONAL COMMUNICATION

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication. Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language.

The communication that occurs between two people normally refers to individuals who know each other and are not just interacting in a social setting, as in the dealing between a shopper and the shopkeeper. Inter-personal communication is the most common form of communication. However in this age of technical advancement, were technology has removed the barrier of time and space, inter-personal communication's incidence is reducing.

Interpersonal communication is the communication where two or more people are connected in some way. It would include the exchange between a teacher and their students, a married couple, a boss and an intern and so on.

The people involved in the communication are interdependent, meaning the action of one person has effects on the other person. Example: A child's temper tantrum will affect his parents and siblings.

Interpersonal communication is relational in nature; it takes place in a relationship and the way we communicate depends on the kind of relationship we have with the other person. Example: You wouldn't call your boss by their nickname, but you would for a sibling or a friend.

The kind of communication can range from relatively impersonal to highly personal. Example: You wouldn't gossip about your ex with your boss, but would with a friend.

GROUP COMMUNICATION

Group communication is a mode of communication in an organization, between employers and employees, and employees in teams/groups. Group communication can further be looked from a marketing perspective as communicating to a group of people or target customers in order to market a product. Small group communications can be looked at as groups of size 3 to 20. And larger groups looked can be of sizes 100 to 200 in size. Group communication can be effective, when there is a specific purpose to the communication, a proper means of communication, and content of the communication suitable to the target audience, and a proper communicator who can drive the initiative and process.

Group communication can be of various means, like social media, digital media, print media, speeches and focus group communication etc. The choice of the means of communication depends on factors like the target audience, the means and availability of the communication mode, cost implication for the communication initiative.

Group communication can have effective results in case of marketing, where the communication is vital for selling and marketing products and product launches etc.

PUBLIC COMMUNICATION

A type or a form of oral communication which involves "a single speaker who, in a relatively formal tone and manner, presents a continuous, uninterrupted, informative, persuasive, or entertaining discourse of supposedly general interest to a sizeable number of other persons.

Characteristics of Public Communication

- There is constant role stability in public communication.
- The degree of formality in public communication is usually high.
- The language used in public communication is more restricted and less personal than in private conversation.
- Because of audience diversity, audience analysis and adaptation become more difficult.
- The speech is adapted to the occasion and the needs of the audience as a whole.
- The opportunities for the speaker to perceive and adjust to listener feedback are comparatively few.

ORGANIZATION COMMUNICATION

It is usually refers to established communication network and the communication flow with in organizations and an organization's communication climate. Whether they are official reports, letters, forms, memos, or appointment letters they all fail into the category of organizational or business communication. With the advent of internet, even e-mails have gained entry into this category.

VERBAL AND NON-VERBAL COMMUNICATION
VERBAL COMMUICATION

Verbal communication refers to the message or information transmission by words of mouth. Our use of language defines us as a species and profoundly influences all our other behaviors. Verbal communication establishes culture and civilization. Verbal communication refers to the use of sounds and language to relay a message. It serves as a vehicle for expressing desires, ideas and concepts and is vital to the processes of learning and teaching. In combination with nonverbal forms of communication, verbal communication acts as the primary tool for expression between two or more people. Signs and symbols are the major signals that make up verbal communication. Words act as symbols, and signs are secondary products of the underlying message and include things like tone of voice, blushing and facial expressions.

Purpose

Although all species communicate, language itself is a purely human phenomenon that allows for more precision than the communication methods of other beings.

Oral communication

Oral communication covers a broad range of communication activities including greetings given when two people passes in the hallway, a formal presentation to a large audience and everything is in between. Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

Written communication

Anything that put on paperboard or banner in any form to be read by other people is written communication. Written communication is a creative activity that requires a lot of imagination and effort to arrive at the finished product. While oral communication is spontaneous, written communication is based on conscious effort.

NON VERBAL COMMUNICATION

Nonverbal communication has been defined as communication without words. It includes apparent behaviours such as facial expressions, eyes, touching, and tone of voice, as well as less obvious message such as dress, posture and spatial distance between two or more people.

Nonverbal communication skills are developed at a very young age. Young children know far more than they can verbalize and are generally more adept at reading nonverbal cues than adults are because of their limited verbal skills and their recent reliance on the nonverbal to communicate. As children develop verbal skills, nonverbal channels of communication do not cease to exist but rather they become entwined in the total communication process.

Humans continue to use Nonverbal Communication for lots of reasons, including:

- Words have limitations: There are numerous areas where nonverbal communication is more effective than verbal (describing the shape of something, or providing quick direction, for instance).
- Nonverbal messages are likely to be more genuine: because nonverbal behaviours cannot be controlled as easily as spoken words.

- Nonverbal signals can express feelings inappropriate to state: Social etiquette limits what can be said, but nonverbal cues can communicate thoughts.
- A separate communication channel is useful to help send complex messages: A speaker can add enormously to the complexity of the verbal message through simple nonverbal signals.

KINESICS

It is the interpretation of body motion communication such as facial expressions and gestures, postures, facial expressions and other bodily movements — that is, nonverbal behavior related to movement of any part of the body or the body as a whole. The equivalent popular culture term is body language, a term Ray Birdwhistell, an anthropologist coined it. Facial Expressions: Facial expressions usually communicate emotions. The expressions tell the attitudes of the communicator. Researchers have discovered that certain facial areas reveal our emotional state better than others. This means that, as the receiver of a message, you can rely heavily on the facial expressions of the sender because his expressions are a better indicator of the meaning behind the message than his words. Facial expressions continually change during interaction and are monitored constantly by the recipient. There is evidence that the meaning of these expressions may be similar across cultures.

> *Smile*: Smile can communicate friendliness and happiness.
>
> *Eyes*: Eyes can reveal happiness, surprise or sadness.
>
> *Raised eyebrow*: It can mean disagreement or surprise.
>
> *Yawn:* Early in the morning, it can mean you didn't sleep enough. In a meeting or conference, it means you got bored of the lecture.

Gestures:

One of the most frequently observed, but least understood cue is a hand movement. Most people use hand movements regularly when talking. It can indicate a particular meaning, feeling or intention. While some gestures (e.g., a clenched fist) have universal meanings, others do not. Gestures with Universal Meaning: This category includes Salute, Bowing, and Waving.

Postures:

Obviously, one can be lying down, seated or standing. These are not the elements of posture that convey messages. Are we slouched or erect? Are our legs crossed or our arms

folded? Such postures convey a degree of formality and the degree of relaxation in the communication exchange.

Looking or Eye Contact:

A major feature of social communication is eye contact. It can convey emotion, signal when to talk or finish, or convey aversion. The frequency of contact may suggest interest or boredom.

PROXEMICS

The distance one stands from another frequently conveys a nonverbal message. In some cultures it is a sign of attraction, while in others it may reflect status or the intensity of the exchange. Personal Space that surrounds a person in which they are made comfortable or uncomfortable. It is a personal bubble of space that moves with you.

Distances

- Intimate distance: 0-18 inches
- Personal Distance: 18-48 inches
- Social Distance: 4-12 feet
- Public Distance: beyond 12 feet

Physical Contact: Shaking hands, touching, holding, embracing, pushing or patting on the back all convey messages. They reflect an element of intimacy or a feeling of (or lack of) attraction.

HAPTIC COMMUNICATION

Haptic communication means by which people and other animals communicate via touching. Touch is an extremely important sense for humans; as well as providing information about surfaces and textures it is a component of nonverbal communication in interpersonal relationships, and vital in conveying physical intimacy. A socially acceptable level of touching varies from one culture to another. In the Thai culture, touching someone's head may be thought rude.

PARALANGUAGE

Paralanguage is the content of your message contradicted by the attitude with which you're communicating. Researchers have found that the tone, pitch, quality of voice and the

rate of speaking convey emotions that can be accurately judged regardless of the content of the message.

ORIENTATION

People may present themselves in various ways: face-to-face, side-to-side or even back-to-back. For example, cooperating people are likely to sit side-by-side while competitors frequently face one another. Communication orientation techniques are some of the methods designed to reduce anxiety from negative thoughts and irrational beliefs. The communication orientation approach enables speakers to assume a more conversational, relaxed yet engaging approach when addressing an audience. With this approach toward speeches, you view public speaking as an opportunity to engage with a number of people on a topic that is of equal importance to you and also the audience members

OLFACTORY COMMUNICATION

Olfactory Communication can be used when visual or auditory cues difficult to detect (night, underground, dense veg.) and also be left behind as a record or signal, even in absence of producer. Can remain active for a long time.

Olfactory communication can be complex: not just stereotyped signal and response. Response can depend upon context, prior experience, status (social or developmental) of both signaller and receiver.

SCHOOL OF SCIENCE & HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

UNIT – III - Introduction to Communication – SVCA1101

UNIT - III

COMMUNICATION PROCESS

ELEMENTS OF COMMUNICATION PROCESS:

- **Source (Sender)**
- **Message**
- **Encoding**
- **Channel**
- **Decoding**
- **Receiver**
- **Feedback**
- **Noise**
- **Process**
- **Change**

Source:

The source is the person (or thing) attempting to share information. The source can be a living or non-living entity. The only qualifications necessary for a source are an origin of information and an ability to transmit this information, through a channel, to a receiver.

Message:

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

Encoding:

Encoding is the process of assembling the message (information, ideas and thoughts) into a representative design with the objective of ensuring that the receiver can comprehend it. Communication is only established when it results in both the source and the receiver understanding the same information. People who are great communicators are great encoders; they know how to present their message in a way that their audience (receivers) can easily understand.

Channel:

An encoded message is conveyed by the source through a channel. There are numerous channel categories: verbal, non-verbal, personal, non-personal, etc. A channel could be the paper on which words are written, or the Internet acting in the client-server model that is allowing you to read these words right now.

A good communicator is one who understands which channels to use under different circumstances. Unfortunately, there is no perfect channel. All channels have strengths and weaknesses (smartphones are great, for example, but a marriage proposal is best done in person).

Decoding:

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

Receiver:

Receiver is the person who receives the message or for whom the message is meant. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

Feedback:

A better word might be "reaction" or "responses." Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

Noise:

The channel is subjected to various hindrances that disturb an effective communication. The major classifications of noise are Physical, Physiological, Psychological and Semantic.

Context:

Context is the situation in which we deliver and receive the message.

Process:

Communication is an on-going process. It ensures that "One Cannot Not Communicate" as said by Marshal McLuhan. Whatever state we are dealt in we often communicate and the process of communication is a continuous.

Change:

Change is the process of changing the mind-set of the receiver through the content that is conveyed, most probably the sender tries to dominate the thoughts of the receiver and change his mind.

USE OF LANGUAGE IN COMMUNICATION:

Language is essentially a means of communication among the members of a society. In the expression of culture, language is a fundamental aspect. It is the tool that conveys traditions and values related to group identity. Effective communication is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled in the best possible manner.

The need to communicate triggers both the occurrence and the development of a language and this need arises and becomes stronger and stronger when one has someone else to communicate with, i.e. where there is a society. In terms of linguistics, the study of language is a multidisciplinary endeavour. Communication takes place not only orally, but also in writing. It is this plurality of aspects in studying the same object that makes language a perpetual phenomenon.

Communication is so pervasively important in all walks of life that every branch of the social sciences is concerned with it, studies it, and adds to the general fund of knowledge about it whereas language helps to achieve the needs of one self.

NEED FOR EFFECTIVE COMMUNICATION:

Communication is about more than just exchanging information. It's about understanding the emotion and intentions behind the information. Effective communication is also a two-way method. It is not only how you convey a message so that it is received and understood by someone in exactly the way you intended, it's also how you listen to gain the full meaning of what is being conveyed.

More than just the words you use, effective communication combines a set of skills including nonverbal communication, engaged listening, managing stress in the moment, the ability to communicate assertively, and the capacity to recognize and understand your own emotions and those of the person you're communicating with. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust. While effective communication is a learned skill, it is more effective when it's spontaneous.

Conveying a message effectively is an art as well as a skill developed after continuous practice and experience. The predetermined set of skills required for an influential communication process are as follows:

Observance: A person must possess sharp observing skills to gain more and more knowledge and information.

Clarity and Brevity: The message must be drafted in simple words, and it should be clear and precise to create the desired impact over the receiver.

Listening and Understanding: The most crucial skill in a person is he must be a good, alert and patient listener. He must be able to understand and interpret the message well.

Non-Verbal Communication: To connect with the receiver in a better way, the sender must involve the non-verbal means communication too. These include gestures, facial expressions, eye contact, postures, etc.

Selection of the Right Medium: Choice of the correct medium for communication is also a skill. It is necessary to select an appropriate medium according to the situation, priority of the message, the receiver's point of view, etc.

Providing Feedback: Effective communication is always a two-way process. A person must take as well as give feedback to bring forward the other person's perspective too.

EFFECTIVE SENDING SKILLS:

- **Be prepared of the content**

   Preparation ensures that your audience will never be in doubt about what you are trying to say - and neither will you. Careful preparation sharpens your perceptions and gives you great confidence. The more homework you do, the more spontaneous, confident, and relaxed you are when you deliver the speech.

- **Use fewer words**

Understanding the words and using them in the correct context is the key element in the sending skills. It is important to speak or write in the simplest way you can. Don't use large vocabulary to address or convey the message, always try to make it simple and elegant. Use words and expressions that you are confident using.

- **Be aware of the listener**

A person must possess sharp observing skills to gain more and more knowledge and information while delivering some message. It is necessary to understand the listener's diverse in the group and message shouldn't hurt or damage others thought or particular listeners.

- **Be aware of one's thoughts**

Delivering a message with courtesy and respecting the values, believes, opinions and ideas of the receiver is the essence of effective communication. To connect with the receiver in a better way, the sender must involve the non-verbal means communication too. These include gestures, facial expressions, eye contact, postures, etc.

EFFECTIVE RECEIVING SKILLS:

- **Paying attention to presenter**

Most important part of receiving skills being attached with the presenter or speaker, who delivers the message or content and understand what he/she trying to say to the audience with what kind of effect created through the message.

- **Not interpreting**

While listening to the message delivered by the speaker, even if any crisis or due occurs shouldn't be interpreted in between the communication. It is basic knowledge of receiving skill. As feedback is the core element in communication, it need to be directed after the complete message or content has been delivered to the particular audience.

- **Making open enquiries**

Always be open to raise enquiries on the message by the speaker. Don't be closed minded on the message or listening material need to be always regarded to your need.

- **Accepting what others says**

For effective communication, accepting what other says in the communication matters a lot because the perspective of the message delivering and understanding it may vary from person to person. Always need to be open minded to get what others say, if anything looks or seems not authentic may be raised in the feedback.

- **Obey the audience**

It is necessary to obey the audience even the message or content that doesn't suits for your need. One or other messages may be important for other listeners too. So, patience is the important characteristics in the listening skills.

- **Speaking friendly**

Delivering the message in friendly way and connecting with the vast group of diverse audience.

FACTORS AFFECTING EFFECTIVE COMMUNICATION:

INTRA-PERSONAL BARRIERS:

(a) Wrong assumptions

Many barriers stem from wrong assumptions. Wrong assumptions are generally made because the sender or the receiver does not have adequate knowledge about each other's background or entertains certain false notions, which are fixed in their mind.

(b) Varied Perception

Individuals in an organization also perceive situations in different ways. The best way to overcome this barrier is to step back and take a wider perspective of the issue.

(c) Differing Background

No two persons have a similar background. Even siblings differ in their genetic inheritance.

(d) Wrong interference

Interference is more dramatic than facts, and for this reason they give more scope for gossip and rumour to burgeon.

(e) Impervious Categories

In general, we react positively to information only if it is in consonance with our own views and attitudes.

(f) Categorical Thinking

People who feel that they 'know it all' are called *pansophists*. This type of thinking exists in people who feel that they know everything about a particular subject, and therefore refuse to accept any further information on that topic.

INTER-PERSONAL BARRIERS:

(a) Limited Vocabulary

An inadequate vocabulary can be a major hindrance in communication.

(b) Incongruity of verbal and non-verbal messages

Misinterpreted non-verbal communication acts as another barrier to effective information gathering.

(c) Emotional outburst

In most cases, a moderate level of emotional involvement intensifies communication, making it more personal.

(d) Communication selectivity

If you are the receiver in a communication process and you pay attention only to a part of the message, you are imposing a barrier know as communication selectivity.

(e) Cultural variation

This is one of the predominate factors in communication failure. As businesses are increasing across national boundaries to complete on a global scale, the outlook of global and domestic work force has changed drastically.

(f) Poor listening skills

A common obstacle to communicate is poor listening habits.

(g) Noise in the channel

Noise interference greatly in the transmission of signal and thus creates a strong barrier in communication.

ORGANIZATIONAL BARRIERS:

(a) Too many transfer stations

The more links there are in a communication chain, the greater are the chances of communication that will occur. Transfer stations do serve a purpose, but having too many of them are counterproductive.

(b) Fear of superiors

In rigidly structured organization, fear or awe of the superiors prevents subordinates from speaking frankly. As a superior, it is essential to create an environment, which enables people to speak freely.

(c) Negative tendency

Many organizations create work group, while some groups are formed according to the demands of the task, such as accomplishing a particular project, many other small groups are also formed for recreational, social, or community purpose. These groups may be formal or informal. And generally consist of people who share similar values, attitudes, opinions, beliefs and behaviours. Nevertheless, on some occasions, it is possible to have a communication barrier due to confliction of ideas between members and non-members of a group.

(d) Use of inappropriate media

Some of the common media used in organizations are graphs and charts, telephones, fax-mail machines, boards, e-mail, telephones, films, and slides, computer presentations, teleconferencing and video conferencing. While choosing the medium you should keep in mind the advantages, disadvantages and potential barriers to communicate.

(e) Information overload

One of the major problems faced by organizations today is the availability of huge amounts of data, which the receiver is unable to handle effectively. This is known as information overload.

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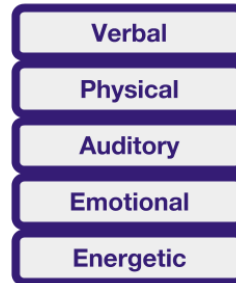
DEPARTMENT OF VISUAL COMMUNICATION

UNIT – IV - Introduction to Communication – SVCA1101

UNIT - IV

FORMS OF COMMUNICATION

LEVEL OF COMMUNICATION:

The Five Levels of Communication

- Verbal
- Physical
- Auditory
- Emotional
- Energetic

Verbal level of communication

This level includes our selection of words based on an understanding of meaning between the speaker and the listener. There are multiple definitions for most words, and few of us hold the exact same meaning for each word. Different words evoke different images, memories, and meaning for different people.

Physical level of communication

Visual cues like eye contact, gestures, movements, stances, breathing, posture, and facial expressions influence how we feel and communicate. When used with integrity, techniques like "matching and mirroring" people's posture and gestures (and certain words too) can increase their receptivity of your message. To communicate effectively on the physical level, it's helpful to physically align with others, connecting with them in form and movement. It also helps to be mindful of your posture, facial expressions, and hand gestures.

Auditory level of communication

The sound of our voice, including the tone, range, volume, and speed affects how our messages are received and interpreted by others. For example, fast talkers will find it beneficial to slow their speech when speaking to a thoughtful, introverted person or risk being unheard. Also, how we enunciate, inflect, and place emphasis on certain words affects how others interpret the meaning of what we say.

To communicate effectively on the auditory level, become aware of various auditory cues, speaking to others in a manner more akin to their own ways (another form of "matching and mirroring").

Emotional level of communication

Few people appreciate how our emotional states affect what we communicate and how the message is interpreted by the recipient. In rhetoric, Aristotle's pathos represents an appeal to the

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audience's emotions. The speaker's emotions put the recipient in a particular state of mind and influence how the listener interprets what is said.

To communicate effectively on the emotional level, become aware of your emotional state, learning to pause and release negative emotions before attempting to connect with others. Words delivered with pride, anger or fear are rarely well received.

Energetic level of communication

Also called the psychic level, this level of communication encompasses a vast range of unseen factors including a person's level of consciousness, the frequency or harmonics of the message, and other subtle energies. Some people seem to have an "X-factor"—a unique presence—that naturally imparts their messages to others with greater receptivity and understanding.

To communicate more effectively, hold the highest intention for the other person's wellbeing. This requires a unique level of mindfulness generally cultivated through compassion practices. When we are centred in a state of mastery, we're more likely to access this psychic dimension that holds great treasures of insights into others, helping us communicate with greater ease.

DENOTATION & CONNOTATION

Connotation and denotation are not two separate things/signs. They are two aspects/ elements of a sign, and the connotative meanings of a word exist together with the denotative meanings].

Denotation represents the explicit or referential meaning of a sign. Denotation refers to the literal meaning of a word, the 'dictionary definition.'

Connotation represents the various social overtones, cultural implications, or emotional meanings associated with a sign.

For example, the name 'Hollywood' denotes an area of Los Angeles, worldwide known as the center of the American movie industry.

In the same time, the name 'Hollywood' connotes such things as glitz, glamour, tinsel, celebrity, and dreams of stardom.

Words have both denotations (literal meanings) and connotations (suggestive meanings). Fungus is a scientific term denoting a certain kind of natural growth, but the word also has certain connotations of disease and ugliness. Connotations can be both positive and negative; for example, lady carries a hint of both elegance and subservience. The influence of connotative meaning can also change the denotative meaning, one example being the thoroughly transformed word gay.

Denotation is when you mean what you say, literally. Connotation is created when you mean something else, something that might be initially hidden. Connotations are important in poetry because poets use them to further develop or complicate a poem's meaning.

TRANSACTIONAL ANALYSIS OF INTERACTIVE MODEL

When people transact and exchange ideas and information, they are either comfortable or uncomfortable communicating with each other. Transactional analysis is a technique which helps to understand the behaviour of other person so that communication becomes effective.

Transactional Analysis (TA) studies transactions amongst people and understands their interpersonal behaviour. It was developed by Eric Berne, a psychotherapist. He observed there are several 'people' inside each person who interact with other people in different ways.

To understand the model, one should understand the following

1. Ego States,

2. Life Position and

3. Analysis of Transactions.

Ego State:

It represents a person's way of thinking, feeling and behaving. There are three ego states present in everyone: child, parent and adult. They are related to behaviour of a person and not his age. However, they are present in every person in varying degrees. There may be more of one ego state than another at a specific point of time. When two persons communicate with each other, communication is affected by their ego states:

- Child Ego

- Parent Ego

- Adult Ego

Analysis of Transaction:

When two persons interact or communicate with each other, there is a transaction between them. While transacting, both of them are at different ego states.

Based on the ego states, two types of transactions can take place:

(a) Complementary and

(b) Crossed.

Complementary Transactions:

(a) In complementary transactions, sender of information gets an expected response from the receiver.

People get expected response from each other because both are in the expected ego states. Both are, therefore, satisfied and communication is complete. In complementary transactions, ego states of two persons are parallel to each other. Stimulus and response patterns are as predicted.

There can be nine types of complementary transactions:

<div align="center">

(Adult – Adult) (Parent – Parent) (Child – Child)

(Adult – Parent) (Parent – Child) (Child – Parent)

(Adult – Child) (Parent – Adult) (Child – Adult)

</div>

Crossed Transactions:

(b) In crossed transactions, sender gets unexpected response from the receiver which obstructs the process of communication. Stimulus – response lines are not parallel in these transactions. Rather, they cross each other. The person who initiates the transaction or creates a stimulus gets a response he does not expect.

By proper understanding of one's own ego state and that of the other, communication barriers on account of behavioural mal-adjustments can be reduced. Transaction Analysis transforms negative attitude of people into positive attitude. It changes failure, fear and defeat to victory, optimism and courage. It makes people strong and directed towards positive thinking.

It improves interpersonal relationships amongst people by understanding their ego states. Crossed transactions can be converted into complementary transactions and communication process can be improved. People will be more comfortable interacting with each other. This will improve effectiveness of the organisation.

Positive thinking and complementary transactions help to understand human needs and improve motivation. People can perform jobs which give them positive energy. It focuses more on intrinsic satisfaction than extrinsic satisfaction.

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DEPARTMENT OF VISUAL COMMUNICATION

UNIT – V - Introduction to Communication – SVCA1101

UNIT - V
INDIAN MEDIA

FOLK MEDIA:

Folk media is an effective means of communication in today's world since it not only helps connect people with their cultures but also revives the lost culture of the society. Folk media forms the language of expression for the local populace and gives them a chance to voice out their opinions on various issues. It depicts the constantly changing face of any society along with its virtues and vices. It is a method to underline certain dominant ideologies of the society through its own people. If observed closely, traditional folk media is an excellent tool to enhance communication and promote dialogue at the grass root level of any society.

The most popular form of traditional folk media is the folk dance. Colourful, vibrant, melancholic, elegant, graceful — all these attributes form the core of folk dances. They attract audience since the tunes are generally feet tapping and very well-liked by the local crowd. The folk dances vary in range from the mountains to the plains to the desert to the coastal areas. Every geographical area differs in the type of dances that it offers. For example, in India, Punjab has Bhangra as their folk dance which is energetic and colourful for it is a dance of celebration for them while down south in Kerala, their folk dance is Mayil Attam (the peacock dance) which is elegant and is performed at village get-togethers. Traditional folk dances are an excellent mix of traditional folk music and folk tales that help communicate messages in an effective manner.

Folk music is yet another popular form of folk media. Music is governed by the language, colloquial accent, and instruments used by the local people. Thus, each territorial area has a distinct folk music of its own. Folk music is especially admired since it does not require elaborate set ups or any preparation. Wherever a crowd gathers, people begin to sing and others gradually join. Lyrics of folk music are pretty striking since they echo the problems of the people with a satirical taunt to the government and the officials.

EVOLUTION & PIONEER OF INDIAN CINEMA:

Pre-Cinema Era

Telling stories from the epics using hand-drawn tableaux images in scroll painting, with accompanying live sounds have been an age old Indian tradition, these tales, mostly the familiar stories of gods and goddesses, are revealed slowly through choreographic movements creates illusion of movements. And so when Lumiere Brothers" representatives held the first public showing at Mumbai (Bombay) Watson's Hotel on July 7, 1896, the new phenomenon did not create much of a stir here aand no one in audience ran out at the image of the train speeding towards them, as it did elsewhere. The possibility of reaching a large audience through recorded images which could be

projected several times through mechanical gadgets caught the fancy of people in the performing arts and the stage and entertainment business. The strong influence of its traditional arts, music, dance and popular theatre on the cinema movement in India in its early days is probably responsible for its characteristic enthusiasm for inserting song and dance sequences in Indian cinema, even till today. The first short films in India were directed by Hiralal Sen, starting with Flower of Persia (1898).

Raja Harischandra

Dhundiraj Govind Phalke (1870 – 1944) affectionately called Dadasaheb Phalke is considered as the 'father of Indian Cinema'. Central in Phalke"s career as a filmmaker was his fervent belief in the nationalistic philosophy of swadeshi. Phalke, with his imported camera, exposed single frames of a seed sprouting to a growing plant, shot once a day, over a month-thus inadvertently introducing the concept of 'time-lapse photography', which resulted in the first indigenous „instructional film"- The Birth of a Pea Plant (1912) – a capsule history of the growth of a pea into a pea-laden plant. This film came very handy in getting financial backing for his first film venture.

Inspired from an imported film – Life of Christ – Phalke started mentally visualising the images of Indian gods and goddesses. What really obsessed him was the desire to see Indian images on the screen in a purely Swadeshi venture. This made him to bring in his first full-length motion picture in India Raja Harischandra (1913) a silent film in Marathi; the female roles in this film were played by male actors. The film was widely acclaimed by one and all and proved to be a great success. In his film He had made 95 movies, 26 short films in his career span of 19 years. The most prestigious award given for lifetime contribution to Cinema was instituted in his honour by Government of India in 1969 and was named Dadasaheb Phalke Award.

Regional Films

The first film in southern India was made in 1916 by R.Nataraja Mudaliar- Keechaka Vadham, derived from the mythological Mahabharatha. Another film made in Madras –Valli Thirumanam (1921) by Whittaker. Hollywood returned Ananthanarayan founded General Pictures Corporation in 1929 and established film making as an industry in South India and became single largest producer of silent films.

The four major languages of South India, Tamil, Telugu, Kannada and Malayalam, are spoken by more than 23 percent of India's 547 million people. For various historical reasons, to most of them Hindi is an incomprehensible, foreign language. This linguistic barrier provided an automatic protection to films produced in South Indian languages against competition from Hindi talkies, and left the producers free to exploit the enormous captive market, an opportunity they seized and made full use of.

The transformation of madras, the film centre of South Indian from a fumbling late starter to a position of commanding lead has been dramatic. How dramatic can be judged by comparing the

share of film production in the two canters Bombay and Madras. In 1946 Bombay accounted for 77 percent of the total production in the country whereas madras had a share of only 11 percent. By 1959 Bombay"s share had come down to 38 percent whereas Madra's rose up to 46 percent. Madras by that time had not only the best equipped studios in the country but also the best managerial methods. From the point of view of organization in no other centre is the business of film production run as efficiently as in Madras.

The transformation owes a great deal to the enterprise and business acumen of two leading producers, S.S. Vasan (Geminin studios) and A.V. Meiyappan (AVM Studios). The foundation they helped to lay and the structure they helped to build made the film industry in Madras confident enough to venture into the preserves of the Hindi cinema. Producers started making Hindi films and successfully invaded the North Indian market. Reference has earlier been made to "Chandralekha" which blazed the trail, so to speak, of spectacular extravaganzas in Indian cinema. The trail travelled North through the Hindi version of the film which in terms of gross takings was more successful than the original Tamil. Producers in Madras have never looked back since.

Documentary Films

The documentary or nonfiction film is an elaborate method of recoding the lives and activities of real people, but 'constructed' or 'recreated' never the less to tell and interesting story. A committee set up by the Government of India in the sixties under the chairman ship of M.D. Bhutt to define the term documentary film for the guidance of bodies like the film. The documentary had its beginning in 1922 when Robert Flaherty, an English man, took his camera to the artic region to film the life of an Eskimo family and finally, 'Nanook of the north' a documentary film that started the documentary tradition in cinema and later in T.V.

GROWTH OF PRINT MEDIA:

The evolution of Newspapers in India is with the introduction of „Bengal Gazette" started by James Augustus Hicky in 1780 from Calcutta as a weekly two sheet paper. This Newspaper paved the way for Indian freedom struggle and the fight against the social evils in India by the way of revolutionary and enlightening writings.1860"s witnessed a boom in the Indian Language Press in the country. Several Newspapers made their appearance in this period. Also many English Newspapers which evolved at that time are flourishing even today like The Times of India (1861), The Pioneer (1861), The Statesman (1875) and The Hindu (1878).

Number of acts and restrictions like The Vernacular Press Act, Gagging Act etc tried to overrule the power of Print Media in India but the then social reformers and freedom fighters like Mahatma Gandhi, Bal Gangadhar Tilak, Aurbindo Ghosh, Annie Beasant, and many others recognized the power of pen and used it as a tool for propagating the feeling of nationalism and brotherhood. They also used their Newspapers to remove the socioreligious evils of the society. Thus,

the history of Journalism in India is inseparably linked with the development of social awareness, national consciousness and the progress of freedom movement.

Newspapers in India

- January 29th, 1780 first newspaper in India was published by James Augustus Hicky – "Bengal Gazette" or 'the Original Calcutta General Advertiser' (only for two years). Hence Hicky known as "Father of Journalism"

- News wasn't attracted by Indian (freedom struggle) – Sex, Gossips, East Indian companies, etc. i.e. Yellow Journalism. News were less in number compare to advertisements (Bengal Gazette came smoothly only for first 10 months)

- Government Scandal reports basically investigative reports were published. To control the Bengal Gazette, Government of India started "India Gazette" or "Calcutta Advertiser"

- Initially fight between Bengal Gazette & India Gazette, typefaces were supplied to both the newspapers. Later it's stopped for Bengal Gazette.

- March 4th, 1784 'Calcutta Gazette' or 'Oriental Advertiser' newspaper was started. Structure of the newspaper was Tabloid & it's known for tri-language system – English, Persian & Bengali

- 1785, 'Bengal Journal' was started and this newspaper published all government advertisements @ free of cost. 1785, 'Oriental Magazine' was started and it's known for entertainment news • All the above newspapers enjoyed postal concession for wider circulation

- Newspapers to Madras

- 1790, first newspaper in Madras – Madras Courier, government decided to give advertisement for the paper.

- 1795, Madras Gazette was started, same year government implemented 'Censorship Act' for press

- Censorship Act - First rule of law in India for press. 1799, Censorship Act was slowly implemented to all the newspapers in India. Hence 'Bengal Gazette' newspaper banned.

Eventful Period of Newspapers Growth

- Lord Wilson wants to control the growth of Indian newspapers - news was against the government. If press violates the rules then immediate penalty/ punishments.

- Lord Milton gave liberty to newspapers; again „Bengal Gazette' newspaper came into play in 1816.

- 1816, Gangadhar Bhattacharya - 'Calcutta Gazette', first owner of Indian newspaper- remembered as a pioneer of Indian own newspaper.

- In 1818, Serampore missionaries started first newspaper 'Dig Darshan' monthly, it space to historical data and political news. After four month it was renamed as 'Samachar Darpan' the paper sold for one rupee and it becomes bilingual (Bengali-Hindi) in 1829.

- In 1818, second newspaper 'Friend of India'. The Sharapov missionaries' newspapers started to critic the Hindu religion values.

- The prime motives to start the Newspapers in Indian languages were to promote the feeling of patriotism and to encourage social reforms also because the society was occupied with lots of prejudices, orthodoxies and social evils like sati pratha, child marriage, caste discrimination, idol worship, animal sacrifice and other narrow beliefs.

- Raja Rammohan Roy, who is considered as the founder of revolutionary Indian Press, recognized the power of Newspapers and used it as a vehicle for propagating his liberal ideas and eradicating the social evils prevailing in the Indian society. He introduced 'Sambad Kaumudi' in Bengali in 1821 and published the articles promoting women education, social betterment and awakening and development of scientific outlook. His other publications include 'Mirat-ul-Akhbar' in Persian and 'Brahmanical Magazine' in English. At that time, education system entered in the country through British contacts and many societies and missions like Brahma Samaj, Ramkrishna Mission, AryaSamaj, and Theosophical Society came into the scenario with the feeling of social development and nationalism.

Newspapers in India - 20th Century

Annie Besant

- In 1916, Home Rule League established by Annie Besant and Bal Gangadhar Tilak, she used print medium a propaganda vehicle.

- She started 'Madras Standard' newspaper and renamed as 'New India'.

- In 1919 government introduce Rowlatt Act (government had the power to arrest people without trial they suspect with the charge of terrorism). Hence she fought for freedom of press through her writing.

- In 1920, Annie started National University to bring discipline in Journalism. Diploma in Journalism course was started, internship for student in New India. Thus she called as 'Torch Bearer of Indian Liberty' and 'Pioneer of Journalism'.

- In 1915 Gandhi returns from South Africa. He started a chain of newspapers, „Young India" and 'Navegiean' weekly in Gujarati. He advocated that a Newspaper is a powerful tool in bringing positive changes in the society but at the same time, he feared that this power can be misused for commercial interests as many publications started looking for the revenue attached to the advertisements.

Role and responsibility:

- The press provides varied information to people and it's the best instrument for enlightening the mind of a man rationally and morally as a social being.
- It acts as a public conscience, investigates stories affecting the public welfare and highlights injustice
- It promotes peace, maintains order in society, defends rights and freedom, and fights for justice and equality.
- It aids people to express their views and opinions.
- The press has brought the family planning awareness.
- It creates awareness, interest, innovation and evaluation in adapting new technique and to practice to improve socio economic condition.

Magazines:

There are two types of magazines: General interest and special interest magazines. General interest magazines are those attempts to cater to a wide variety of reading interests. The magazine as a contemporary medium continues to serve surveillance functions, monitoring what is going on, transmitting the culture, and entertaining the population. Magazines in essence, are the great interpreters of what is happening in society.

Special interest magazines:

These magazines cater to the interest of a specific profession or group. Viz., Business India or Business Today, women's magazines such as Femina, Women's era, Savvy, Gruhshobha etc., Children's magazines such as Safari, Chandamama, Target, etc. There are many other special interest magazines for readers interested in interior decoration, literature, architecture, sports, medicine, etc. Advertisers use these magazines as medium for publishing their products to the special target groups.

News agencies:

A news agency is an organization that collects news and news material and to distribute to a group of news enterprises. The major Transnational news agencies continue to be "the big four" Reuters of Britain, AP (Associated press) of US, AFP (AGENCE FRANCE PRESS) of France and UPI (United Press of India) of US. K.C. Roy is the first Indian journalist to set up first Indian news agency called Press News Bureau (PNB). By 1949, the Indian and Eastern Newspaper Society started its own agency name the Press Trust of India (PTI)

RADIO BROADCASTING:

1927 Radio broadcasting began in India as a Private enterprise with amateur radio clubs in Calcutta, Madras, Bombay & Lahore to form the Indian broadcasting company (IBC). 1996 Lord

Irwin, viceroy of India inaugurated IBC‟s service, but three years later it was shut down due to loss of money

In 1930 British government took radio broadcasting and established Indian State Broadcasting Service which later renamed as All India Radio. (British felt that „broadcasting‟ was a difficult word for Indians to pronounce)

- BBC, AIR broadcast anti-Nazi and anti-Japanese propaganda into neighbouring Asian countries. Meanwhile British denied radio access to *Indian Nationalist leaders* (struggle for independence)
- 1947 (India gained independence), AIR had an infrastructure of Six radio stations located in metropolitan cities. The country had 2,80,000 radio receiver sets for 350 million people.
- Post- independence, Nehru government gave priority to the expansion of radio broadcasting infrastructure - Especially in state capitals & border areas.
- 1940's & 50's AIR programs were mostly of news, current affairs, drama & music – High culture (news) & Low-culture (film songs and commercial materials) were banned
- Thus Indian radio listeners turn to 'Radio Ceylon' & 'Radio Goa' – Indian film songs, commercials & other entertainment.
- *'Foreign'* broadcasts in India spurred radio listening and sale of radio sets. Indian government slow in response to the foreign competition for radio audience and 1957, after 10 years, AIR launched **'Vividh Bharati'** entertainment channel in Radio – Indian film songs and other entertainments (1967 commercials allowed in VB)
- 2000 – AIR programs were heard in 2/3rd Indian households in 24 languages and 146 dialects over some 120 million radio sets
    - 1956, Pune Radio Farm Forum Project sponsored by UNESCO (inspiration from Canada's experience with radio farm forum in 40‟s)

Entertainment – Education

- AIR development programs – entertainment and education serials
- 1987, the central educational broadcasting unit of AIR produced several entertainment-education serials on social forestry, sex education, substance abuse, gender equality, literacy and family size AIR‟s serials adopted entertainment format – Soap Operas, variety programs, interactive talk shows – educating audience through entertainment
- 1988, Jeevan Saurabh (Fragrance of life), 13 episode addresses various adolescent problems – teenage sexuality (broke new ground @ AIR), intergenerational conflicts and career choices & it‟s a highly participatory program

- AIR‟s serials – Dehleez (Threshold), Tinka Tinka sukh (happiness lies in small pleasures) – research shows serials reached large audience

- Usha Bhasin, official from IBS (Indian broadcasting services) produced Jeevan Saurabh & Jeevan

- Saurabh II program designed on prior audience needs.‟ Interactive‟ with target audience.

- Thousands of listeners were encouraged to register to listen the program, letters in response to various social issues raised, letters regarding serials discussed in a separate listeners program

- Entertainment-education programs initially started in Hindi.

Private FM Radio

- 1993, FM (frequency -modulated) launched in India on AIR channel to serve metro cities

- FM radio has shorter range than AM, higher quality sound and less affected by weather conditions

- Private companies like 'Times FM & Radio 1' started broadcasting to urban youth. FM program includes music, talk shows, telephone call-ins, etc.

- 1994-95, popular program „Balance Barabar‟ (balance always) – hinglish (Hindi-English) talk show, engage youth audience. It was sponsored by Population services International provided information on AIDS and STD‟s – encourage listeners to ask questions through letters and phone calls

- 1998, Indian government cancelled all private programs on FM radio, 1999 government approved 150 private FM radio stations in 40 Indian cities

- Government encouraged NGO‟s, educational institutions and citizens groups to establish community radio stations

HISTORY OF INDIAN TELEVISION:

Terrestrial television in India started with the experimental telecast starting in Delhi on 15 September 1959 with a small transmitter and a makeshift studio. The regular daily transmission started in 1965 as a part of All India Radio. The television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service and Doordarshan remained the sole provider of television in India. Television services were separated from radio in 1976. National telecasts were introduced in 1982. In the same year, colour TV was introduced in the Indian market. Indian small screen programming started off in the early 1980s. At that time there was only one national channel Doordarshan, which was government owned. The Ramayana and Mahabharata (both Indian mythological stories) were the first major television series produced. This serial notched up the world record in viewership numbers for a single program. By

the late 1980s more and more people started to own television sets. Though there was a single channel, television programming had reached saturation. Hence the government opened up another channel which had part national programming and part regional. This channel was known as DD 2 later DD Metro. Both channels were broadcast terrestrially.

Educational television:

The distinct advantages of using television for formal and non-formal education are that large numbers across the length and breadth of the land can be reached simultaneously. Experts in various fields of education can offer their services to the whole nation. The main disadvantages is the enormous expenditure involved not only in production and transmission but for reception of programmes. Delhi TV took the decision in 1961 to broadcast curriculum based lessons on selected subjects, particular on science. The aim was to improve standard in the teaching of science at the secondary level. At the time, few Delhi schools had laboratory facilities and further, there were few qualified science teachers. These advantages were sought to be overcome by the visual medium of TV. Teachers and Students responded with enthusiasm to the new teaching aid. Doordarshan centers in Bombay, Madras, Calcutta, Srinagar and other cities. Transmit educational programmes in English and science for primary and secondary classes. The English language lessons are well planned, but presented by teachers and students using a variety of accents and pronunciations. It must be noted that the broadcast media are under central Government control, while education is a state Government subject under the constitution. The out could be the setting up of an autonomous board of educationists, social scientists and media experts at the state levels. This has been recently initiated by granting autonomy to the SIETs (State Institutes of Educational Technology).

The Varghese committee set up by the Janata regime in 1978 strongly recommended granting broadcast franchises to educational institutions. This would empower national institutions of higher learning to use low power Radio or Television transmission solely for the propagation of quality education to large masses of students and others. The UGC higher education project launched in August 1984, serves this purpose, known as countrywide classroom, and coordinated by the consortiums for educational communication, New Delhi, its ETV programmes are beamed across the country every weekend morning and afternoon.

Television Programme Genres:

Television News:

A TV news cast cannot match the wide coverage and in depth report of Radio news.

News Bulletins and Current Affairs:

News bulletins general news magazines and panel discussions of public affairs are some of the popular news programmes on Doordarshan. All these are either in Hindi or English, like most other programmes on the national network.

TV Documentaries or Features:

The format of a TV documentary takes the form of a „direct presentation" of the substance of a problem or an experience or a situation, by contrast with the discussion in which a situation or problem may be illustrated usually relatively briefly, but in which the main emphasis falls on relatively formal argument about it. The aim of documentaries are to enlighten arouse and motivate or simply to entertain

Interview Programmes:

Interview Programmes are of various types: Personality interviews in which the attempt is to probe well known film personalities; 'In conversation' and 'Vibrations' which focus on literary figures; content Interviews, in which the message rather than personalities is of prime importance and group Interviews such as a press conference in which a group of press people hurl question at the prime minister on Sunday subjects of current interest.

Quiz Programmes and Game Shows:

These are popular because of active audience participations, as quiz programmes and game shows are studio oriented. Advertisers provide their products as prizes for such shows.

Children's Programmes:

These are defined as programmes specially made for and offered to children, at certain special times. Cartoons, Puppet-shows, Live Stories and Plays, and Educational items are some of the items that makeup a children's show.

Programmes for Farmers and Industrial Workers:

These programmes to the special interests of urban and rural workers and are largely instructional.

Music and Dance Programmes:

These national programmes of Dance and Music have brought India's foremost performers to the TV screen. The programmes focus on the classical and folk forms. Similar programmes in Marathi, Gujarati, Tamil and other languages are also extremely popular.

Soap Operas:

Domestically produced Indian language television serials came into their own only in the mid-eighties. For almost a decade since 1976 when the first commercials were allowed to be aired, Indian television was dominated by Hindi feature films and film based programme. But the only „sitcoms", soap operas, detective or other TV genres telecast were from British, United States or German television. Indian programmes that proved popular were quiz shows like what's the Good Word? Talk shows by Kamleshwar and Tabassum and of course sports programmes.

Satellite Television:

The satellite TV revolution in urban India was ushered in by five star hotels in Bombay and Delhi which brought the live coverage of the Gulf war to the small screen via the cable news network of Atlanta, Georgia. In Delhi alone, there were at the time around 45,000 households linked to cable TV. Around 78% of the cable households get star TV programmes. The effects of satellite television on other mass media and such as the Cinema, Radio, Recorded Music and even the press have been equally remarkable. The recorded music industry too has been forced to change its strategies to keep pace with the interests of the 'MTV- generation'. Satellite television has had some influence undoubtedly on the socio- cultural environment of the urban and rural groups that afford access to the cable and satellite channels. The United States and Britain saw this struggle as a 'Communist plot' and walked out of UNESCO. Some national Governments have pointed out that this is tantamount to, 'interfering in the internal affairs' of Asian nations under the guise of providing world news.

ONLINE MEDIA:

Digital Media is a blend of technology and content, and building digital media products requires teams of professionals with diverse skills, including technical skills, artistic skills, analytical and production coordination skills. All of these skills need to be balanced on a team, with all team members focused on creating the best user experience.

The world we live in today is populated by digital media products, and these products enable and deliver experiences in many industries, including industries that aren't typically associated with digital media—such as health, government and education.

Digital media can include these industries:

- Entertainment
- Technology
- E-Commerce
- Non-Profit
- Health
- Education
- Marketing and advertising
- Government
- Sports
- Environment
- Television
- Publishing

MEDIA GLOBALIZATION:

Globalization refers to the dynamic processes that are developed to break down interactions between individuals, societies, organizations and cultures across the globe. It is a social process, which compresses space and time while minimizing distance with technology. The media, on the other hand, refers to the different modes of communication between parties like the internet, television or radio among many others. It is a vital component while communicating, as it shapes the minds of users. Globalization has been at the forefront in changing the media, as it brings about communication technology. Globalization is relevant to all businesses as it allows them to communicate and operate better while increasing their clientele base. It facilitates operations and a prerequisite for technological advancements. Organizations easily created, while individuals are connected to those around the world. In simple terms, technology and science make institutions globalized and reflects convergence theory while promoting identity and culture. This paper discusses the relevance of globalization; it is the main issues and ways in which media organizations can position their strategies in the prevailing context of technological advancements.

ICT FOR SOCIAL EMPOWERMENT:

Information and Communications Technology (ICT) offers us the possibility to acquire information and to connect with other people at a speed and across distances unprecedented in history. For those without access to ICT, the knowledge and resources gap can grow exponentially. This gap, often referred to as a "digital divide," is usually caused by poverty and lack of infrastructure.

The Internet was developed as a decentralized network. All of its intelligence, and thus power, was supposed to be at the end-points and not in the centre, or in the network. For the Internet to then have become a major ally, if not the powerhouse, of the centralizing and hegemonic processes of economic globalisation is somewhat surprising. Here, we briefly visit how ICTs are triggering major structural changes in society, from the viewpoint of the project of progressive social transformation.

Information and communication technology (ICT) is extensively used by our country and it affects our lives every day. In the current digital age everyday new technology comes as ICT riot. These new technologies have been accessible by people in their everyday life and increase their living standards. Now days, many ICT gadgets are used in our life and they facilitate with mobility thus used anywhere and anytime. These gadgets operate for Information, Speed, and Communication and reduce the physical and mental human work load. By that principles, modern day gadgets truly helped mankind in daily life. ICT has contributed a lot to change our everyday life such as letter to e-mail, market shopping to on-line shopping, classroom learning to e-learning, etc. This paper present's the effects of ICT as Home and Domestic Activities, Social Networking, Education, Health, Commerce, Banking, and Employment. Based on this review, positive and negative impacts to use ICT in our day to day life are discussed.