

# Understanding Media and Communication

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# SYLLABUS - BOOK MAPPING TABLE

## Understanding Media and Communication

Syllabus		Mapping in Book
<b>Unit I:</b>	Definition, Nature and Scope of Communication – Communication – An Interdisciplinary Study – The Human Communication Process – Verbal and Non-verbal Communication – Mediated and Non-mediated Communication – Intrapersonal and Interpersonal, Group and Mass Communication.	<b>Unit I:</b> Communication – Meanings, Types and Categories (Page 1 – 34)
<b>Unit II:</b>	Communication Competence – Perceptions of the Source – Establishing Interpersonal Relationships – Power and Influence, Disagreement and Conflict, Co-orientation – Inter-Cultural Communication – Practicing Empathy and Compassion in Communication.	<b>Unit II:</b> Communication through Different Lens (Pages 35 – 61)
<b>Unit III:</b>	Mass Communication – Mass Media, Mass Audience, Mass Culture and Popular Culture – Scope and Purpose of Models for Mass Communication – Transmission Model, Ritual or Expressive Model, Publicity Model, Reception Model.	<b>Unit III:</b> Mass Communication – Concept, Elements and Transmission (Pages 62 – 109)
<b>Unit IV:</b>	Processes, Theories and Models of Media Effects – Two-step and Multi-step Flow of Communication – Direct Effects, Limited Effects – Cultural Effects – Individual Difference Theory – Personal Influence Theory – Social Learning Theory – Cultivation Theory – Framing – Agenda Setting – Spiral of Silence – Internet Effects – Diffusion of Innovation.	<b>Unit IV:</b> Communication – Effects, Steps, Theory and Law (Pages 110 – 147)
<b>Unit V:</b>	Communication Theories – Media and the Public Sphere – Normative Theories of the Press – Social Constructionism – Communication Technology Determinism – Information Society and the Internet.	<b>Unit V:</b> Communication Theories and the Age of Internet (Pages 148 - 192)





# CONTENTS

## Unit - I: Communication – Meanings, Types and Categories

1 – 34

- 1.1 Introduction
- 1.2 Communication
  - 1.2.1 Description of Communication
  - 1.2.2 Communication Environment
  - 1.2.3 Communication Scope
  - 1.2.4 Communication Services
- 1.3 Communication – An Interdisciplinary Study
  - 1.3.1 Expressions and Humanities
  - 1.3.2 Schooling
  - 1.3.3 Business
  - 1.3.4 Science, Technology, Engineering and Math (STEM)
  - 1.3.5 Public Service and Health
  - 1.3.6 Security and Global Studies
- 1.4 The Human Communication Process
- 1.5 Verbal Communication
  - 1.5.1 Oral Communication
  - 1.5.2 Written Communication
- 1.6 Non-verbal Communication
- 1.7 Mediated Communication
- 1.8 Non-mediated Communication
- 1.9 Intrapersonal Communication
- 1.10 Interpersonal Communication
  - 1.10.1 Categories of Interpersonal Communication
- 1.11 Group Communication
- 1.12 Mass Communication
- 1.13 Answers to ‘Check Your Progress’
- 1.14 Summary
- 1.15 Key Terms
- 1.16 Self-Assessment Questions and Exercises
- 1.17 References

## Unit - II: Communication through Different Lens

35 – 61

- 2.1 Introduction
- 2.2 Communication Competence

- 2.2.1 Communication Styles and Competencies
- 2.2.2 Establishing Interpersonal Relationships
- 2.3 Power and Influence
- 2.4 Elite Theory of Power: Propounded by Vilfredo Pareto
- 2.5 Social Influence Theory
- 2.6 Conflict and Disagreement
- 2.7 Co-orientation and Intercultural Relationships
- 2.8 Propaganda and Persuasion
- 2.9 Practicing Empathy and Compassion in Communication
- 2.10 Key Points in Empathy
- 2.11 Answers to 'Check Your Progress'
- 2.12 Summary
- 2.13 Key Terms
- 2.14 Self-Assessment Questions and Exercises
- 2.15 References

### **Unit - III: Mass Communication – Concept, Elements and Transmission**

**62 – 109**

- 3.1 Introduction
- 3.2 The Concept of Mass Communication
  - 3.2.1 The Purpose of Mass Communication
  - 3.2.2 Summary of Mass Communication Process that Entails the Elements
- 3.3 Elements of Mass Communication
- 3.4 Mass Media
- 3.5 Mass Audience
- 3.6 Mass Culture v/s Popular Culture
- 3.7 Scope and Purpose of Models of Communication
- 3.8 Transmission Model of Communication
- 3.9 Ritual or Expressive Model of Communication
- 3.10 Communication as Display and Attention: A Publicity Model
- 3.11 Understanding of Reception Theory
- 3.12 Answers to 'Check Your Progress'
- 3.13 Summary
- 3.14 Key Terms
- 3.15 Self-Assessment Questions and Exercises
- 3.16 References

#### **Unit - IV: Communication – Effects, Steps, Theory and Law**

**110 – 147**

- 4.1 Introduction
- 4.2 News Effects
  - 4.2.1 Media Effects Procedures
  - 4.2.2 Theories of Media Effects
  - 4.2.3 Media Effects Models
- 4.3 Two Steps to Communication
- 4.4 Many Communication Steps
- 4.5 Direct Effects Theory
- 4.6 Limited Effects Theory
- 4.7 Cultural Effects Theory
- 4.8 Individual Difference Theory
- 4.9 Personal Influence Theory
- 4.10 Social Learning Theory
- 4.11 Cultivation or Farming Theory
- 4.12 Personalization or Framing
- 4.13 Agenda Setting Theory
- 4.14 Spiral of Silence Theory
- 4.15 Internet Effects
- 4.16 Diffusion of Innovation Theory
- 4.17 Answers to 'Check Your Progress'
- 4.18 Summary
- 4.19 Key Terms
- 4.20 Self-Assessment Questions and Exercises
- 4.21 References

#### **Unit - V: Communication Theories and the Age of Internet**

**148 – 192**

- 5.1 Introduction
- 5.2 Communication Theories
  - 5.2.1 Media and the Public Sphere
  - 5.2.2 Social Constructionism
- 5.3 Elements of Mass Communication
- 5.4 Communication Technology Determinism
- 5.5 Information Society and the Internet
- 5.6 Answers to 'Check Your Progress'

- 5.7 Summary
- 5.8 Key Terms
- 5.9 Self-Assessment Questions and Exercises
- 5.10 References

## Unit I      **Communication – Meanings, Types and Categories**

### Learning Objectives:

By the end of this unit, the learners would be able to:

- Learn the meaning, importance, nature and scope of communication.
- Understand the process of communication.
- Know how communication is used as an interdisciplinary study.
- Tell the difference between verbal and non-verbal communication.
- Differentiate between mediated and non-mediated communication.
- Know difference between interpersonal and intrapersonal communication.
- Discuss group and mass communication.

### Structure:

- 1.1 Introduction
- 1.2 Communication
  - 1.2.1 Description of Communication
  - 1.2.2 Communication Environment
  - 1.2.3 Communication Scope
  - 1.2.4 Communication Services
- 1.3 Communication – An Interdisciplinary Study
  - 1.3.1 Expressions and Humanities
  - 1.3.2 Schooling
  - 1.3.3 Business
  - 1.3.4 Science, Technology, Engineering and Math (STEM)
  - 1.3.5 Public Service and Health
  - 1.3.6 Security and Global Studies
- 1.4 The Human Communication Process
- 1.5 Verbal Communication
  - 1.5.1 Oral Communication
  - 1.5.2 Written Communication
- 1.6 Non-verbal Communication
- 1.7 Mediated Communication

## NOTES

- 1.8 Non-mediated Communication
- 1.9 Intrapersonal Communication
- 1.10 Interpersonal Communication
  - 1.10.1 Categories of Interpersonal Communication
- 1.11 Group Communication
- 1.12 Mass Communication
- 1.13 Answers to 'Check Your Progress'
- 1.14 Summary
- 1.15 Key Terms
- 1.16 Self-Assessment Questions and Exercises
- 1.17 References

## 1.1 INTRODUCTION

Communication is a means of sharing facts, information, thoughts and ideas with others. It is a vital link that joins people together. Human beings cannot live in society without communication. In the workplace, you can achieve success only if you communicate effectively. Communication is the process of exchanging information, usually through a standard set of symbols. A person with solid connections can communicate face-to-face with people in online mode effectively. Communication skills can be improved.

## 1.2 COMMUNICATION

The word communication is derived from the Latin word 'communicate', which means 'to do something normal' or 'communism', which means 'common' or 'shared'. So, it is an act of spreading knowledge.

### 1.2.1 Description of Communication

1. According to Peter Little, Communication is 'the process by which information is transmitted between individuals and/or organisations to create a comprehensive response.'

This description affects all aspects of the communication process:

- The communication process involves the communication of ideas.
- The ideas must be accurately replicated in the recipient's mind, i.e., the recipient must receive exactly the same ideas as the transmitted one. If the process is complete, there will be no distortion of ideas.
- The transmitter is guaranteed by accurate repetition of ideas in response. Communication is a two-way process that involves feedback delivery.
- The purpose of the communication is to recruit action.

2. One of **Robert Anderson's** simple descriptions defines "Communication" as the exchange of ideas, ideas or information for speech, writing or symbols.
3. According to **Bartol and Martin**, "Communication is the exchange of messages between people to achieve common meanings."

These definitions show that communication depends on the understanding of the messages by the receiver. The sender can transmit his own ideas effectively. Communication also requires a medium or a channel to be received by a person.

#### Check Your Progress

1. What is Communication?
2. Which Latin word is used for the term Communication?

### 1.2.2 Communication Environment

Communication takes place wherever there is life. It reinforces the sense of coming together by exchanging messages and translates thought into action.

Critical features of Communication are as follows:

1. **Continuous Process:** Communication is an ongoing process. It does not stand still but is flexible. Your contacts change the status quo, and the content and environment also change. It starts with the sender. Then it goes through the code/text and records the messages on a particular channel, and ends with a reply. After receiving the reply, the sender gives another message, which is an ongoing process.
2. **Information Exchange:** It is intended to provide information. It is a two-way process. The exchange of information can take place between two or more individuals. One person cannot communicate with him, so the sender and recipient need each other to complete the communication action. The supervisor may send several warning letters to the staff, but communication is incomplete unless the job is read.
3. **Compatibility:** The main purpose of sending a message is for the recipient to receive and understand the message. Therefore, the message should be clear and concise.
4. **Universal Service:** Communication is a universal function, encompassing all levels of authority.
5. **Winding Process:** Recipient and sender communication does not start at the same level. The skills of the sender and receiver are different. Sound and time have an effect on it. Therefore, the connection takes a toll-free state before it is completed and reaches the recipient at the same level as the location.
6. **Public Service:** The meaning of the message also depends on the social and cultural context in which it is delivered. Sections of society are in a sharing relationship, be it information, feelings or emotions.

#### NOTES

## NOTES

### 1.2.3 Communication Scope

In general, the scope of communication can be defined under two headings:

- (i) External size
- (ii) Internal size

External size means a large level at which we build relationships with all external structures and stakeholders. If there is effective communication, the external organisational structure will be based on trust, cooperation, establishment and commitment. External activities will be related to the sale and purchase of goods and services, reporting to the government and shareholders on the financial status and performance of the business, etc. Through effective communication, one gets to know how an organisation views its ads, its advertising function and social media.

Internal communication is as important as what happens in an organisation. It starts with building a business vision, policy and attractive goals for their implementation, etc. To develop policies, senior management needs to obtain the knowledge and opinions of middle and lower-level managers. So proper communication can only help to understand the policies in the right spirit better. Internal duties include maintaining and improving employee ethics, giving instructions to employees, announcing organisational policies and changes, etc. Different departments in the organisation perform different functions. So, in securing and providing collaboration for other departments, information sharing plays an important role. For example, in the Department of Labor, the HR manager has many responsibilities, such as conducting interviews, analysing staff performance standards, defining disciplinary rules and regulations, etc. This can only be achieved through effective communication. Communication has a direct connection with the motivation and character of the staff.

In addition to the external and internal dimensions, the scope of communication can be considered in many areas, including oral and non-verbal communication, interpersonal, interpersonal and mass communication; etc.

### 1.2.4 Communication Services

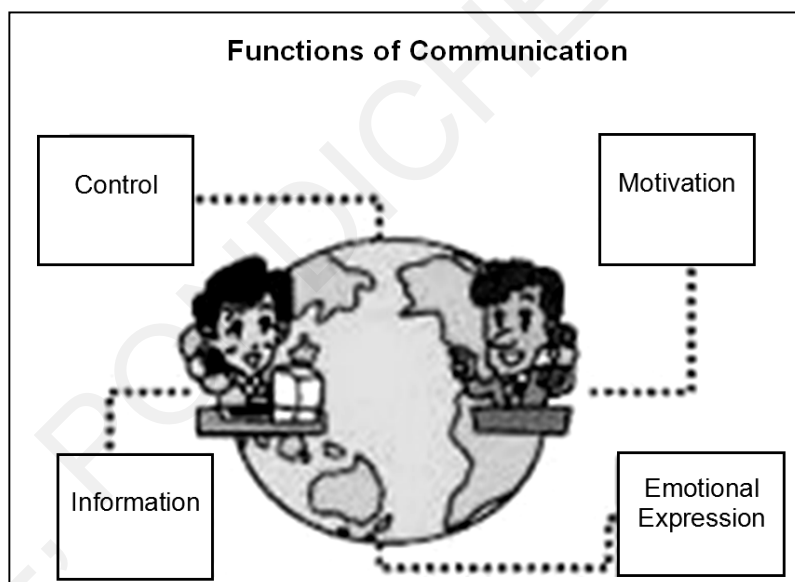
Communication plays a vital role in all aspects of life. The main communication functions in an organisation are as below:

- 1. Information:** Communication helps in decision-making and problem-solving. Managers, with the help of effective communication, receive and pass on information that helps them to solve problems and make decisions. For example, if there is a strike in the organisation, the manager calls the workers, listens to their concerns, explains the state of the organisation, etc.
- 2. Control:** Control is the power to influence human behaviour. When employees are expected to adhere to company policies and procedures or first forward their grievances to their supervisor, communication becomes



## NOTES

- a regulatory function. However, control can be positive or negative depending on the way it is imposed while doing the communication.
3. **Motivation:** The employees need motivation at every level. Communication with employees from time to time by the organisation will keep the motivation of the employees high. By giving rewards and incentives, managers attempt to motivate employees to do excellent jobs. Positive reinforcement can go a long way in making impactful communication.
  4. **Emotional Expression:** Communication helps to express the feelings and emotions of employees under a variety of circumstances. It causes people to express their disappointment and dissatisfaction. At several organisations, managers are trained on how to deal with the emotional problems and grievances of employees.
  5. **Helps in Coordination:** Many a time, there exists a lot of differences in departments, divisions, authority and power. So, an organisation is not able to achieve its goal. Effective communication mechanisms like letters, circulars, meetings, telephones, etc., can minimise these differences and properly coordinate activities to achieve organisational goals.
  6. **Performance Feedback:** Employees need to identify how well they are performing and what they can do to surpass the standard. So, managers communicate their feedback through letters of appreciation or suggestions, etc. Feedback always brings about room for improvement in day-to-day communication.



### Check Your Progress

3. How does Interchange of Communication happen in Communication?
4. Where does Internal Communication happen?

## NOTES

### 1.3 COMMUNICATION – AN INTERDISCIPLINARY STUDY

Communication is an interdisciplinary study and draws on sociology, anthropology, political science, international relations, linguistics, marketing, and computer science, philosophy, among other disciplines.



Schools that offer interdisciplinary communication, for the most part, permit understudies to pick specialisations, just as they join courses with those in sociology, business, or newscasting. A few universities, for instance, offer interdisciplinary examinations that follow various tracks. One track might incorporate mass communication courses, for example, news composing, visual computerisation, and public talking. At the same time, another may zero in on advertising and publicising with courses like media composing, standards of promoting, and social brain science. Different tracks might follow an educational plan identified with authoritative correspondence with courses like enticing correspondence, human asset executives, and hierarchical and modern brain research.

Different universities offer tracks that emphasise multidisciplinary studies. They offer projects in interdisciplinary communication, with specialisations like promoting, newscasting, and advanced media. Every specialisation has an educational program applicable to that field of study, for example, publicising, magazine composing, or intuitive mixed media. What's more, it could be a necessity for all projects likewise to incorporate general communication courses, for example, travel composing, mainstream society, and media and governmental issues.

Communication requires expertise and knowledge rather than a field wherein observational examination is directed, yet the study of communication is huge across many disciplines. If we investigate a couple of disciplines, we can determine how communication studies are applicable and vital to our scholastic program.

## NOTES

### 1.3.1 Expressions and Humanities

Communication concentrates on covers with many disciplines in artistic expression and humanities. For example, assuming you are studying political theory, you might have an interest in turning into an attorney. This is the place where getting a way of talking (influence) and public talking would be helpful.

Maybe two of the most well-known fields of communication are combined with brain science and social science. Communication researchers intensely depend on ideas found in these fields, particularly when endeavouring to see what communication means for human conduct and the human mind. Likewise, assuming you are examining to turn into a specialist, you will need to learn and see how to best speak with your patients.

### 1.3.2 Schooling

If you think you are focused on reading, most of what you see is a way to organize and transfer data so that it can be clearly seen by your readers. You find a way to talk to relatives again. Of course, even if you have an education program, you find out how you can best convey ideas in various stages. This includes written and oral literature, as well as visual books.

### 1.3.3 Business

Individuals who intend to start a new business should realise successful communication rehearses. Having public talking abilities is an unquestionable requirement. On the off chance that you are concentrating on administration, you will inevitably run over ideas on the most proficient method to spur and lead a group. Assuming that you concentrate on promoting, you will probably glean tons of useful knowledge about mass communication and conceivably even media impacts. Showcasing experts commonly give pitches and introductions, which require a decent comprehension of public talking, visual communication, and influence.

### 1.3.4 Science, Technology, Engineering and Math (STEM)

One of the most obvious issues researchers in STEM fields have is adequately conveying mind-boggling, logical ideas to general society. A lot is regularly lost in interpretation, misjudged, or confused. On the off chance that you decide to lead research in your field, knowing how to best pass on your discoveries to the public will be fundamental.

Assuming you are concentrating on data innovation, you will observe that composed and oral relational abilities are significant, particularly for climbing up your career. If you are an ecological science student, you should figure out how to best clarify ideas in your field to individuals who know little about what you do.

### 1.3.5 Public Service and Health

Understanding communication ideas will help you as a medical care supplier to know how to clarify ailments and therapy plans to patients best. You will likewise investigate medical services supplier/patient connections and the

## NOTES

significance of bedside way. You will figure out how to best pass on data, regularly complex clinical ideas, to people in general. Regardless of whether you decide to seek managerial jobs in medical services, you will find out about authoritative correspondence and business correspondence.

### 1.3.6 Security and Global Studies

Security and global studies will require some review and comprehension of communication. Assuming that you are a student of global relations, you will learn about intercultural correspondence to figure out how to address different gatherings of individuals plainly and effectively.

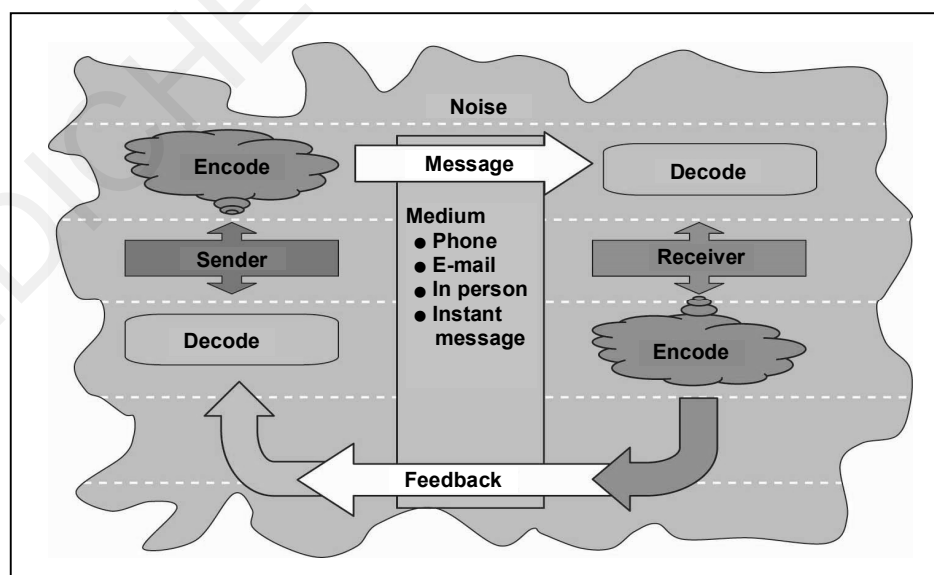
The investigation of communication envelops all possible types of correspondence. Regardless of the discipline you are in; relational abilities will be a part of your prosperity. These are a couple of instances of the interdisciplinary idea of communication.

#### Check Your Progress

5. What does Interdisciplinary communication include?
6. What is the full form of STEM?

## 1.4 THE HUMAN COMMUNICATION PROCESS

The concept is where the communication process begins. The necessity to convey a message led to the conception. The sender follows the steps below when they want to send a message.



The communication process includes the following elements/factors:

1. **Source/Sender of Communication:** The sender is the most crucial element because they are the ones who first recognise the need for communication. So, it is crucial to understand the communication's goal from the sender's perspective. The other components are structured based

## NOTES

- on this need; the goal may be to inform, inspire, persuade, or influence action.
2. **The message:** The message is the concept and manifestation in spoken, nonverbal, and written form. The sort of communication a message is sent in accordance with its intended audience.
  3. **Encoding:** The sender must employ symbols while encrypting the message such that they will convey the same meaning to the recipient as they did to them. The key step in encoding is choosing the appropriate symbols in an effort to achieve mutual comprehension.
  4. **Receiver:** The target audience for the message can be an individual or a group of people. The receiver of the message should be able to successfully decode the code.
  5. **Decoding:** To unravel the code effectively, understanding the code is the most important thing. The deciphering of the code is most important. The deciphering of the code depends upon past experiences of the receiver, personal assessment of symbols used, and expectations of the sender. To increase the effectiveness of the message, the receiver's decoding should match the sender's decoding.
  6. **Medium/Channel:** The proper media selection is crucial. The efficacy of the message can be impacted by a poor medium. Giving a condolence message verbally is more powerful than doing so in writing. Written sales messages are less effective than those delivered orally.
  7. **Noise:** Noise is the element that detracts from, obscures, confounds, or disrupts the message. Noise can happen at any stage of communication, such as when the sender is distracted when generating an idea or the communication device (the telephone) is malfunctioning or causing disruptions.
  8. **Feedback/Response:** The most crucial aspect of communication is this. Based on the comments gathered, the communication process' efficacy is assessed. Feedback may be favourable or unfavourable. The next level of communication can occur thanks to constructive criticism. After receiving unfavourable feedback, the sender realises how ineffective communication is and works to rephrase the message and transmit it in a more effective way.

### Check Your Progress

7. What is the Sender called?
8. What do you mean by message?

## 1.5 VERBAL COMMUNICATION

Communication that takes place verbally is referred to as verbal communication. Speeches, dialogues, conversations, etc. are all ways that the sender expresses their feelings, thoughts, opinions, ideas, etc. Tone, clarity, volume,

## NOTES

speed, body language, and other factors, among others, are crucial for verbal communication success. Verbal communication provides rapid feedback. Successful verbal communication depends on good speaking and listening skills. Written and Spoken Communication both come in Verbal Communication.

When spoken words are used, it is Oral Communication. Intonation, Paralinguistic and Vocalization are important aspects of Oral Communication. Written communication has evolved with the introduction of new media and lasts for a very long period. It will continue to advance as science and technology develop new methods of communication.

### Advantages of Verbal Communication

- It facilitates communication while saving time.
- Feedback is available right away.
- It provides a clear understanding of communication if a person is uncertain about their comprehension of the language.
- Most trustworthy kind of communication.
- Most adaptable and powerful technique.
- It is a key tool for influencing and exercising control.
- Cheapest form of communication since it is more economical.

### Disadvantages of Verbal Communication

- Emotions are sometimes evident in situations, which can be problematic.
- It can cause issues because it sometimes lacks legal standing.
- There is no permanent record made available.
- People may experience difficulties when corresponding with someone who are far away.
- Some people struggle to understand because different voice tones are employed.
- It is not appropriate in cases of extensive texts.

Verbal communication is spoken communication that takes place over a channel. It may be either oral or written communication or personal, i.e., face-to-face is non-personal, i.e., not face-to-face.

### 1.5.1 Oral Communication

Face-to-face conversation, meetings, conferences, seminars, interviews, telephone talks, radio broadcasts, TV telecasts etc., are various forms of oral communication.

#### Requisites for effective oral communication

- **Clarity and proper pronunciation:** Unclear speech and incorrect pronunciation result in miscommunication and can become a barrier to communication.

## NOTES

- **Conciseness:** Be brief yet complete and correct.
- **Brevity:** Distraction and wandering attention affects concentration. So distraction is one of the common defects communication should be guarded against.
- **Tone:** The way one speaks results in the effectiveness of communication. E.g., a salesman must sound persuasive, and a judge should sound decisive etc.
- **Pitch:** It should fluctuate, and volume can increase and decrease. Correct pitch results in an appealing sound which Improves the quality of oral communication, whereas poor pitch sounds unpleasant.
- **Pace:** The pace of speech must drop, and pick up and pause are compulsory for good effect. If paused and variation of pace is there, it sounds robotic and monotonous.
- **Audience analysis:** Speaker must adopt comfort matters, vocabulary examples etc., in the communication to suit the situation as well as the intelligence background of the listeners.

### Benefits of oral communication

- **Protects time:** As it is advisable, words can be easily understood as they are spoken it takes time to read written messages.
- **Less expensive:** It does not include the cost of stationery and other items such as computers and printers. Saves money by saving time.
- **Direct and indirect:** This is because spoken words send messages directly to the recipient. One uses facial expressions, gestures and signs to convey exact meaning. Someone should give appreciation which can be an informal touch to the communication.
- **Instant feedback:** Speakers get immediate feedback from the listener so suitable modifications can be made promptly to improve their communication.
- **Persuasive in nature:** The speaker can judge the audience's response and get classifications.
- **Develops relations:** It shares ideas, views and opinions to solve problems. In this, superiors and subordinates get closer and can maintain relations with a personal touch.
- **Motivates the speakers:** When a good response is received from the audience, the speaker gets motivated and expresses his ideas more clearly and convincingly.
- **Generate ideas:** Due to interaction between the speaker and receiver of the message, there can be the development of better ideas. They can participate and interact also.
- **Private and confidential information:** It is provided to the listener on a one-to-one basis. It will not be recorded as someone else, such as a

## NOTES

secretary and other correspondents, may know about those secrets or confidential information.

### Inadequacies or limitations of oral communication

- **Storage problem:** Cannot be stored for long. May some people not understand, and it may be short-lived.
- **Legal illegality:** As there is no record, oral messages cannot be valid. Messages can be recorded or recorded, and distortion can occur.
- **Lack of accountability:** When something goes wrong, people can deny facts and statistics.
- **Opportunity for misunderstanding:** Audiences may ignore the speaker and misunderstand him. So, voice and pronunciation may affect the quality of a message.
- **Distance problem:** Not compatible with long distances as there may be distortions or line errors.
- **Not suitable for a long official message:** The recipient will not pay attention to the part of the message, or the speaker will not provide complete information.
- **Lack of planning:** Several speakers do not plan speeches well in advance.
- **Subject distortion:** The first topic is sidelined, and an unimportant conversation occurs between the speaker and the listener.

### Face-to-face contact

Face-to-face contact seems to be identical to oral communication. It can be described as the total of verbal and non-verbal communication. When two persons meet personally to discuss certain issues or facts, etc. Small groups also communicate, e.g., through interviews, meetings, conferences, etc.

### Advantages of face-to-face communication

- Facial expressions, gestures and tone of voice to communicate better. In this, the message is faced with the help of the tone, pitch and intensity of the speaker's voice. If anyone is displeased with anyone, then the facial expression shows unhappiness.
- Particularly suitable for discussion in face-to-face communication, one gets immediate feedback. Consistent interaction with blank faces sometimes suggests a lack of understanding of the message.
- The sender of the message gets instant feedback – one can understand whether his message is getting across properly or not. The face shows a receiver indicating to the sender of the message that the receiver does not accept his communication as it was intended to be and so the sender can change the tone, etc.



## NOTES

### Disadvantages of face-to-face communication

- Difficult to practice in a large-sized organisation– Face-to-face communication is impossible in large-scale organisations where many departments are there.
- Not effective in large gatherings– It is difficult to get a message in large gatherings. The personal touch is missing, so the effectiveness of communication is lost. The speech turns out to be monologues from an interactive dialogue.
- It is effective if the listener is not attentive– Sometimes, the listener may not be attentive. He may think differently. The mind of the listener wanders and gets off the subject of communication.

### 1.5.2 Written Communication

Written communication is a form of verbal communication. The common form of written communication is letters, memos, reports and proposals.

#### Characteristics of written communication

- **Creativity:** Written communication needs a good deal of imagination and creativity on the writer's part. Efforts are required in written communication.
- **Time factor:** It can be slow and time-consuming. In written communication, the writer comes up with the right words and sentences. Written messages must be read carefully.
- **Permanent record:** Can be used for further reference, and it should be tape-recorded, but it can't be preserved for further reference easily.
- **Accurate and precise:** This is taken by the writer for relevant points included in the message. In oral communication, people forget some points, so they can't be accurate and precise.
- **Formal in nature:** A writer is more formal compared to oral as oral communication can be informal and in a friendly manner depending upon the target audience, the relation of the speaker with the audience and so on.
- **Clarity in understanding:** Written messages are never misunderstood as in doubts one can read continuously.
- **Problems of feedback:** In written communication, feedback maybe slow or it may not respond at all. The writer has to send reminders to get feedback.
- **Wide circulation:** It can be circulated through circulars, printing and duplicate machines. Then audio records can be used to reproduce some messages.

## NOTES

### Benefits of written communication

- **Legal evidence:** It can be used in a court of law. It can produce the sender's signature and be used as official proof.
- **Permanent record:** It can be maintained as a permanent record of the organisation. It can be changed in the future for decision-making.
- **Accurate and precise:** In this, the writer takes care to see to it that relevant information is provided and can provide clear and specific information.
- **Wide circulations:** It can circulate in the organisation if needed.
- **Frisking of responsibility:** As it comes in the form of a written record along with the signature of the sender/writer, they can be held responsible for the content of written communication.
- **Fewer chances of misunderstanding:** In this case, it is assumed by the author that he has provided clear and accurate information.
- **Suitable for long messages:** Readers understand lengthy and complex messages and understand the contents of the message.
- **Corporate image:** If it is written persuasively and innovatively, it can improve the corporate image of the firm.

### Disadvantages or limitations of written communication

#### 1. Time-consuming:

It takes time:

- (i) To write a message,
- (ii) To reach the recipient by postal or other channels,
- (iii) Reading and understanding on the part of the learner.

#### 2. Expensive:

Stationery and time of the writer involve money. So, it is expensive.

#### 3. Problem of instant clarification:

In oral, we get it quickly, but in the written matter, we don't get clarification quickly.

#### 4. Writers' problem:

Some writers are poor in communication and also in grammar and choice of words. So, a poor image of an organisation can be formed.

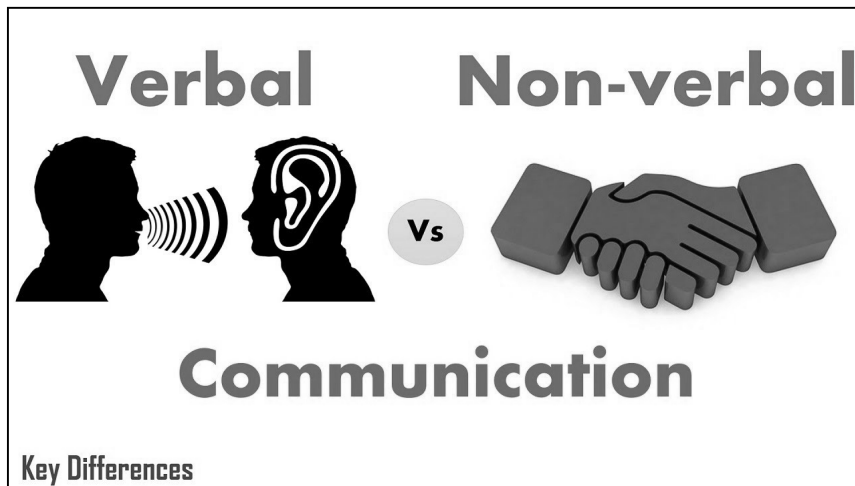
#### 5. Problem of communicating secret information:

It cannot be easily communicated as it may fall into the wrong hands.

### Check Your Progress

9. What Is Voice Communication?
10. What is Oral Communication?
11. What are some essential aspects of Oral Communication?
12. What are the common forms of Written Communication?

## NOTES



## 1.6 NON-VERBAL COMMUNICATION

### Introduction

Non-verbal communication is indirect, without words. People mostly believe in actions more than in words. Verbal communication is communication through words. Researchers have found that even in a spoken language, a listener pays more attention to Non-verbal Communication. For example, In a candidate's resume, he communicates not only with words which describe his education and experience but also with the quality of paper and the colour of ink used in his resume. Non-verbal communication is more important than verbal communication. Non-verbal cues, they can speak more than words. Non-verbal communication includes all solicited and unsolicited messages, both intentional and unintentional. They have a significant effect on the recipient but are difficult to interpret accurately. They should not be overlooked or misunderstood.

Communication is the transfer of knowledge from one person to another. 75% of our time is spent communicating our thoughts and ideas, but we fail to realise that our communication is in a non-verbal way rather than a verbal and written form.

#### Definition of Non-communicative Communication

Non-verbal Communication can be defined in several ways:

- Communication without using words in any way.
- Any other method of message delivery may be employed in place of speech or writing.
- Dissemination of messages through nonlinguistic means.

As per the other definition, "Non-verbal communication involves those non-verbal stimuli in the communication space expressed by both the source (speaker) and its use of the environment and with a potentially powerful message from the source or receiver (listener)."

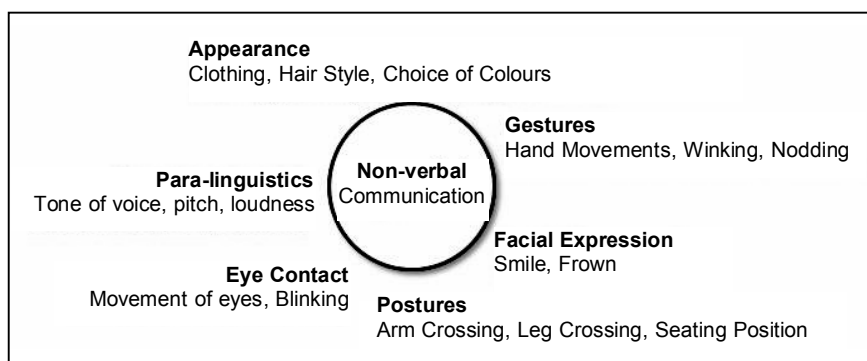
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According to Peter Drucker, “The most crucial aspect of communication is hearing what can be said.”

Non-communicative Communication, according to Bartol and Martin, is “Communication in ways and behaviours that are not written in words.”

### Features of Silent Communication

1. **The use of symbols, sign language, and other nonverbal communication techniques enables communication without words:** Uses proxemics, images, body language, etc. in communication. Unwanted responses are shared with the description.
2. **To carry out particular activities, nonverbal communication is used:** In some cases, other verbal communication activities are important such as expressing emotions, managing communication, creating impressions, greeting someone, etc.
3. **It is a cheap and easy way to communicate informally only if the recipient can see the sender:** It is less expensive and saves time. The recipient can see the sender while hearing or sharing information that cannot be stated in words.
4. **Non-silent codes that are employed to create and preserve interpersonal bonds:** It fosters wholesome relationships. Communicating nonverbally is more polite, especially if you want to avoid awkward situations.
5. **By supporting spoken communication, it can aid in the development of a company’s brand:** It improves the company’s reputation because team members must comprehend others’ messages rather than just hearing what is spoken to them.
6. **It gives room for criticism:** Because it only takes place in person, feedback may be given right away.
7. **Its success depends on the recipient’s attention and ability to understand communication:** The message being conveyed nonverbally must be heard by the recipient, who must pay attention to avoid missing it.



**1. Kinesics:** KINESICS is the name of the branch of science that studies body language. George Terry refers to non-verbal communication such as facial expressions, gestures, posture, body motions, etc., as body language. Body

## NOTES

language is a form of nonverbal communication that takes place in face-to-face interactions because it conveys the actual emotions of how well your words are being understood. As an illustration, when we greet someone, we reach out our hands, smile, etc. We shrug our shoulders when the boss gives orders. It conveys uncertainty or displeasure.

It is said that just 10% of communication takes place verbally and that the majority—roughly 70%—occurs through body language. As we say, our body speaks volumes in a variety of ways. It can convey moods and approaches. Our head, eyes, shoulders, brows, fingers, hands, and other bodily parts all move. Collectively, these components convey our emotions, such as happiness, anxiety, comfort, and so forth:

- (a) **Facial Expressions:** The nonverbal cues transmitted by this channel are initially observed, but due to the intricacy of the potential emotions, they are challenging to interpret. The brows, lips, and jawline can move in a variety of ways. The majority of the time, however, people's interpretations of facial expressions are accurate, according to study. For instance, we can determine the sender's mood by analysing the warmth or coolness of their face. It conveys attitudes like friendliness, wrath, affection, etc. as well as feelings like surprise, sadness, and fear. A face is like a big book you can read. For instance, if your employer smiles, you will be happy; yet, if he frowns, you will feel uneasy.

Moreover, facial expressions also reveal information about the thinking process of the person to be written. For instance, using the information given, the interviewee can assess the baptised person's level of confidence. The creation of high-quality messages occurs through faces whose meanings are the same as expressions.

- (b) **Posture:** Posture is another indicator of our mood and attitude. Slouching while sitting may indicate a lack of interest. How we stand or sit, and the position of the head and hands influence communication. When we keep our hands folded, it shows that we adopt a defensive position and we disagree with the other person.

**The right posture:** It is stated that having good posture will make you feel better. Hence, if you look at your posture while you're feeling a little down, you might be slouching.

Certain postures communicate inclusion or exclusion. One member of a group can use his or her body to include or exclude another person from a conversation. For instance, a small circle of individuals may be formed, excluding everyone else. One can also adopt a stance that complements the other person with whom they are speaking. The way a person stands reveals their relationship to others—whether they are superior or submissive, how confident they are, or whether they are inferior or bashful.

## NOTES

(c) **Gestures:** Gestures are visible movements. Gestures are movements made by the body's many parts, particularly the hands, arms, legs, and feet. Face-to-face communication always adds to and supports speech communication through gestures. Following things are communicated by gestures:

- **Gestures can give information:** For example, Raising of hand – waiting to ask a question, V – Victory. It is also used as a Dumb and Deaf sign language. While praising the employee's work, the employer pats him on his back.
- **Gestures can indicate emotions:** Clapping of hands to indicate appreciation, touching of face – nervousness or anxiety, Putting hands on mouth or head – tensed, etc.
- **Gestures are used to support speech:** During his speech, a person moves his hands; body and head continuously. For example, Nod of the head – Yes, horizontal head shake means 'No'.
- **Gestures help to give feedback:** When the audience is fidgeting, it indicates a lack of interest or boredom. Nonverbal cues can alert you to the need to adjust or take an alternative action in order to achieve your desired outcome.
- **Gestures express self-image:** Gestures can also convey your physical appearance. Whereas a shy person might use smaller gestures and limit his gesturing to the area close to his body, an extrovert might make broad, energetic motions.

**2. Oculistics:** Oculistics is the practise of communicating through the eyes. This could entail making eye contact or avoiding it. The most crucial nonverbal method of communication is eye contact. For example, an employer may keep a watch on the job longer than the job. If a candidate goes for an interview and keeps looking, it shows confidence. Avoiding eye contact may also be a sign of guilt or deception. In the classroom, if the student backs away, then the learner will maintain his posture when the teacher is looking at him. There are numerous meanings that the eyes might convey.

Let's go! signs may be seen after the conclusion of a wonderful night out. simply by observing the eyes. The duration of the eye contact could be unclear. For instance, a girl may feel uncomfortable or ashamed if a boy stares at her for a long time. Maintaining eye contact demonstrates respect and attention.

**3. Haptics:** Important non-verbal communication techniques include haptics, touch, and touch-oriented communication. Touch creates bonds. You smile when your boss pats you on the back because it conveys his gratitude. Touching can be used in discussion but is mostly used for greets and farewells. For instance, it is considered acceptable to touch an elder's feet.

When used properly, touch can convey a message more clearly than words, but when used incorrectly, it can erect boundaries and foster mistrust. Touch not

## NOTES

only conveys a message but also affects it emotionally. The act of touching when trying to persuade another person strengthens the message. It may also represent interpersonal connections. Touch is best for conveying a feeling of sympathy. Touch is the most important way to convey comfort and reassurance.

**4. Proxemics:** Proxemics is the term used to describe how we use and organise the area around us. It examines how physical distance affects interpersonal communication. For instance, most households have a chair designated as the father's chair, which is never used. Never will a worker take the boss's seat. In a classroom, each student has a preferred bench that is respected by everybody. We may occasionally feel as though someone has invaded our space if they are standing quite close to us.

### Types of Spaces

- (a) **Intimate Distance:** The closest stage depicts interactions between parents and children, romantic partnerships, close friendships, etc.
- (b) **Personal Distance:** There are two categories in this stage: intimate personal distance and great emotional distance. The gap you create when holding your partner's hand is very near. It is a far stage of emotional distance when you cannot easily touch your lover at this distance. However, it is close enough to allow for private conversations.
- (c) **Social Distance:** It is the space between a housewife and the repairman, or the space between a businessperson and a potential client.
- (d) **Public Distance:** Politicians, celebrities, and VIPs keep their distance from the general populace.

**5. Appearance and Artifacts:** If a person is muscular and in good physical shape, others are impressed. Physical appearance plays a role in non-verbal communication through forming an impression of a person. A female with good looks would be able to persuade others. A person's look shapes people's perceptions of him. Even the way a person looks can be altered by changing their clothing choices, haircuts, accessories, etc. For instance, persons who are poorly dressed receive unfavourable treatment, whereas those who are well-dressed receive favourable treatment. Formal clothing conveys a professional, businesslike attitude, whereas informal clothing conveys a laid-back, easygoing, and friendly attitude. Your clothing is the most important artefact that you own.

**6. Paralanguage/Vocalics:** The word "para" implies "to uphold." Paralanguage therefore refers to support language. It is the flexible, interconnected use of speech-related mechanisms that we employ to enhance our oral communication, such as pressure, tone, pronunciation, and register:

- (a) **Voice:** A tone that adds additional significance is a blend of elevated and reduced voice. Tone might be blunt, stern, soft, loud, etc. We employ a respectfully raised tone for a request and a dropped tone for an order. To get people to pay attention during the speech, we must modify our tone effectively.

## NOTES

- (b) **Stress:** Unlike Indian language, English has its own form of stress. In English, the stressed syllable in a word helps with pronunciation and meaning. Take com'plete, for instance.
- (c) **Accent:** Accent is the rhythm of our speech. American and British accents are two examples. American vowels are more flat than British vowels.
- (d) **Pitch:** There are two types of pitch: high pitch and low pitch and determines the pitch of the pitch. For example, While speaking to a child, we raise our pitch, but we reprimand an employee for a low pitch. Some people have the habit of speaking on the telephone with a higher pitch.

**7. Chronemics:** The usage of time is known as Chronemics. It is like a message system which shows punctuality, waiting time, etc. A silent message is given by the way we use time. If an employee comes on time to the office, it shows his sincerity, and the boss is impressed. The amount of time we spend on a task shows how much importance we give to it.

Strategies for Developing Non-communicative Communication Skills:

- Stop and keep eye contact.
- Use posture to show interest.
- Lower or remove body barriers.
- Search for more information.
- Avoid giving explanations that don't speak inappropriately.
- Get along with individuals from other cultures.
- Recognize the influence of appearance.
- Play the videocassettes of them.
- Ask your loved ones to keep an eye on your gestures and body language.

### Check Your Progress

13. Explain Non-verbal Communication.
14. Explain Kinesics.
15. What is Oculistics?
16. What is Proxemics?

## 1.7 MEDIATED COMMUNICATION

Mediated communication or interactive communication (infrequent, conversational communication) refers to communication enacted using communication technology.

Compared to face-to-face communication, mediated communication requires people to know some special skills to operate intervening technologies. The type of mediation dialogue used can also affect its meaning. This is echoed in Marshall McLuhan's quote "Medium is the message".



## 1.8 NON-MEDIATED COMMUNICATION

Communication, which happens through face-to-face connection is called non-mediated communication. The messages don't have any medium or channel through which it is sent but happen through some sort of face-to-face communication. It relies on visual or physical cues. It is straightforward. It has less potential reach.

## 1.9 INTRAPERSONAL COMMUNICATION

Intrapersonal communication is a way of communicating what we do with our inner identity. It happens inside our heads, for example, taking care of any intricate issue in our mind or pondering what to have for supper, or examining our manner of thinking or conviction.

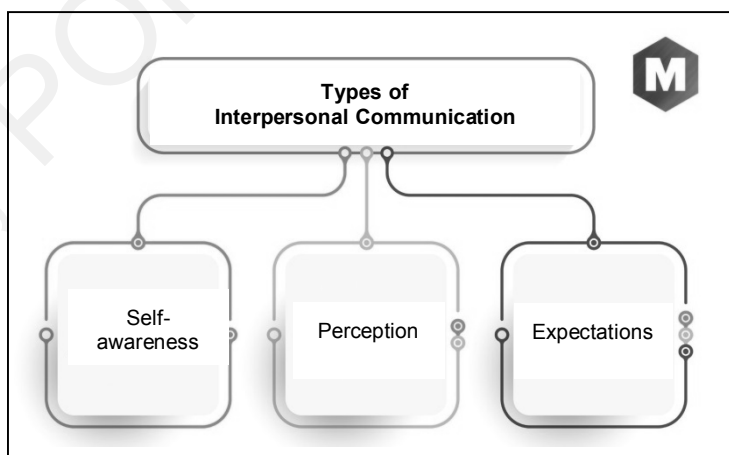
Intrapersonal communication joins demonstrations of a creative mind, self-talk, perception, review, and different kinds of inner vocalization. It assumes an urgent part in various social just as close to personal capacities.

Intrapersonal communication is a sort of correspondence that happens inside oneself. It tends to be spoken, composed, or simply arbitrary thoughts. It would all be able to happen to you. It resembles a conversation or a method of connecting in the brain.

Intrapersonal communication takes place without fail. We examine our prosperity, well-being, events, creative thoughts, and more. Too good can be good or bad with a waste of imagination. All re-imagining and overthinking are communication between people. Strong communication can make us feel comfortable and can rejuvenate us over a long, frustrating, stressful day. We sometimes put ourselves in the wrong place, and that is actually a piece of communication between people.

### Kinds of Intrapersonal Communication

Whether or not we say something, it consequently passes on a message to the people encompassing us, or the correspondence can be considering our self all.



### NOTES

## NOTES

There are three significant kinds of Intrapersonal Communication:

1. **Self-awareness:** It is vital to see how you see yourself about others. This intrapersonal communication decides your convictions, thoughts, qualities, and perspectives. Your disposition is associated with the qualities you own.
2. **Perception:** The insight angle makes you stand apart from others. How you see others and how you perceive others depends on your self-idea. We judge ourselves and others with such ease; that is the means by which we do intrapersonal communication. You should make your own standards and acknowledge yourself with blind eyes. One need not be one-sided however need to deal with their own personality.
3. **Expectations:** This is one of the most significant intrapersonal communication. We generally expect something in our future and furthermore about others' future as well. Certain individuals expect something important throughout everyday life and continue to buckle down for the assumptions to become reality. Once in a while, we expect excessively, and afterwards, it prompts dissatisfaction. The significant time-frame assumptions for yours are the impressions of taking in illustrations one got from the environment.

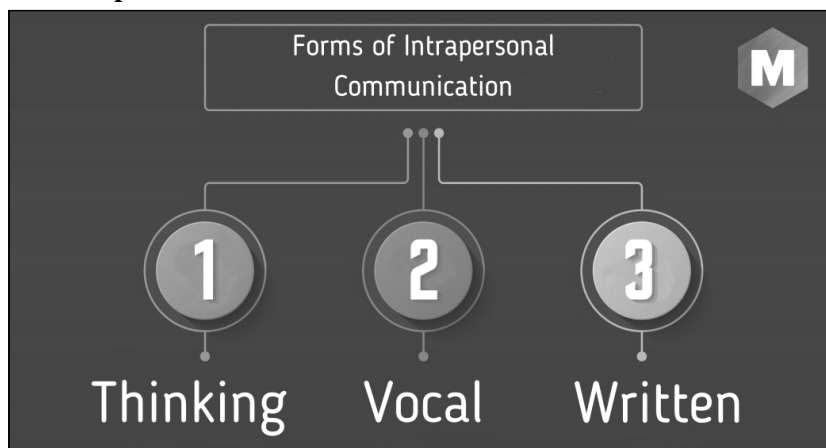
These three angles structure a system to channel your figuring capacity to profoundly jump into your inside self just as your own standards for how to deal with things.

### Benefits of Intrapersonal Communication

Such countless advantages are being a master at intrapersonal communication. In simple words, it is great to be an intrapersonal individual. It prompts countless openings for good prospects. The benefits of Intrapersonal Communication are

- With Intrapersonal Communication, individuals get themselves and their feelings. At the point when you converse with yourself, you comprehend yourselves better. It is vital to comprehend your passionate state. It decides everything for you.
- Discussing Intrapersonal Communication assists you with getting a handle on and comprehending the circumstances of others. We in some cases attempt to keep ourselves in the shoes of others to feel what they feel. This is likewise a piece of Intrapersonal Communication.
- Assuming somebody is particularly into Intrapersonal Communication, then, at that point, it assists individuals with handling numerous circumstances as the main priority. Analyzing issues turns out to be simple.
- The course of decision-making improves and critical thinking upgrades with intrapersonal communication.

## Sorts of Intrapersonal Communication



There are three significant sorts of Intrapersonal Communication:

- 1. Thinking:** This cycle incorporates thinking and wandering off in fantasy land. When you ponder something like how you acted with your better half final evening, or how you will guarantee the upper hand for your business, you are including your inward centre by means of intrapersonal correspondence. We will quite often think constantly and essentially when we concentrate or ponder.
- 2. Vocal:** This cycle incorporates conversing with oneself without holding back. This becomes an integral factor for replaying or practising any message. You additionally do this to hear your own feelings or give yourself directions. This type of correspondence is related to self-talk. It is additionally relational expertise; however, at that point, you converse with someone else.
- 3. Written:** This interaction incorporates a wide range of compositions you accomplish for your perusing. It very well may be any close-to-home journal, diary, updates, shopping rundown, or notes. The composed type of intrapersonal communication happens during the time spent being more coordinated and useful.

## How to instil Intrapersonal Communication?

There are countless ways of building or growing out of Intrapersonal Communication. These are not in fabricated highlights but rather with time, it outshines in a few. Anyone can begin this propensity for self-talk. Intrapersonal Communication is compelling in streamlining your mindfulness and self-idea.

It isn't so intense, however it simply needs some fixation. Here are a few hints which will assist you with building these propensities to improve your critical thinking and decision-making abilities. These are given below:

- 1. Make and maintain a schedule:** It is a decent close-to-personal mentality. Making a daily agenda assists you with remembering what to follow up on straightaway. Simultaneously, it assists you with self-talk with yourself.

## NOTES

## NOTES

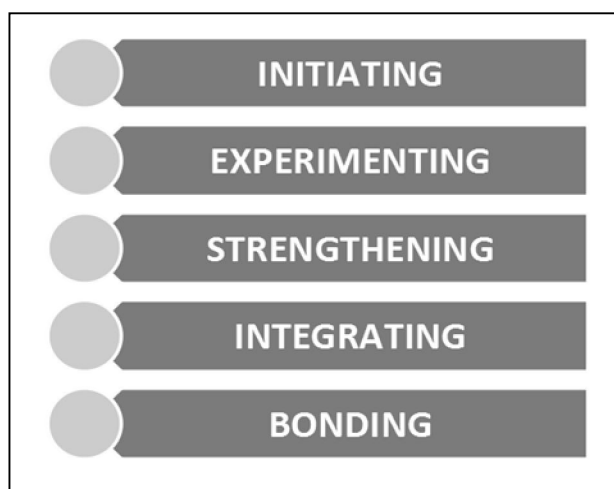
2. **Relive with your regular gifts:** Not every person is great at everything. Yet, some have exceptional gifts. It is vital to remember those abilities which you left behind. It assists you with thinking harder and assists you with being better and more inventive.
3. **Try meditation:** Meditation can loosen up your body and brain. It can help you in carrying on with a serene life. When there is harmony, there comes self-talk. It is exceptionally useful.
4. **Practice positive self-talk:** It is exceptionally important to converse with the individual self to clear self-idea. Making positive discussions with our own body and psyche is useful. It brightens you up in every way. Try not to allow negative practices to influence you.
5. **Consider your objectives:** Try and get what your objectives are and how it may very well be accomplished. Your objectives say about your character. On the off chance that you will accomplish something extraordinary in life go on.

### 1.10 INTERPERSONAL COMMUNICATION

Communication is important for human relationships. An organisation gains its reputation not only for its material benefits but for its people. Cooperation between employees should be strong and can only happen if communication between people is successful. Interpersonal communication means spoken communication between two or more people on a personal level, face-to-face, to send and receive information. Other types of communication between people in an organisation are interviews, meetings, etc.

#### 1.10.1 Categories of Interpersonal Communication

The act of developing relationships through interpersonal communication is carried out in various stages, such as given below:



#### Phase 1 – Getting Started:

This section is the beginning of a Social Communication in which the sender initiates a conversation with his audience. Conversation launchers such as Hello!

How are you? Hopefully, all goes well, etc. can be used. Even people can connect with them online.

#### **Phase 2 – Testing:**

At this point, the sender is trying to get to know the recipient through small conversations: What is your native place? What is your role in this department? Small talk enhances familiarity between participants and opens up further communication.

#### **Phase 3 – Strengthening:**

The sender and recipient here are trying to improve their communication by understanding each other's opinions. Both should be active listeners and aim to understand each other's ideas and intentions clearly. At this stage, they may even seek clarification on various points.

#### **Phase 4 – Consolidation:**

At this point in different issues different decisions are made. This is the phase of strong friendships, close business relationships, etc.

#### **Phase 5 – Compilation:**

In this final stage with contracts, both parties secure their relationship. Even public announcements are made to participants through the company website.

It is not necessary for all communication between people to end in the Bonding phase. If the sender and receiver disagree due to differences of opinion, their communication may reach a point where they express frustration with each other's opinions. Such communication between people is ineffective if the parties do not go to control the damage.

### **1.11 GROUP COMMUNICATION**

Group communication is a way of communicating in individual circles, in an organisation, between managers and representatives, and employees in groups/circles or individuals to check the content or convey a message. Group Communication can also be viewed from a promotional perspective as referring to a specific group of people or clients targeted to advertise an item.

Small Group Connections can be considered as 3 to 20-size circles. What appears to be large circles can range in size from 100 to 200. Group Communication can be effective, if there is some reason to correspond, the official method of communication, and the content of the relevant literature for the interested party, as well as the official coordinator who can drive and collaborate.

#### **NOTES**

## NOTES



### The Importance of Group Communication

Successful Group Connections is just as important in today's world as today's business. Unbalanced communication can work however on your concerns. As long as the parties do not communicate as much as the source of the message, proper planning and criticism will not appear in the picture. This will cause the message to be lost. Applying this idea to advertising, as long as the organisation simply delivers its products, highlights, benefits and various components to targeted customer circles, then, it may not work until it hears input and client ideas. Group Communication can have a powerful effect on advertising, where communication is vital to the marketing and promotion of goods and services.

In the time of the web and online media, the visual attention of the client has become much easier compared to the past when in-hand reviews and compilation courses. Organisations can now work with clients through web-based media, messaging, online courses, digital recording and customer care. All of this has become literature collection channels.

### Types of Group Communication

The choice of correspondence depends on factors such as the appropriate interest group, methods and accessibility of the communication mode, and the proposed cost of the communication step:

- 1. Verbal communication:** Group communication verbally affects certain people in the circle chatting to evaluate a point or program and a decision is reached by everyone involved in the way things are viewed and criticized. In advertising, it is usually the class that the target audience attends. It could also be a discussion of a meeting or a gathering involved in focusing on where something is being tested before being sent.
- 2. Technology-driven:** Technology-driven compilation books have become more effective in the coming years. People pass on online media, chats, client care channels, online classes and more.

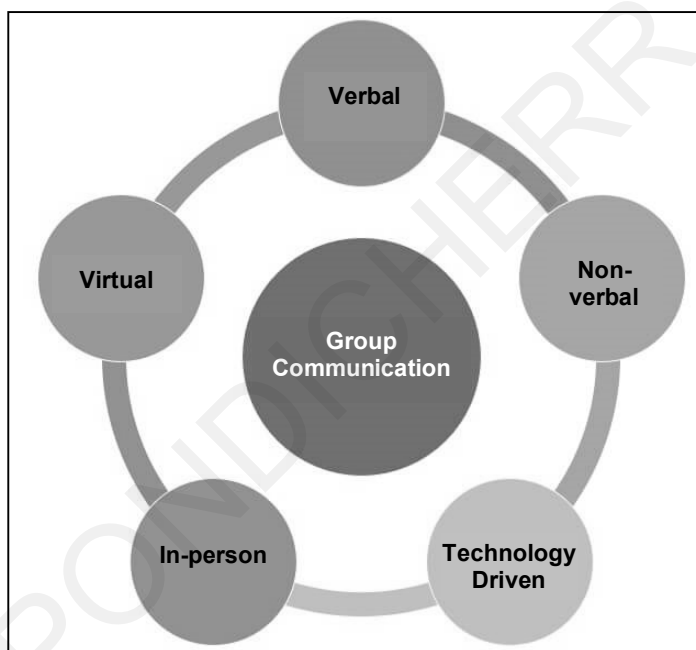
## NOTES

By using technology, more people can come together to achieve a common goal. Individuals have met and tested the concept of results using online media, group discussions and more.

3. **Non-verbal communication:** Non-verbal communication is a place where a circle conveys using non-verbal instructions but receives the message clearly and makes a successful choice. Picture a busy street in a big city. Traffic controls near traffic lights and information communicate well with passengers and control traffic seamlessly.

Group contacts can also be ordered based on locations:

4. **In-person:** In-persons can be a small form of oral correspondence, in which people are actually present in the real world and speak directly without the use of any technology. Friends who meet for dinner or an entertainer who welcomes potential customers with a demo of an item can be situations like this.
5. **Virtual:** Virtual is another type of book collection in which individual circles are able to communicate using the app and by audio and video communicate and communicate consistently as if they were sitting together in the same place.



### An Effective Group Communication Image

An online course is a true reflection of modern group communication. In an online or classroom, one person or organisation introduces an idea, object or management to a group of people or customers who are impressed. Throughout the online class, questions are asked and collaboration is very high as everyone is associated with a common cause or thought. Not many of these potential customers would be present if the online class was about something. All the questions and various things can be explained in more detail in the online course. The whole

## NOTES

assembly can be honored with such letters. A typical class or online course may have a collection size of 40-50.

Another amazing model is a new concept of online classes, where a teacher or teacher shows a group of students using new materials. Indeed, even a regular school depends on collecting books when a person demonstrates a certain idea in a circle. The meeting understands the topic, asks questions, and adds to the point by doing homework and presentations.

## 1.12 MASS COMMUNICATION

Little John and Foss define multidisciplinary communication as, “a cycle in which media organisations produce and transmit messages to large communities and to communicate those messages which are viewed, used, understood, and influenced by the crowd”. McQuail states that mass communication “is just one of the literary circuits operating at the broadest level of society, quickly distinguished by its institutional merits”. Basically, mass communication is the sending of public messages through media or youth-driven channels to multiple beneficiaries from a particular segment, usually involving a certain type of cost or (advertising) expense for the client. “The sender is usually a person in a large news organisation, the messages are public, and the crowd will be bigger and different.” In any case, in the form of stores such as YouTube, Instagram, and Facebook, and messaging, these descriptions do not represent the extended opportunities that people currently need to send messages to large crowds through limited channels.







In any case, there is a lot of communication from major cultural organisations in a large area. Schramm refers to this as the “active meeting coordinator”. Today, the active circuits that control mass communication are large combinations such as



## NOTES

Viacom, NewsCorp, Disney, ComCast, Time Warner, and CBS. In 2012, these figures accounted for 90% of American Media and consolidation continues to include significant ownership. An example of such a power grab took place throughout 2014 when ComCast and Time Warner sought to raise \$ 45 billion. If there is fruit, this will probably be the biggest combination.

When we look at mass communication, we look at who has power over what content, what crowd, what method we use, and what the results are? Journalist Robert McChesney said, “We must focus on controlling the unrestricted notion of mass communication as a result of the fact that the modest majority of major corporations control the masses.” In an interview with Ben Bagdikian, a journalist and Dean of the Graduate School of Journalism at the University of California, Berkeley, he noted that during recent years, important media outlets have sought from 50 to five businesses (WGBH/Frontline). Both McChesney and Bagdikian warn of the consequences of not having multiple organisations that control most of our data and communication. Perhaps this is the explanation the new media outlets like Instagram, YouTube, and Facebook have faithfully filled the universe as it offers special words to large organisations that control mass communication.

Mass Communication Now					
This table shows the six most prosperous media conglomerates of 2014. Included is a list of just SOME of the networks they own.					
 COMCAST	 News Corporation	 Disney	ViaCOM	TIMEWARNER	 CBS
- NBC - MSNBC - ATandT	- FOX - Wall Street Journal - New York Post	- ABC - ESPN - Pixar - Miramax - Marvel Studios	- MTV - Nick JR. - CMT - Paramount pictures	- CNN - HBO - Time - Warner Bros	- Showtime - Smithsonian Channel - NFL.com - Jeopardy - 60 Minutes
Image produced with information from businessinsider.com					

To understand mass communication, one must first know about some of the important things they see in different types of literature. First, is relying on a media channel to convey a message to a larger crowd? Second, the crowd will be distinct, and flexible in size depending on the message. Third, mass communication is always profitable, and input is limited. Fourthly, because of the general view of correspondence, members are not in the same way during the interview.

Mass communication continues to be embedded in our lives at a very rapid pace. This “transformation” is the agent of the trade union (Fidler) between us and the new, in which, we are not separated from the masses as before. Increasingly, we have the added freedom to use interactive books to meet our social needs. O’Sullivan refers to this new use of mass communication to promote our lives as, “mass communication” when:

## NOTES

- (a) Traditional correspondence is used for correspondence.
- (b) Generally, communication channels are used in many books, as well.
- (c) Multiple communication and regular communication occur all the time.

Over time, an increase in crossover occurred. “Advances in literary development have begun to make the barriers between the great communication hypothesis and relationships more accessible than ever before” (O’Sullivan). Sites like Facebook, Twitter, Vine, Snapchat, and Instagram are excellent sources of new social media platforms, which we use to create and interact with social networks.

With the advent of multiple communication services, Marshall McLuhan states that we can understand media as hot or cold depending on how much data is available to the client, such as the level of support. The hot spot “expands one feeling with high quality” (McLuhan 22). Hot media situations include images or radio because the message is largely defined using a single concept and requires little interest from members. Crowds of people are hiding in the hot springs on the grounds that there is little to move. TV is viewed as a cool thing as a result of a large amount of data for many emotions. Says Berg Nellis, “The unfortunate fact, real-world entertainment full of tangible information, maybe the limit of cool media... This and other technological advances seem to highlight the colder media as we enter the future of computer communication.”

Thinking of online computer games, for example, the military science fiction game Halo. Games like this can be played in groups, but players do not really need to be around. Just by logging on to the server, players can connect, transmit through amplifiers and play in conjunction. These games are so involved and so logical that they speak to cold-blooded people considering the large amount of tangible information and investment they need.

Perhaps we are turning it into a “global city” through our interactions with literature. Unexpectedly, “overseas” has become a “turning point.” McLuhan expected this to happen because of the ability of many books to unite people around the world. Is it true that you are an actor in what Hagermas calls an “open platform” that is used to communicate massively by sending personal information about you to open spaces? If you think so, be careful about what you post about yourself, or let others “mark” you in it, as many businesses check out prospective employees to investigate their lives before making decisions about hiring them. As we continue our multilateral conversation, we need to realize that communication and plurality do not capture every letter strategy. As our definition implies, mass communication is the literature that communicates with large crowds imaginatively.

### Check Your Progress

17. What is non-mediated communication?
18. Where does Intrapersonal Communication happen?
19. What do you mean by Interpersonal Communication?
20. What is Group Communication?

### 1.13 ANSWERS TO 'CHECK YOUR PROGRESS'

#### NOTES

1. According to Peter Little, Communication is 'the process by which information is transmitted between individuals and/or organisations to create a comprehensive response.'
2. The word communication is derived from the Latin word 'communicare'.
3. Communication aims to share information. It is a two-way process. The exchange of information can take place between two or more individuals. One person cannot communicate with him so the sender and recipient need both to complete the communication action.
4. Internal communication takes place within the organisation.
5. Interdisciplinary communication includes utilizing composing, talking, and visual abilities, just as decisive reasoning and exploration across an assortment of callings, administrative roles, and group environments.
6. The full form of STEM is Science, Technology, Engineering and Math.
7. Sender is also called the Source.
8. The message is the concept and manifestation in spoken, nonverbal, and written form.
9. Verbal communication is the transmission of a message using spoken words.
10. Speaking aloud is considered oral communication.
11. Important components of oral communication include intonation, paralinguistics, and vocalisation.
12. The common form of written communication is letters, memos, reports and proposals.
13. Non-verbal communication involves those non-verbal motives in the communication area expressed by both the source (speaker) and its use of the surrounding environment and the potential message value to the source or receiver (listener).
14. It is known as KINESICS - a science of body language - to develop scientific study.
15. Oculistics is the use of eyes to communicate.
16. Proxemics is the utilisation of our immediate surroundings, including how we arrange them and what we place in them.
17. The communication which happens through face-to-face connection is called non-mediated communication.
18. Intrapersonal Communication is a sort of correspondence that happens inside oneself.
19. Interpersonal communication means spoken communication between two or more people on a personal level, face-to-face, to send and receive information.

## NOTES

20. Group Communication is a way of communicating in groups of people, in an organisation, between managers and representatives, and employees in groups/circles or individuals to check the content or convey a message.

### 1.14 SUMMARY

Communication is exchanging of information. It happens between two or more people. Communication is a continuous process where the interchange of information happens. The use of our immediate surroundings, including how we set them up and what we put in them, is known as proxemics. The functions of communication are information, control, motivation, etc. Communication is an interdisciplinary study as it is connected with most fields. The factors involved in the process of Communication are Sender, Encoding, Message, Noise, Medium, Decoding, Receiver and Feedback. Verbal communication involves Oral, face-to-face and Written Communication. Non-verbal Communication means communicating without words. Mediated communication or mediated connection (less frequently, mediated talk) alludes to correspondence done by the utilization of data communication technology and can be differentiated from up close and personal communication. Non-mediated communication is face-to-face. Intrapersonal communication is the method of imparting that we do with our internal identity. Interpersonal Communication happens as a spoken interaction between two or more individuals. Group Communication is where people gather together for a discussion. Mass Communication is a cycle in which media organisations produce and transmit messages to the masses and communicate those messages that are wanted, used, understood, and touched by the crowd.

### 1.15 KEY TERMS

- **Communication:** Communication is the exchange of messages between people for the purpose of achieving the same meaning.
- **Coding:** The most crucial factor in successfully cracking the code is understanding it.
- **Noise:** Noise is a distraction, diminishing, confusing or disruptive message.
- **Non-verbal communication:** Nonverbal communication is the expression of nonverbal intentions in the communication area by the source (speaker) and his or her use of the surroundings, with a strong message intended for the source or receiver (listener).
- **Multilingualism:** Para means to support. So, paralanguage means support language.
- **Voice:** A gauge for the voice's volume and pitch that determines the pitch of the sound.
- **Opinion:** How you view others and what you think of others depends on your own thinking.

## 1.16 SELF-ASSESSMENT QUESTIONS AND EXERCISES

### Short Answer Questions

1. Write a short note on Mass Communication.
2. Explain different sorts of Group Communication.
3. How to instil Intrapersonal Communication?
4. Explain different types of spaces.
5. Explain face-to-face communication in detail.
6. Explain Communication as an interdisciplinary study.
7. What is the nature of Communication?
8. Explain any one difference between mediated and non-mediated communication.
9. Explain any one difference between interpersonal and intrapersonal communication.
10. Explain any one difference between verbal and non-verbal communication.

### Long Answer Questions

1. Demonstrate the process of communication by drawing.
2. Describe the categories of Communication between people.
3. What are the Communication Features?
4. Describe the connection's internal and external dimensions.
5. Describe communication activities.
6. What are the pros and cons of verbal communication?
7. What kinds of non-verbal communication are there? Briefly describe each one.
8. Give a definition of kinesics. Make a list of the main categories of body language.
9. What are some strategies for developing non-verbal communication skills?
10. Describe the contact details of the group.

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## Unit II      **Communication through Different Lens**

### Learning Objectives:

By the end of this unit, the learners would be able to:

- Understand the concept of Communication Competence and Gain Knowledge about the patterns of communication and the ability to use the communication knowledge in different circumstances.
- Understand how communication creates power and influence.
- Establish interpersonal relationships and resolve conflicts and disagreements with communication.
- Create intercultural communication and practice empathy and compassion in communication.

### Structure:

- 2.1 Introduction
- 2.2 Communication Competence
  - 2.2.1 Communication Styles and Competencies
  - 2.2.2 Establishing Interpersonal Relationships
- 2.3 Power and Influence
- 2.4 Elite Theory of Power: Propounded by Vilfredo Pareto
- 2.5 Social Influence Theory
- 2.6 Conflict and Disagreement
- 2.7 Co-orientation and Intercultural Relationships
- 2.8 Propaganda and Persuasion
- 2.9 Practicing Empathy and Compassion in Communication
- 2.10 Key Points in Empathy
- 2.11 Answers to 'Check Your Progress'
- 2.12 Summary
- 2.13 Key Terms
- 2.14 Self-Assessment Questions and Exercises
- 2.15 References

**NOTES**

## 2.1 INTRODUCTION

The media plays a major role in influencing the community in many ways. One of the most important ways is through communication. The media conveys different ideas and information through communication. However, very few people can communicate effectively.

Communication involves more than just speaking or writing cleverly but involves deep knowledge of how to use words and techniques effectively in various situations. The ability to communicate is not only to inform the public about various media tools but also to balance relationships, resolve conflicts and disagreements and balance cultural differences. Each of these areas requires communication, and learning effective communication skills will help one to understand the role of communication in different fields and how it can benefit an individual.

## 2.2 COMMUNICATION COMPETENCE

The term 'competence' refers to the ability to do something efficiently and communicatively, which means using effective and efficient communication knowledge and the ability to apply communication knowledge in a variety of fields.

### **The Types of Communication Skills and Competencies**

Understanding the different types of communication and having the art of using them effectively is important for people working in a wide range of fields. Interacting with many people is a big task for many industries and having the necessary communication skills is essential for every kind of job position.

### **Verbal Communication Skills**

Verbal communication is the use of words to convey meaning. Verbal communication skills are essential. Clear communication requires clarity and fluency in the language. Making a point in a language that is clear and concise and that people can easily understand is an art. High levels of communication skills deal with effective communication and are required for management-level staff and those in marketing positions within a company.

### **Non-verbal Communication Skills**

Non-verbal communication is very complex for most people as it mainly involves body language and gestures delivered while listening to the other person speak. Those who deal with many people must hone their listening skills effectively. Head nodding, tilting of head, and attentive listening are some features that the speaker understands that he is being paid close attention to.

### **Written Communication Skills**

One of the most neglected communication skills is written communication. Even today, many fail to write a simple professional book, and many find it



difficult to write the right words when communicating messages to the public. System errors and misspelled words remove the message being transmitted.

This is especially evident when dealing with professionals in the workplace. People judge others by the way they write, and it is important to make sure that the written communication is legitimate and flawless, as it serves as evidence even after years of writing.

## NOTES

### 2.2.1 Communication Styles and Competencies

These three main types of communication have a subset of individual styles and skills. A person may be proficient in verbal communication, but he has no written communication skills. It takes time to develop all three skills equally. Communication style is essential. Some contacts are hopeful and encouraging, while others are quiet and intelligent. The communication style should match the tone of the information being conveyed.

### Perceptions of the Source

One of the most important factors to consider in communicating a point of view. To see how one looks at certain things and only in this way can one find meaning in any particular concept, so in communication, understanding is a vital part of the communication process. The decoder needs to understand what the source is talking about and its meaning. If there are obstacles in the communication system, such as noise, pressure, distance or time, it will not produce the response you want, leading to poor communication. Mentally, the recipient needs to be patient to listen to the source and produce an appropriate response. Too often, prejudice, selfishness, headaches, cultural barriers and language barriers are the cause of a failed communication process so understanding the source and gathering information from the sender is important for the listener to be calm and impartial. then the message will reach the right path. The sender must take the necessary steps, such as clear and concise language, intended to be concise and keep the caption free, but the recipient must have a clear mind to see the source accurately.

### 2.2.2 Establishing Interpersonal Relationships

Communication is the foundation of all relationships, and effective communication not only makes any relationship stronger but also ensures no misunderstandings. Before discussing communication, one must understand what human relationships mean and why they have a special place in our hearts. Relationships between people are intimate relationships with which we are emotionally and physically connected. However, not all relationships need to be defined under the blood relationship tag, but they are close enough to care for and nurture their whole life. As relationships are so close, the possibilities for miscommunication and conflict arise. Therefore, it is necessary to understand how interpersonal relationships work through effective communication skills.

Maintaining relationships between people requires effort, as these relationships give you more joy. This relationship is based on love, trust, time, solidarity and community commitment. They are built in the context of cultural, social and other influences. Context may vary in family or relatives, friends, work,

## NOTES

marriage, friendship, clubs, places of worship and neighbors. Relationships between people can be organized and legalized, forming the basis of social groups and society as a whole. In simple terms, a relationship is a connection between two or more people, whether it is a relationship with family, friends, colleagues, parent and child or any relationship bound by love and intimacy. When a relationship is happy and healthy, it leads to better emotional well-being. Relationships grow slowly over time, and people get to know each other. They become emotionally close, and effective communication skills add more by maintaining this relationship forever and helping build such close relationships.

Many theories have been developed to understand human relationships. It is worth looking at the relationship in terms of each of these ideas. A literal belief in one theory and ignoring other ideas can diminish our understanding of human relationships.

### Why do we Establish Relationships?

From the time of their birth, humans have been dependent on others to meet their basic needs. In this way, children incorporate close personal contact and satisfaction with basic needs. Over time, we continue to seek personal communication for the same reason, even though we know we can meet our needs without relying on the survival of others. It is also a habit to be with others, and the basic physical needs of childhood are expanded to include emotional and social needs. This may include needs such as praise, respect, love, affection, and success. This community learning needs to encourage us as human beings to seek relationships with people who can meet our needs for the rest of our lives. Relationships fill us in many ways and help us grow in our personal and professional lives. When a child knows that he has supported his family is not afraid to try new things and grow. The family is united in making sure it brings happiness to its life and teaches the child the best skills to use in his or her life. Relationships are the pillars of any human being as a human being is a social animal and needs the support, love and relationships of other people with whom to communicate and share ideas.

### Benefits of Satisfying Relationships

Good relationships require management, effort and attention and these emotional investments pay off in many ways. Special relationships with others are important for physical and mental health. Research supports the idea that we are more likely to be healthy and long-term if we have strong and compassionate relationships with others. Good relationships with family and friends promote work success and make us feel more secure and happier. Negative relationships, on the other hand, can lead to depression, substance abuse, weight problems, and other mental health problems.

## Qualities of Good and Bad Relationships

Some qualities of a good relationship start when we meet the person. Maintaining good relationships is a two-way process, and the other person must participate equally to make the relationship successful.

These are some common characteristics of a good relationship:

1. **Understanding:** A person creates a relationship quickly with a person they are comfortable with, and that happens with effective communication and listening skills.
2. **Trust:** Trust in any relationship is essential for its success. It means you can depend on someone else. When you trust someone, you expect to be accepted and supported.
3. **Empathy:** It refers to the ability to see into the world through the eyes of another person, to comprehend one's thoughts and actions. When a person is sensitive to a relationship, there is little room for disagreement and misunderstanding.
4. **Respect:** Respect for people in relationships is essential for lasting relationships and involves accepting and letting the other person know what he or she is like.
5. **Mental Expectations:** Mental expectations appear as relationships grow; partners should have similar expectations. Relationships should be directed to the common goal or objectives of both people.
6. **Unique:** Relationships built on trust and communication will always stand out in one way or another.
7. **Flexibility:** Relationships are flawless. When relationships are flexible, it is better as it helps to re-evaluate your goals and adapt to changing circumstances.
8. **Reliance on each other:** Dependence is when another person's health problems affect you, and you care for that person and try to solve problems.
9. **Disclosure:** In relationships, people share confidential information, but as a good listener and honest person, the other person must maintain confidentiality and respect for each other's privacy.
10. **Honesty and Accountability:** Being open and honest, admitting mistakes and wrongs, and accepting personal responsibility are some of the most important qualities a person can pursue in any relationship.
11. **Non-Replacement:** Each relationship between people is different from its people and can never be re-created.

## Role of Communication in Interpersonal Relationships

Communication is said to be the basis of all human relationships. Effective communication is the key to a healthy and long-lasting relationship. If people do not communicate effectively, problems will inevitably come. Communication plays

## NOTES

## NOTES

a vital role in reducing tensions and ultimately strengthening relationships. Relationships lose their appeal when people do not express and reciprocate their feelings through various means of communication. A healthy sense of oneness is essential to a healthy relationship. People do not need to speak to express their feelings. Emotions can also be expressed through non-verbal communication channels. Your body movements, body language, facial expressions, and gestures convey one or more of these. Be careful not to hide it from anyone. You have to look happy so that others can enjoy your presence. It does not always look sad and frustrating. Eye movement also plays an important role in relationships. Your eyes are the only way to determine if you are angry, unhappy, or frustrated. Also, pay attention to tone. Be careful not to make the volume too high or too quiet. Being on top can hurt someone. Speak calmly and convincingly. Others need to understand what you are trying to say. Word choice is important in a relationship. Think twice before speaking. Remember that one wrong word can change the meaning of an entire conversation. Someone may criticize you and damage your relationship. Collaborate, and express your feelings clearly. Do not try to confuse others.

Open communication helps you in your relationships. One person needs constant communication with others for the relationship to grow and reach another level. Talk on the phone. SMS is a way of communicating and staying, especially in long-distance relationships where single people rarely meet. Please be modest. Never scold your partner, or do something wrong. Discuss the problem and try to resolve the conflict amicably. Harassment, strife, and criticism can ruin a relationship and break it down. Being green is a related crime. Also, try to understand the other person's point of view. Listen patiently. If you do not listen carefully, you will not be able to communicate effectively. Individuals can also communicate via email. If you do not have time to call your friend/partner regularly, send an email to your friend/partner. Some will find it enjoyable and valuable. Email is also an effective way to communicate at work. Try to communicate in writing to find a better relationship at work. Pay attention to the text in the email and make sure it is not cluttered. The use of capital letters in emails is considered rude and noisy. Do not share information verbally with your partner. Mark the email to keep your supervisor up-to-date. All eligible employees should also be marked with cc. In verbal exchanges, one can come down later and cause problems.

### Check Your Progress

1. What is Communication Competence?
2. What is Power?

## 2.3 POWER AND INFLUENCE

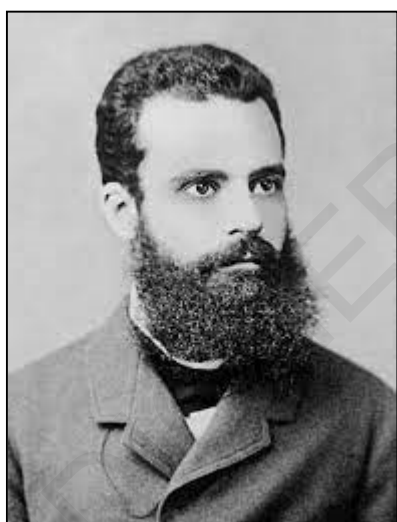
Power and influence are two important and powerful words that are closely related and affect us in one way or another. It is usually because of what we see and hear, and it is not surprising that the media plays a vital role in the exercise of power and influence on other people. When one speaks of power and influence, it is

necessary to understand the meaning and the difference between the two expressions:

- **Power:** Power is the ability to make others work to the advantage of being in authority and to control others, often leading to irritation.
- **Influence:** Influence is a person's ability to change how they grow, think and behave based on constructive relationships and persuasion, often leading to respect.

In many cases, power and influence are intertwined. If one looks at how politicians use power in society, one can understand how they function as mediators. Only their smart communication skills and tactics make you feel like the best they can do for you, and they always want the best for you. It's all about power, be it in the field of politics, interpersonal relationships or professional life. Let's look at one of the most important theories of energy.

## 2.4 ELITE THEORY OF POWER: PROPOUNDED BY VILFREDO PARETO



Source: [shorturl.at/huDJ5](https://shorturl.at/huDJ5).

Vilfredo Pareto (1848-1923) and Gaetano Mosca (1858-1941) were pioneers who promoted the idea of a higher power. Pareto, who spread the word of the elite (often said that the idea of the nobles was based on Mosca), said, let us build a class of people who are very high in their work, and this is one part given "Common Name". Therefore, the population has two categories: (a) Lower-Non-elite (Ordinary Men) and (b) Upper-Elite. Therefore, the elite is the highest level in one society. This framework is made up of people who are considered good and who are considered to be leaders in a particular skill field. This elite category (upper class) is also classified as follows: (i) the ruling class, (ii) the non-executive class. The "ruling class" comprises people who play a vital role in government. They put labels corresponding to their political positions: ministers, legislatures, presidents, secretaries, etc.

### NOTES

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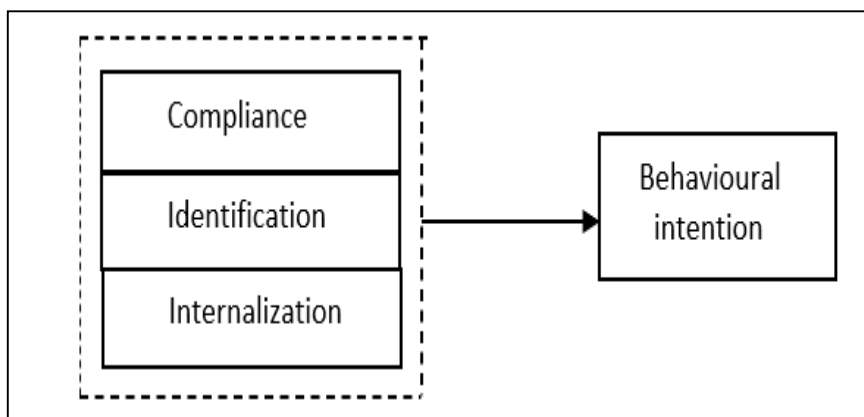
The “ruling class” is those who are not involved in government activities. Pareto considers the existence of the ruling class to be simple and focused on the “rotation of certain ones”. He was concerned about the results of ‘open’ and ‘closed’ officials. He argued that a closed aristocracy would surely rot, creating divisions within its ranks. Where possible, new elites appear in other categories to provide leadership in the transformation process. Gaetano Mosca, an Italian jurist and politician, expressed the common belief that all human beings lived and that the ruling class governed the world and that these were always divided between rulers and ministers. He said no matter what the government was, power would be in the hands of the ruling party. Mosca described the historical divisions disputed between the ruling classes, saying that it was organized and accustomed to being made up of officials and that a minority ruled over a fixed majority. The little ones are organized just because they are few. The members of the governing body have certain practical or apparent qualities that are greatly appreciated and have a significant influence on the communities in which they live. Mosca also introduced the concept of sub-elite.

The group consists of government employees, industry executives, scientists, and academics, also known as the “new middle class.” There is a similar consensus between Pareto and Mosca regarding the idea that nobles are a minority or an elite. The people in this group have a direct impact on the decision-making process by influencing the decision-makers. However, there is a difference between the two scholars regarding the nature of the higher beings. Pareto emphasizes the importance of the distinction between the ruling class and the masses. Mosca, on the other hand, divides the masses only in Marx’s view of the economic class. Besides, he says, the elite is influenced and blocked by various aspects of society. Pareto kept his words in line with modern democratic ideas, and Mosca recognised and briefly examined the outstanding features of democracy.

Pareto is different from Mosca because the character of the ruling party does not differ appropriately. Mosca, on the other hand, emphasizes the elite status of the elite and embraces the relationship between the rulers rather than the simple rule of the emperor over the emperor. Mosca often identifies wealthy men, sometimes intellectuals and political parties, but often identifies them as government officials. Moreover, as already mentioned, Pareto’s theory does not find such differences between the elite, so Mosca introduces the concept of sub-elite into his mind.

## 2.5 SOCIAL INFLUENCE THEORY

### NOTES



Source: [shorturl.at/gCJOX](http://shorturl.at/gCJOX).

As suggested by Kelman (1958), the central theme of Social Influence theory is that the following attitudes, beliefs, and actions or behaviors are influenced by three processes: compliance, identification, and internal action. Kelman, (1958) thinks that social influence can change attitudes and behaviors, which can occur at different “levels”. The difference in the degree of this change may be due to differences in the processes that affect the individual. Kelman (1958) outlined three significant influence mechanisms described below.

Compliance is believed to occur when a person receives influence, receives rewards (or permits), and takes activated actions to avoid punishment (or disapproval). Thus, “the satisfaction that comes from obedience is due in part to the social impact of acceptance.”

Identification occurs when a person uses activated behavior to establish or maintain a desirable relationship with another person or group. Thus, contentment comes from “the act of being adaptable”.

Internal performance is thought to occur when a person accepts influence after seeing the content of hidden behavior as rewarding. The content reflects the views and actions of others. People also find that they engage in sexual misconduct by observing it in harmony with their values. In this case, contentment comes from “the content of the new act.”

Each of the three processes can be represented by the work of three powerful decisions:

- (a) Related significance of the expected outcome,
- (b) Related power of effect, as well
- (c) Reproduction of generated feedback (Kelman 1958).

However, these decisions vary in quality from process to process. Therefore, the whole process has a feature set of previous conditions. Similarly, each process leads to a different set of conditions that follow. Since social influence can shape a person’s attitudes, beliefs, and behavior, we have investigated the social

## NOTES

implications of adopting and using Information Systems (IS) in detail. However, it states that the development of the first theory in the introduction and application of it considers the concept of social compliance, thus ignoring the process of identifying and incorporating social influence within. The core principles are said to be the outstanding design and performance of social impact, often emphasizing compliance. Subjective practices are defined by several behavioral models, such as Planned Behavior Theory (PBT) and Rational Behavior Theory (RBT). Recognising that one aspect of social impact, compliance alone, may not be able to predict the actual relationship between system user beliefs and behaviors and the use of IS that other researchers have found in social media. We will consider the ideas of all three processes for your integrated results. They believe that the impact of compliance-based social impacts can reduce over time, while the impact of identification and inclusion lasts longer. Therefore, the theoretical study of all three processes of social impact suggests that social impact may vary significantly between groups within an organization. Such thinking helps us to understand how our beliefs and the judgment of system users affect our commitment to the adoption and use of technology and which program users have other positive beliefs.

### Check Your Progress

3. When does Identification occur?
4. What is the central theme of Social Influence Theory?

## 2.6 CONFLICT AND DISAGREEMENT

Conflict differs from disagreement because of its consequence, which is often negative. Sometimes conflict can build rather than destroy, and it can lead to purposeful disagreements, leading to better results and better decisions. How the conflict is managed is what determines the outcome.

### The Down Side of Conflict

For a conflict, the parties must first see and understand that each party has the opposite view. Cooperation between the parties is required. In contrast to disagreements, conflict is considered unhealthy competition and inefficiency. These include mistrust, hostility, lack or loss of relationships, and mistrust. Conflict occurs when the needs are not met or when one party or individual is considered an obstacle to the goals of another party or individual. This includes the conflict between resources and power.

### Disagreeing and Conflicting

If you do not agree with someone, it can end up being positive. Disagreements require changes, innovations, and better ways to develop new skills and use improved resources. Often, arguments do not lead to positive results. When the conflict is great, you can control the conflict, but it gets worse, explains Doug Hobatter of West Virginia University.



## NOTES

### How to Disagree?

If you are in the middle of a disagreement, you need to keep talking, but do it in the right way. Pay attention to your voice, volume, voice, pace and voice, and control the silent speech. Do not deal with anyone in your area, as this may be disruptive and interpreted as a threat. This behavior quickly transforms disagreements into arguments.

### How Do People Respond?

When confronted with a conflict, people tend to act out the situation rather than look at it objectively and achieve an impartial view. Your reactions and opinions are the results of your cultural beliefs, values, gender, experience, and knowledge.

### Communication

Disagreements do not have to lead to conflict when communication between the parties is open. If the people involved in the disagreement act like them, they are less likely to become a full-blown conflict.

### Managing Conflicts in Relationships



Source: [shorturl.at/ijlyH](https://shorturl.at/ijlyH).

Healthy communication is essential to maintain long-term relationships. One study found that effective communication increases the satisfaction of marital relationships. Healthy communication can enhance intimacy and relationships.

The way you communicate with your spouse often determines how you resolve disagreements. If you use healthy communication methods, you will probably find something you agree with, even when you disagree. This will help you to strengthen your relationship over time.

It is important to know how to engage in meaningful communication and adapt to your communication style and situation.

## NOTES

Effective communication tips for handling disputes:

1. **Stay Focused:** In the case of a current dispute, you may want to bring up a previous dispute that seems to be related at first. When you are confronted with a conflict, you may find it effective or necessary to address all of your concerns at once and talk about them at the same time.

Unfortunately, this approach often hides the problem, reducing the understanding and the possibility of finding a solution to the current problem. It can make the whole conversation more tiring and confusing. Do not bring past bruises or other problems. Now focus on your emotions, understand each other and find a solution.

By practicing meditation, you can show more presence in all aspects of your life, including communication.

2. **Listen Carefully:** People often hear it, but they think about what they are trying to say next when they stop talking. Be careful if you do this the next time you visit a chat.

Truly effective communication is two-way. It may be difficult, but make sure you listen to what your partner has to say. Do not disturb. Do not try to defend yourself. Just feel it and take back what they say so they know you heard it. With this app, you will understand them better, and they will be more willing to listen to you.

3. **Try to see their point of view:** In the conflict, most of us want to hear what we have heard and understand first and foremost. We talk a lot about our vision so that others can see our way. Understandably, but most of all, focusing too much on our craving for understanding can be counterproductive. Ironically, when we all do this all the time, someone else's opinion is rarely considered, and no one feels understood.

They look the other way. That way, you can better describe yourself. (If you do not "get it," ask a few more questions until you find it.) Others will likely agree if they feel they are being heard.

4. **Respond to criticism with empathy:** When someone comes to you with criticism, it is easy for them to feel wrong and to defend themselves. Criticism is hard to hear and often exaggerates or closes the other person's feelings. Still, it is important to listen to the other person's pain and empathize with the other person's feelings. Also, notice the truth of what they say. This may be important information for you.

5. **Own what's yours:** Personal responsibility is a strength, not a weakness. Effective communication involves acknowledging that you are wrong. If you are responsible for a conflict (you usually do), look at what you are and your owner. It breaks the status quo, sets the example, and sets the stage for maturity. It also encourages others to respond in the same way, bringing you both closer to understanding and resolving.

## NOTES

6. **Use 'I' Messages:** Instead of saying things like, "I'm probably messed up here," start with "I am." Make your statements about yourself and your emotions, such as, "I feel angry when this happens." This method is less suspicious, creates less self-defense, and makes the opposite character see the aspect of your view instead of feeling attacked.
7. **Look for Compromise:** Instead of trying to "win" the debate, you can either relax or seek a solution that meets everyone's needs by using new creative solutions that provide what you want most. This focus is far more effective than obtaining what one person wants at the expense of another. Positive communication means finding a solution that both parties are happy with.
8. **Take a break:** Sometimes, the anger burns, and it is tough to continue the conversation without it being an argument or a fight. If you feel you or your partner are starting to get too angry to build up or show hurtful communication methods, it is best to take a break from the conversation until you are both cool.  
  
This could mean taking a trip and returning to the conversation after half an hour, "sleeping on top of it" so that you can process what you feel more, or whatever sounds good to you both — as long as you return to the conversation.
9. **Keep at it:** It might be nice to interrupt the conversation, but please get back to it. Approaching the situation with a positive attitude, mutual respect, common sense, or at least a willingness to find a solution can bring us closer to resolving disputes. Do not stop communicating unless it is time to end the relationship.
10. **Ask for help:** If you know the situation is out of control, it is always a good option to ask for help, whether it is from a colleague, friend or therapist. Instead of trying to control your emotions, it is better to seek help from the right person at the right time.

## 2.7 CO-ORIENTATION AND INTERCULTURAL RELATIONSHIPS

A cultural relationship is a meeting of two or more people from different nations. Intercultural communication can be defined as the flow of communication or the exchange of information across cultural boundaries. It is sometimes referred to as multicultural communication. Communication between cultures is based on the fields of social sciences such as anthropology, cultural studies, psychology, communication and more. Its primary purpose is to explore and explain how different cultures interact. To understand the interdependence of cultures, one must first understand the concept of culture itself.

Cultural dialogue is an integral part of interpersonal relationships, such as "a way of life shapes dialogue (and *vice versa*)". It is described as an aid to using Jackson as "conversation between individuals or organizations connected with

## NOTES

different cultural structures and/or having relations with different cultures (and, in many cases, in language-speaking areas)”, which refers to both oral and non-verbal communication. If current interviewees no longer have the same history or experience, there may be a greater chance of misunderstanding, especially if the spoken language is not all of their mother tongues. Many different factors influence a conversation; the simple things that make up a conversation are sender, code text, message, channel, sound (interruption), recipient, recording, recipient response, voice and status.

Coding makes up the main part, as it is miles of the system with the help of a user where the recipient tries to capture the best which means the message received. The recipient first translates it literally and then tries to translate it with the help of the application to set cultural diversity in context. Thus, context is equally important in interpreting the message correctly. Hall describes it as “the facts surrounding the event; the style of the event inseparably binds miles”. The context depends on the coherent text, namely “previous and next words and/or expressions”, “rapid body shape”, broad position, and information thought to be shared between contacts.

### **Globalization and Intercultural Communication**

Globalization, which began as a means of economic development, has led to rapid socio-economic, political and technological changes and the transformation of the world into one organization. It is a multi-faceted entity that leads to the creation of social networks and the strengthening and distribution of social trade and activities that transcend cultural and geographical boundaries. As society and culture intertwined, globalization blurred boundaries, and time and space allowed for an endless stream of information, such as McLuhan’s view of “the whole world.”

All these developments have made cultural communication more important and effective. Understanding how cultural differences affect the ability to communicate helps individuals, businesses, and other organizations to control the behavior of different cultures to increase productivity and make effective decisions. It helps to manage conflicts and meet the needs of participants. With so many different cultures and people being different, one of the most important things to understand here is how the media use various media and create propaganda to make people believe what is best for them.

The most important information for those who want to improve their cultural connections is:

- Information on cultures, organizations, institutions, history and the general life of different communities and countries.
- Awareness that these factors influence behavior. For example, there is a great “history” between the Greeks and the Turks, so giving Turkish food to the Greeks can be considered problematic.

## NOTES

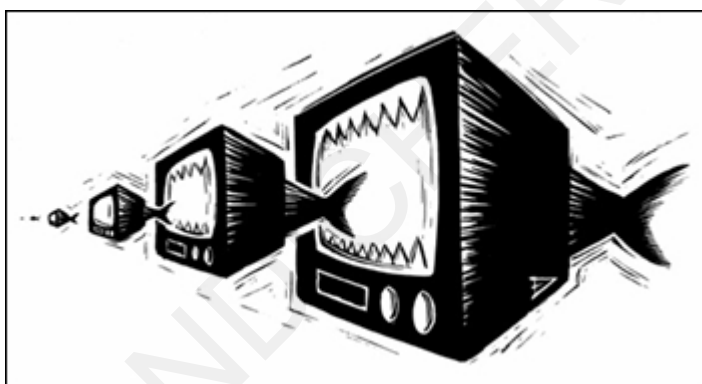
- Understanding how culture affects language communication. For example, Scandinavian people are often said to speak more directly than native English speakers, who often use “respectable” languages. Scandinavian people in the UK report that they annoy English without saying “please” and “thank you” enough.
- Some understanding of the processes that may govern behavior in a particular cultural context, such as ideas on women’s roles and permits (or something else) granted to children.
- It is important to be aware of your values and values, as well as the beliefs and values of others, and your determination in the event of a conflict.
- Sensitivity to a cultural concept that can affect and undermine cultural interactions.

### Check Your Progress

5. What is a Cultural Relationship?

## 2.8 PROPAGANDA AND PERSUASION

Propaganda has always existed, and even cave paintings and Edicts of Ashoka were regarded as propaganda. But when I hear that word lately, it quickly leads to amazing things and lies. So, what is propaganda?



Source: [shorturl.at/huDJ5](http://shorturl.at/huDJ5).

### Concept and Definition

The word propaganda is derived from a Latin word meaning to spread, or to spread ideas. Propaganda can influence public opinion. It performs various functions in war and the period of peace. Propaganda is associated with such words as falsehood, mental purity, deception, knowledge, mental warfare, and twisting. The terms disinformation and misinformation are also related to advertising. Scholar Jacques Ellul focuses on propaganda as a means of deception in a technologically advanced society. Recent scholars such as Joetta and O'Donnell provide strong explanations. In his words, “Propaganda is the conscious and orderly attempt to create an impression, to exploit knowledge, and to direct action to obtain an answer that promotes the noble intentions of propaganda.” Propaganda

## NOTES

is awareness. It is important to note that it is directed, organized, and not organized or ad hoc. Second, it is about a change in attitude and behavior. Motivating advertisers is important in the communication process, as the result you want is a change in attitude and behavior.

Visualization has the meaning of slogans, symbols, posters, and movies and can be influenced by language, pictures, music, and more. Opinions can be shaped, leading to changes in beliefs and attitudes. Finally, certain changes in attitude and behavior are the advertiser's intentions. Interestingly, commercial advertising was also considered a form of advertising. Although the motive here is much more economical than the political nature, the corresponding communication process is similar to ancient political propaganda.

### History of Propaganda

Looking back over the centuries, we can see that there has always been a sense of propaganda related to the spreading of ideas. These could be paintings in caves, Edicts of Ashoka, or religious or political literature. For example, Chanakya's Arthashastra, written more than 2,000 years ago, contains detailed references to propaganda and its use in warfare. Since then, propaganda has often played a role in the spread of religious ideas. A missionary community called the Sacra Congregatio de Propaganda Fide was founded by Pope Gregory XV in the 17th century. As the name implies, it was a holy community dedicated to spreading Roman Catholicism among non-Christians and Protestants. During this time, the word propaganda diminished and had a religious significance. Over time, the word propaganda has come to have political and negative consequences. In fact, it was neutral and was considered treacherous. Propaganda has been widely used during the last century. It was evident both in World War I and in the use of the Cold War. Used by the government during peacetime, it was aimed at local citizens, such as the Soviet Union.

### Types of Propaganda

All propaganda studies try to classify it according to certain conditions. It is possible to classify propaganda according to the categories of media used, such as newspapers, radio, brochures and much more, but this does not make much sense and does not help us much. Another way to differentiate propaganda is to encourage the audience to think and act in a certain way to make a difference or to try something integrated to create inactivity and accept the audience. The best way to distinguish propaganda is to check the content of the message to determine if it is true or false and whether the message comes from a known or unknown source. Exploring propaganda in this way can divide propaganda into black, white, and gray.

**Black** propaganda is the spread of lies and deception. In addition, the source is kept private or because of the wrong source. The word disinformation is also used as a synonym for black propaganda. During the war, black propaganda was widely used. One of the most important examples of this type of propaganda was Nazi propaganda during World War II. German-run counterfeit radio stations disguised

## NOTES

as British and aimed at British viewers have been used to discourage this. Enemies of enemies in printed books, cartoons, or movies that feature demons or the occult are examples of black propaganda. For example, after the Pearl Harbor invasion, numerous US newspapers and cartoons portray the Japanese as monkeys and chimpanzees.

**White** propaganda uses information about truth or fact. Second, it comes from a well-known source. National celebrations such as the annual Republic Day exhibition in Doordarshan, India's national network, are examples of white propaganda. The purpose of white propaganda is to build relationships with the audience based on honesty and trustworthiness to convince the audience that their views are right. International sports events can also be considered white propaganda to the media. The Wimbledon Tennis Championships report also reflects "Western" values and "British lifestyle."

**Gray** propaganda, as the name implies, is in the midst of a continuum between black and white propaganda and is completely wrong. It can be a mixture. Second, the source may be visible or invisible. Propaganda in the United States and the Soviet Union during the Cold War was mainly of this nature. An example of the 1967 gray propaganda Radio Free Europe, funded and run by CIA audiences behind the Iron Curtain, a fact that was publicly denied. It can also be used in the commercial world, as a misleading advertisement, and propaganda has become a sophisticated concept. It can be true, it can be false, and it can come from well-known or unknown sources.

### **Techniques and Efficacy of Propaganda**

Propaganda plays a vital role during times of war and peace. In warfare, propaganda may be used to unite local people, provoke enemies, and influence the impression of neutral and international society. Using it for peace denotes propaganda that can be used for various purposes, from the election of political parties to the sale of certain goods.

Propaganda can be done in the form of pamphlets, news headlines, news reports, government reports, books, posters, films, websites and much more, but some have historically been shown to make propaganda more effective. There is a process. Some of these are described below.

#### **Repetition**

It can be believed that the endless repetition of ideas in the form of symbols, slogans and other means is true. The Nazis used it successfully before and during World War II. If propaganda controls the main media and you have no other media source, it is easy to use this strategy.

#### **Authority Appeals**

The message may quote important people to support their ideas. In general, most advertisers base their argument on ethical issues. They want to be fair, their discussions and policies are good, and they are authorized by prominent people and "official" sources.

## NOTES

### **Fear Appeals**

Propaganda aims to create harmony and support by creating an atmosphere of fear and hatred among the people. This tactic is used during the war to mobilize people to fight and help their leaders. Otherwise, they may disappear. For example, after Germany invaded the Soviet Union during World War II, German newspapers complained of fear of maintaining moral integrity.

### **Appeal to Existing Values/Prejudice**

Typical examples of racist propaganda are communist reconciliation and post-war reconciliation, with the support of strong leaders, all of which were expressed by the Nazis during World War II. There was a reaction to the existing racism of the German people that they should not trust Marx's and others.

### **Dualism**

Propaganda can simplify a story and present it in two ways, black or white. The complexity of the title is ignored and the audience is compelled to see the two images displayed. For example, many Western government anti-terrorism programs are designed this way- "you may be with us, or you may be against us."

### **Demonizing the Enemy**

An old trick is to make the enemy look impersonal and justify the enemy's response. For example, George Bush Sr. described the words that suggest that Saddam Hussain was a cruel dictator who had no human traits.

### **Bandwagon Effect**

This is a mental process that involves holding a certain belief, unavoidable, or persuading the audience to do something because everyone is on the move. For example, in political campaigns, the majority vote and the victory is inevitable, so you are told to vote for a particular party.

### **General Slogans**

These are emotional complaints that often emphasize the "happy aspect." In other words, they have a good relationship with the audience, but there are no basic arguments or assumptions. For example, President Obama's election campaign "Yes we can!"

There are many other strategies; these are some of the most popular ones listed above. When we discuss the effectiveness of all propaganda, it is worthwhile to consider some basic facts.

### **Share of Media Voice**

In general, it is easier for propagandists to spread their message if they control most media outlets, for example, in the case of Nazi Germany during World War II or the Stalinist Russia trial in the 1930s.



## NOTES

### Type of Government

Propaganda is generally considered easier to work in a totalitarian state than in a democracy. In a totalitarian regime, propaganda can exercise full control with the support of the state. Again, we can give examples of Nazis and Stalin. Democracy, on the other hand, is characterized by freedom of expression and various perspectives.



Source: [shorturl.at/ciFL6](https://shorturl.at/ciFL6).

### Public Diplomacy vs Propaganda

At this point, investigating the concept of public consultation on propaganda offers an interesting perspective. Public diplomacy, or popular diplomacy, encompasses a wide range of government-sponsored activities aimed at directly communicating with outsiders and influencing their thoughts and ideas. There are two types: cultural communication and branding. Governments want to improve their image, rather than seeking direct support for clear policies and programs. Traditional communication enhances your image, creates more common compassion, and allows cooperation on a variety of topics. It not only helps to build and maintain relationships with the unions but also undermines the spread of hate speech. The second type of public diplomacy, called political representation, differs from traditional communication and involves the attainment of immediate results, such as support for rapid political goals.

Thus, propaganda and public consultation emerge from the same theme and include communication activities aimed at the world's viewers with the aim of creating a more favorable political environment. The term public diplomacy was coined with the definition of "bad"/ "harmful" propaganda. This was something we did not want to associate with "good" countries and "good faith". Therefore, public discourses and propaganda are probably different. Countries have wisely used them in various contexts to influence the thinking of foreigners.

## NOTES

### Nazi Germany

During World War II, the Nazis sought to dominate the previously liberated media. In the 1930s, the Nazis closed down the communist presses, held official press conferences to express government views, and suppressed organizational independence. The media, posters, radio and movies were actually the media used by the Nazis to promote. The Nazi symbols of the swastika and the eagle were widely used. Films, documentaries, and newsletters were also used to convey messages to the public. An example of black Nazi propaganda is the fictional film *The Eternal Jew*, which is said to have a Jewish character. The official center for propaganda production was the Department of Public Information and Advertising. Joseph Goebbels has led the ministry since 1933.

Propaganda was not thoroughly tested by the Nazis, as evidenced by the fact that the word propaganda was included in the official name of the service. A concerted effort has been made to spread the word about the Nazi media. The method was based on simple messages, powerful images, and many repetitions. Adolf Hitler himself believed in the power of propaganda and discussed it in his political manifesto, *Mein Kampf*. Nazi propaganda needed to unite the people and to gain the support of the Nazi ideology in order to govern society. Nazi propaganda is generally accepted as very effective, but remember that it was done in the context of a totalitarian regime that used widespread oppression and terrorism to achieve its goals.



Source: [shorturl.at/buzJP](https://shorturl.at/buzJP).



Source: [shorturl.at/lvR34](https://shorturl.at/lvR34).

## NOTES



Source: [shorturl.at/btuxB](https://shorturl.at/btuxB).

## 2.9 PRACTICING EMPATHY AND COMPASSION IN COMMUNICATION

### What Is Empathy?

In its simplest form, empathy is the ability to see into the feelings of others and understand the feelings of others. When you have developed a lot, empathy enables you to use that understanding to improve someone else's situation and support them in challenging situations.

Empathy is often confused with sympathy, but it is not the same. Sympathy involves observing others' viewpoints while empathy involves putting oneself in another's place and understanding their feelings.

For example, you may feel sorry for a person who you saw in tears on the street without knowing anything about his condition.

According to influential psychologist Daniel Goleman, empathy is one of the five most important components of emotional intelligence – critical leadership skills. It grows in three stages:

- Mental sensitivity,
- Emotional sensitivity,
- Empathy.

### Cognitive Empathy

Mental empathy is the ability to discern what others are thinking and feeling. No emotional commitment is required of the viewer.

Managers can find empathy that is helpful in understanding how team members feel and what leadership styles they use most today. It can also help sales

## NOTES

managers to measure customer standing and choose the tone that best suits the conversation.

Comprehension is often a logical, intelligent, and emotionally neutral skill. This means that some people use it for evil purposes. For example, people with a Machiavellian character can use empathy to control people who are emotionally vulnerable.

### Emotional Empathy

Emotional Empathy is the ability to share the feelings of others and understand them at a deeper level. It is sometimes called “emotional sensitivity” because it affects you and changes you. It is not just knowing how a person feels, but building a true relationship with him. For some of us, such empathy is overwhelming. People with a strong sense of empathy can focus on the problems and pain of others which sometimes affect their emotional well-being. This is especially true if you feel that the situation is unbearable. You can avoid such emotional frustration by taking a break, reviewing your boundaries, and strengthening your ability to handle those difficult tasks. Anyone who leads the team will benefit from developing at least some emotional empathy. It helps build trust between management and team members and promotes integrity and openness. But empathy is the most important factor when it comes to action.

### Compassionate Empathy

Compassionate empathy is the most effective form of empathy. It involves caring for others and sharing their emotional pain with them, as well as taking practical steps to alleviate it.

Imagine, for example, being angry and frustrated because one of your team members is not doing well in an important presentation. It is appropriate to assess their reaction by acknowledging their injuries and showing signs of their own feelings. But the best thing to do is to take the time to give practical support or guidance to them so that they can control the situation and help prepare for the next time.

### How to Develop Empathy at Work?

It may be difficult to empathize with you at first — you may be nervous or unable to commit to emotional support. But that does not mean that you were created!

In order to use empathy effectively, you need to put your own feelings aside and see things as they really are. This makes it easy to see behavior that seems overly emotional, stubborn, or irrational as a reaction based on a person’s previous knowledge and experience.

Practice the following techniques over and over again to make it second place.

## NOTES

### Give Your Full Attention

Listen carefully to what the other person is trying to say to you. Use your ears, eyes, and “natural senses” to grasp the full significance of the message they are conveying. Start by paying attention to the keywords and phrases you use, especially if you use them often. Next, think of the way and what you will say. What do your voice and body language tell you?

For example, are they angry, shy, or timid? Let us move ahead with empathy. At this point, avoid asking questions, discussing what is said, or disputing facts. And adapt – be prepared to change the direction of the conversation as the other person’s thoughts and feelings change.

### Consider Other People’s Perspectives

You are probably familiar with the saying, “Go a mile in their place before you criticize anyone.” Examine your attitude and open your heart. If you are overly critical of your beliefs, there is not much room for empathy.

If you “understand” why you believe what others believe, you will probably agree. That doesn’t mean you have to agree, but this is not the time to negotiate. Instead, be respectful and keep on listening. If in doubt, explain your position to the person and ask how you think you can solve the problem. Asking the right questions is probably the easiest and most direct way to understand others.

### Take an Action

There is no “normal” way to show empathy. It depends on the situation, the person, and his or her feelings. Remember that empathy is not what you want but what others want and need. Therefore, any action you take or propose should be for our benefit. For example, suppose you have a member of a team who is unable to focus on work because of a problem at home. It may seem like a nice thing to say that you can work from home until the situation is settled, but the job can actually give them a good rest to make them think it hurts. Therefore, ask which method you prefer. And remember, empathy is not limited to adversity! Seeing the world with different ideas is a wonderful talent, and you can use it at any time and in any situation. And random acts of kindness illuminate everyone’s day. For example, you could try to remember the names of people with a smile. This is a real sensation. It is also empathetic to pay close attention to people at meetings, take an interest in their lives and interests, and offer positive feedback.

Practice these skills regularly. If you care about what others think, feel, and experience, you will build a reputation for compassion, honesty, and friendliness, and you will be a great addition to your team and organization.

## 2.10 KEY POINTS IN EMPATHY

Empathy is the ability to see a situation and get the point across. It is one of the five most important components of emotional intelligence, and it helps to build trust and strengthen relationships.

## NOTES

There are three stages of empathy:

- Mental empathy is knowing the emotional state of another person.
- Emotional sensitivity to engage and share those feelings.
- Compassion involves tender regard for others.

In order to use empathy effectively, pay close attention to your colleagues and pay attention to the language and non-verbal cues that help you fully understand their situation. Set your thinking aside, be aware of your partner's feelings, allow for emotional communication, and take positive steps to improve their well-being.

Empathy is the unused and undeveloped ability to communicate, build trust, influence and resolve conflicts. Still, it is fundamental and powerful. When success in life and work is successful in building relationships, success in relationships is empathy.

### Empathy is not Agreement

Empathy is the ability to stand up for others. That is, to identify and understand the thoughts, feelings, and experiences of others. That doesn't mean you fully understand. It does not mean that you agree. Compassion means trying to understand and to help others feel better.

### Empathy is not Complex, but it's not Easy

Why is it so scarce and so difficult?

1. **The threat:** When you really try to understand that someone has an opinion, you may find that a tightly held position is limited or open. And I can even try to change my mind.
2. **Emotional:** Perhaps more frightening than unwanted emotions. As I put myself in that person's shoes, it may feel strange and uncomfortable. And I may hear some of what someone else is feeling. When I have strong emotions, the last thing I want to do is seek understanding. Physically, my body goes into a defensive mode, and communication skills are very difficult.
3. **Humble:** When I really feel sorry for myself, not only do I not know everything, but others may remember that they are crazy, stupid, hypocritical, or cruel as I have painted. And to the extent that I strengthened myself by putting them down, I might fall for one or two notes.

### Demonstrating Empathy takes Effort and Practice

To show empathy, most of us need constant reminders:

1. **Speak slowly and listen very carefully:** If you are used to talking too much, shoot to listen 70% of the time in each conversation. Come to the discussion with key questions that contradict the statements.
2. **Listen for communication:** Listening for information and listening to problem-solving can be better than not listening at all, but it does not

build a relationship of trust. Active listening with empathy is a powerful and intelligent way to communicate.

3. **Let the other person go first:** This is especially difficult if you have a strong opinion. But the more you do what you can to hear and put yourself in someone else's shoes, the more effective you will be in expressing your feelings in a compassionate manner when it is your turn.
4. **Let people know you understand before you move on:** Discipline yourself to take the 'extra' step of repeating, pronouncing or somehow that you have heard and understood them before moving on to the next topic or before you explain yourself. This slows down the conversation, but it can also help to reduce the temperature when it is too hot and may save time over time.

#### Check Your Progress

6. What is Emotional Empathy?

### 2.11 ANSWERS TO 'CHECK YOUR PROGRESS'

1. Communication Competence refers to the ability to do something efficiently and in a communicative manner so communication competence means using effective and efficient communication knowledge and the ability to apply communication knowledge in a variety of fields.
2. Power is the ability to make others work to the advantage of being in authority and to control others; often leading to irritation.
3. Identification occurs when a person uses activated behavior to establish or maintain a desirable relationship with another person or group.
4. As suggested by Kelman (1958), the central theme of Social Influence theory is that the following attitudes, beliefs, and actions or behaviors are influenced by three processes: compliance, identification, and internal action.
5. A cultural relationship is a meeting of two or more people from different nations.
6. Emotional Empathy is the ability to share the feelings of others and understand them at a deeper level.

### 2.12 SUMMARY

Communication is one of the most important activities in helping a person to express his thoughts, ideas, knowledge and feelings. Effective communication is an art that should be of the highest quality. Using this skill in the right way is a communication skill. There are different types of communication and each has its own unique value. Man is a social animal and based on his communication levels builds many relationships in his life. Some can be between people and some can be

#### NOTES

## NOTES

cultural. Communication, on the one hand, helps to resolve various disagreements and conflicts, and on the other hand, it sets the proportions of the audience and influences them to a great extent. By taking communication in a constructive way, it is interesting to know how one can use communication to build compassion and empathy for those around you.

### 2.13 KEY TERMS

- **Competence:** The fact that you have the skill or ability needed for something.
- **Persuasion:** The act of causing people to do or believe something.
- **Intercultural:** Occurrence between cultures, or derived from different cultures.
- **Elite:** A social group that is considered to be the best or most important because of its power, money, intelligence and much more.
- **Cognitive Empathy:** This refers to the way a person perceives and understands the feelings of another.
- **Public Diplomacy:** Public diplomacy, also called People Diplomacy, is any government-sponsored initiative aimed at direct contact with the outside world.
- **Dualism:** Subdivision of an object into two opposing or comparative factors, or a state of extreme segregation.
- **Bandwagon:** Used in reference to a function, cause, etc. currently in vogue or popular and attracting increasing support.

### 2.14 SELF-ASSESSMENT QUESTIONS AND EXERCISES

#### Short Answer Questions

1. What is Communication Competence?
2. Define Power
3. Define Influence
4. What is Intercultural Communication?
5. What is Black, White and Grey Propaganda?
6. What is Empathy?

#### Long Answer Questions

1. What is Propaganda? Explain its types.
2. What are Interpersonal relations and how do we establish them?
3. Explain Social Influence Theory.
4. What is Conflict and Disagreement and what are the techniques to solve them?



## NOTES

5. Explain the Elite Theory of Power by Vilfredo Pareto.
6. Explain Intercultural Relationships.
7. Discuss Social Influence Theory.
8. What is Empathy? Explain its types.
9. What are some of the ways to practice empathy and compassion in communication?

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10. <https://www.verywellmind.com/managing-conflict-in-relationships-communication-tips-3144967#:~:text=The%20Importance%20of%20Healthy%20Communicationandtext=The%20way%20you%20and%20your,strengthen%20your%20relationship%20over%20time.>

NOTES

## Mass Communication – Unit III Concept, Elements and Transmission

### Learning Objectives:

By the end of this unit, the learners would be able to:

- Understand what Mass Communication is in detail.
- Get in-depth information about its purpose, elements and functions.
- Understand various aspects such as Mass Audience, Mass Culture and Popular Culture associated with it.
- Develop an understanding of the scope and purpose of models of Mass Communication.
- Understand Communication models such as the Transmission model, the Ritual or expressive model, the Publicity model and the Reception model.

### Structure:

- 3.1 Introduction
- 3.2 The Concept of Mass Communication
  - 3.2.1 The Purpose of Mass Communication
  - 3.2.2 Summary of Mass Communication Process that Entails the Elements
- 3.3 Elements of Mass Communication
- 3.4 Mass Media
- 3.5 Mass Audience
- 3.6 Mass Culture v/s Popular Culture
- 3.7 Scope and Purpose of Models of Communication
- 3.8 Transmission Model of Communication
- 3.9 Ritual or Expressive Model of Communication
- 3.10 Communication as Display and Attention: A Publicity Model
- 3.11 Understanding of Reception Theory
- 3.12 Answers to ‘Check Your Progress’
- 3.13 Summary
- 3.14 Key Terms
- 3.15 Self-Assessment Questions and Exercises
- 3.16 References

## 3.1 INTRODUCTION

Mass Communication is primarily an exchange of information through personal relations and social media. There are various mediums of mass communication in today's technology-driven world. A few of them are, radio, television, magazines, newspapers, books etc.

## 3.2 THE CONCEPT OF MASS COMMUNICATION

Communication involves in-depth studies of individuals and their behaviour which usually happens in face-to-face settings, on social media or within organisations. The term "Mass" in mass communication is significant as it deals with many people through wireless and personal forms of communication. Mass communication technologies also support superior communication. They enable tiny endings and leave a lasting impression on the recipients. After a few inputs, the system keeps track of the birthdays and anniversaries of customers, making it an excellent communication source.

### 3.2.1 The Purpose of Mass Communication

Written, spoken, and audible sources of communication transmit information from sources to recipients. Media can be used effectively in processing all categories. They are not only crucial in the delivery of the message but also deal with the knowledge of the different types and attitudes of the contacts or the mental framework. Communication scientists have proposed various aspects of mass communication. We will look at some of them in this chapter. Dutton et al. (1998) suggest that mass communication has many features that make it different from other forms of communication:

- **Not yours:** The sender of the message does not know the recipient.
- **Lack of instant:** Viewers do not engage in text messaging.
- **One way:** From producer/creator to buyer/viewer.
- **Physical and technical segregation:** They all receive the same intended message.
- **Organized:** Requires a vehicle such as a TV receiver, printed pages, or internet connection that allows you to send and receive messages.

## NOTES

## NOTES

## Importance of Mass Communication



Source: [shorturl.at/rMUX2](http://shorturl.at/rMUX2).

With the advent of satellite communications, the media has become an integral part of human life. Although the history of the press has only recently been compared, it has become an essential part of today's society, which has relied heavily on the press. At the personal level, the media is woven into our daily lives. People use social media to meet their entertainment and educational needs. They are very aware of world news and problems and help people better understand social issues. It also helps to deepen your understanding of culture, politics, economics and more. In developed countries with growing literacy and industry, human knowledge, entertainment and decision-making are almost entirely dependent on media channels. As the world's people become more modern, more educated, more individual and more international, there are many places with similar interests for those who want to know the benefits of mass communication.

Today's society is far more complex, as it only operates through the interactions of individuals or groups. At the same time, there are many important messages of the same concern that need to reach the masses successfully. In a country like India, it is impossible to train so many Indians simultaneously with formal education in basic life skills. This is not the case with our few resources and tools. This requires relying on an effective social networking system. In India, most people are illiterate and cannot be found in the media. In addition, more than 65% of India's population lives in rural areas and is bound by cultural, intellectual, and superstitious beliefs. This is a challenge for all teachers. It is only through the compelling influence of the media that the uneducated and undeveloped Indian people can lead to the social change needed for development. Therefore, the media plays an important role in enlightening the masses to raise their standard of living and improve their quality of life.

Communicating with rural residents is difficult because many rural residents live in isolated and inaccessible areas. In this case, the media is the only way to reach them, breaking all the barriers to physical distance and illiteracy. The media is essential for ideas aimed at changing people's behaviour, from cognitive development to the acceptance of innovation. When people are exposed to more information, they are in a position to change their desires, attitudes, and efforts.

## NOTES

Frequent media exposure can arouse the desire for a better quality of life. There is enough research to illuminate the power of each media and the overall effect of media presence on changing the attitudes and feelings of local people. Radios and televisions abound in almost every corner of the globe. Research has also shown the effectiveness of these media outlets in educating people. Therefore, the media is one of the key elements in the country's development. Radio, television, newspapers and movies are widely used as media for information and entertainment.

Today, the media brings people together by deepening their understanding of events and problems. We rely not only on the media for information, entertainment and politics but also on education, science, religion, charities, agriculture and transportation. Somehow, almost all the important social activities in modern life depend to a greater or lesser extent on the use of the media. The media is important for human dialogue because it can bring about subtle changes in areas such as personal information such as information, attitudes, and beliefs about media, such as television and movies. Therefore, the media plays an important role in communicating attitudes, ideas, and beliefs. Media outlets such as television and radio can be powerful when ideas, people, or similar actions appear consistently from one show to another and are presented in a thought-provoking manner. The media has grown into an industry and offers jobs that could heal millions of people.

### Check Your Progress

1. What is Mass Communication?

### Classification of Mass Communication Mediums

Media is categorised based on the format in which information is transmitted to different people. As the word “written” implies, information is provided in writing, with or without illustrations. Print media, such as newspapers, demand that writers compose text in such a way that readers can read and comprehend it. Audio media means oral communication using language. Radio is an example of spoken media. This method of communication can be used effectively based on the listening ability of the audience. Simultaneous audio-visual integrates verbal and visual communication and enhances the auditory and visual features of the audience. Audio and visual media require visual and auditory skills to benefit from the media fully. Each of these media has its purpose, strengths and weaknesses.

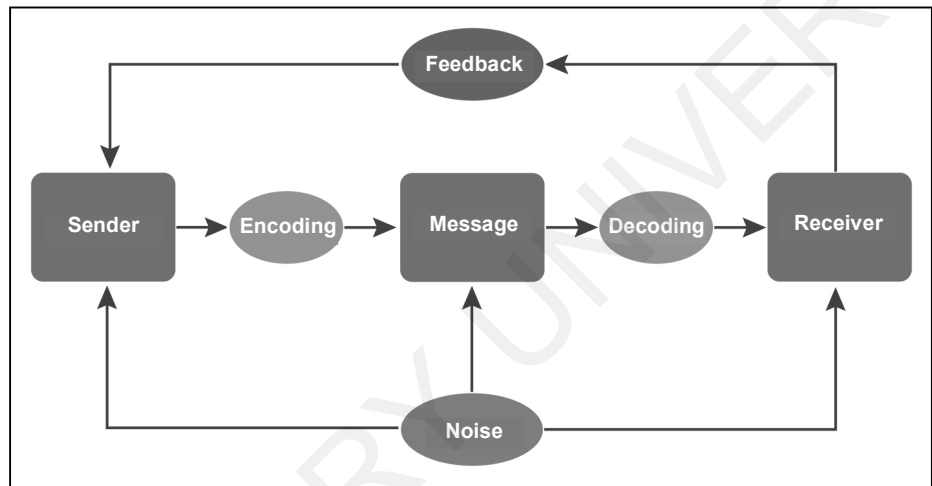
### 3.2.2 Summary of Mass Communication Process that Entails the Elements

In the traditional sense, mass communication conveys a personal message to a wide audience through a variety of media tools such as news reports, features, major media channels, newspapers, books, magazines, films, radio, television, the Internet and smartphones. Also, with audio and visual formats such as photos, music or ads, games, series, and movies for viewers, students or citizens. Content is distributed through gate adjustment (media, channel owner, producer, editor, or media manager) and feedback (letter to the editor, call reporter, website post, or as a research listener, Programs, or TV interviews). The impact of media outcomes

## NOTES

can be seen in the form of public opinion, the adoption of certain cultural practices or features on television, the particular practices promoted by advertising campaigns, or the response received from today's generation. A social networking site finds web and online social media platforms worldwide. Audio includes technical issues, power or communication errors, semantic audio, and channel audio.

### 3.3 ELEMENTS OF MASS COMMUNICATION



Source: [shorturl.at/nyAOT](https://shorturl.at/nyAOT).

1. **Source:** The source or sender of a message to the media usually refers to the organisation/channel/publisher/production company where the content is being prepared. The source or sender belongs to a professional media centre or works in the media. Source creates streaming content depending on the channel type or more media house you plan to use to deliver the message. (For example, movies can be viewed on cinema screens and TV channels, tell news on radio stations and watch OTT content such as Netflix, Amazon Prime, and Hotspot.) Sources create content that encodes messages or comprehensive content.

However, with the advent of new media, individual posters have hastened to create content on social media, changing the long-standing view of the media. Therefore, an artist, doctor, or cook can use the media to distribute a song, medicine, or recipe.

2. **Encoding:** Encoding is a process of converting ideas into communication. Encoders use “moderate” to send messages (calls, emails, texts, face-to-face meetings, or other means of communication). Different levels of thinking can be used to encrypt a message. The encoders should also consider the “sound” that may interfere with the message. Other messages, distractions or influences.
3. **Message:** A media message can be any source-produced content that needs to be duplicated or transmitted to the media. Messages are historical speeches, chats, storytelling, news reports, TV series, movies,

NOTES

films, songs, commercials, interviews, movie songs, news messages, reports, articles, special features and much more.

4. **Decoding:** The message's recipient runs its process to understand the incoming message. This process is called decoding. Coding starts as soon as the message is received. The recipient or listener should be able to find the meaning in the words or phrases used to "express the code" literally and interpret the message correctly.
5. **Channel:** The word channel, in this case, is a tool used to communicate with many people. Therefore, the media channel refers to the media. Common media such as radio and television. Newspapers, books and pamphlets spread the word quickly and widely. Today, new media outlets have changed the pace at which messages can be sent not only to regional borders but also to foreign countries. Information is rapidly spreading due to technological advances in the media and is readily available to most people. Media channels include:
  - **Printing Media:** Newspapers, Books, Magazines, Brochures, Tracts, Articles, etc.
  - **Electronic media:** Radio, television, fax, movies/cinema, audio and video, etc.
  - **New Media:** Mobile Phones, Cell Phones, World Wide Web, Internet, Social Networking, OTT (In addition to Top Content).

However, it is important to note that traditional media also includes a social media platform that has been around for centuries. This includes traditional dance, drama, folk songs, and other stage plays on the street or street corners in different villages or cities.

6. **Receiver:** Mass communication sends a message to many recipients. This large number of recipients is often referred to as a large audience. Many audiences are numerous, unique and anonymous. Recipients are scattered across a region, or country. Recipients remove encrypted content based on psychological and social domains and cultures, preferences, and translation skills.
7. **Feedback:** Response to mass communication can be in one or two ways depending on the media's popularity. One-way communication occurs in multiple conventional electronic sources with a delayed response from time to time. There is a lack of urgency here. Two New Media Links with quick response in most cases. Today a small video posted on social media or major media outlets on their web forums can find immediate feedback and responses on social media such as YouTube, Facebook, Twitter or Instagram. It may not be as fast as human communication, but unlike in the past, the answer is not as fast as it used to be in mainstream media such as newspapers, television, and radio. Newspaper headlines may receive compliments and prominence as soon as the recipient receives the news or comment, whether you like it or not.

## NOTES

**8. Gatekeeping:** Gatekeeping is filtering news before the newsroom or individual releases content to new media locations. Stories come from various sources, either in newspapers or on news channels. These issues are filtered or managed at various levels by journalists, deputy editors, editors, chief editors and channel owners. Only certain content may be published, but some content is discarded or demoted. This process is called gate maintenance.

**9. Noise:** In most cases, noise is any disturbance that occurs when information is transmitted from the source to the receiver. Example- In print media, the noise will be spelling errors, omitted words or lines or improper printing.

In Electronic Media, any mechanical malfunction can affect the message that reaches the audience.

For new media, network or connection problems, internet failure may cause noise.

With the advancement of technological advances, semantic noise can re-emerge in today's massive communications arena. Satellite technology and digital content can be shipped worldwide. This can lead to semantic noise that includes social and cultural boundaries, status boundaries, language boundaries, different educational levels, socio-economic status, etc., biased approach. The food of one country or region may be discriminated against in another country or region.

### Check Your Progress

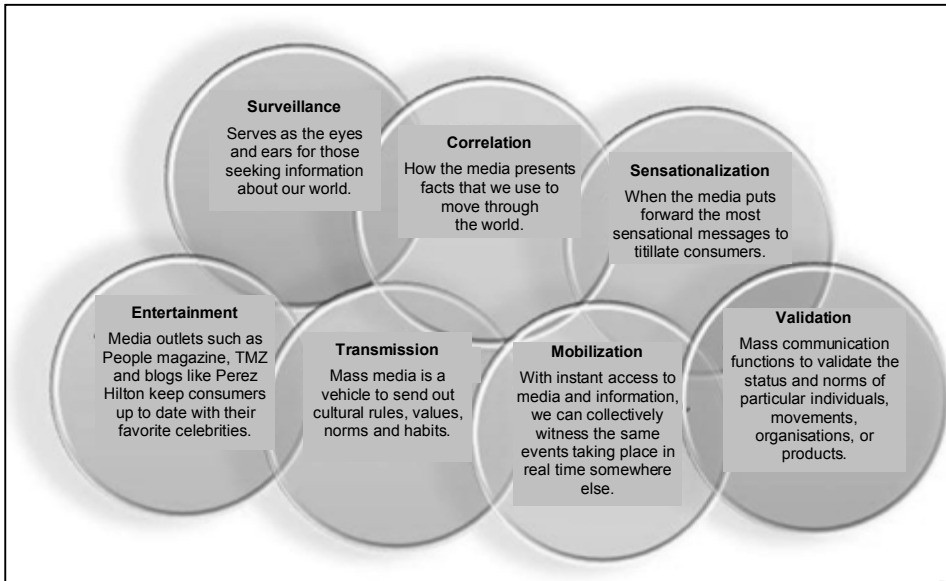
2. What are the basic elements of mass communication?

### Functions of Mass Communication

The media does more than just serve the lonely purpose of communicating information. The media has always been used for portable purposes. The functions of the media are diverse and play an important role in the lives of mass media viewers.



## NOTES



Source: [Shorturl.at/jnrzP](http://Shorturl.at/jnrzP).

- 1. Information:** One of the most important functions of the media is to convey information. Prints, electronic media and innovations are the most widely used tools to inform people. This information can range from news reports to warnings about health and environmental hazards or events worldwide. For example, local radio stations, newspapers, and TV stations are important places for the people living there because they contain a lot of information about their location. The media has made it possible.
- 2. Transfer:** Media intelligence activities are carried out through a communication process. The media is also a means of communicating values, cultural aspects, and cultural practices. It is a well-known fact that the media also spread ideas like food, fashion and the kitchen and much more.
- 3. Entertainment:** The media are one of the most important sources of entertainment. The mainstream media entertains in the form of music, music videos, movies, songs, comedy, phone series, games and more. New media has become a major platform for entertainment on other social media platforms such as online games, free games and YouTube, Facebook, WhatsApp, Instagram and many more.
- 4. Teaching:** The word “edutainment” is the domain of two words: education and entertainment. There are many games, videos and movies that enlighten you on various topics, not just entertainment. For example, a person with a smartphone can access various educational games. They range from children’s reading A, B, and C to science topics. The mind provides education with fun things.
- 5. Infotainment:** The word ‘infotainment’ is the domain of two words, namely information and entertainment. The term came from the fact that the media began to promote difficult stories and facts in a fun way of

## NOTES

‘soft news’ for people to use. This is seen through cartoons, popular stories, other interesting conversations, etc., as part of the ‘Difficult News’ – Information Media.

6. **Monitoring:** The media serves as a means of making the observer or investigator collect information. Surveillance services that use social media gather and record information about incidents, and any situation or place. It is then sent to all major media users with various tools.
7. **Fun:** As the demand for the media grows, the media begins to publish exciting stories to get more TRP ratings that generate advertising revenue. (Television Rating Point (TRP) is a tool that checks which programs are the most watched.) News stories are often headlined like “latest news” that disrupt TRP. It will be taken amazingly. New TV shows and media can greatly exacerbate minor risks in an actor’s life.
8. **Motivation:** Certain problems may require the attention and support of an organisation. In such cases, the media has been used extensively to bring people together. For example, during the floods in Kerala, media outlets were used to gather people who needed help to rebuild Kerala. The same applies to tsunamis, earthquakes, wars, and refugee problems. In McQuail’s words, ‘Mass communication works to unite people through difficult times.’
9. **Conviction and Propaganda:** Historically, the media have been used to seduce people. Persuasion aims to change attitudes, values, beliefs and behaviours while meeting similar needs. Propaganda includes “a deliberate attempt to stir up public opinion to support the purpose of the institution (usually a regional or company) that sends propaganda messages.” Schwartz (1974) regarded persuasion as “an enticing voice” when the message did not tell the audience what they were thinking or hearing but rather evoked thoughts related to voice, emotion, or memories. For example, Advertising is a form of persuasion, often an emotionally charged word that causes people to distinguish between advertising and product simultaneously. Ellul (1973) argues that propagation serves as a strong belief in “organised myth” and attempts to “find everyone.” “According to the myths produced, propaganda compels a complete range of accurate information that deserves to be explained only.” Hitler, for example, made extensive use of the media and the media to spread his ideas.
10. **Entertainment:** In today’s world, it is common for people to go to great lengths to seek out entertainment in one form or another. It is often used as a distraction. For example, if you want to take a break from studying or working hard, you can watch a movie, use social media, watch YouTube, or play online games. These methods also mean that people sometimes use them to interrupt their thoughts. Therefore, the media does this distracting work.

## NOTES

11. **Communication:** The media, especially the new media, has brought significant growth to connectivity. Social media has made it possible for people to communicate, communicate, and communicate. With instant email, phone calls, video calls, web chats, and online and offline communications, people can easily connect to regional, and national boundaries. This communication also depends on the government's communications policy. However, communication is growing exponentially.
12. **Collaboration:** With the advancement of communication technology, and the advent of social media, people often communicate with friends, colleagues, family, and strangers. Many media outlets, especially new ones, have been used to collect, connect, build relationships and gather in different forums for different purposes.
13. **Instructions and Warnings:** The media are used to educate people. When a country faces health risks or disasters, governments often use the media to educate the public. The government also warns of emergencies, storms and bad weather online and media such as print

### 3.4 MASS MEDIA

Multiple media can be described as a technology designed to communicate and reach a wider audience. The media is a great means of communication so that the public can communicate with one another on a larger scale. The most popular forms of media include newspapers, radio, television, the Internet, and magazines.



Source: <https://rb.gy/xb8rvm>.

Media can only be created with the help of the media. Social media is a tool for conveying a message to millions of people. Just as a speaker needs to learn how to convey the message he wants to convey to many people, a speaker needs to understand the proper way for a message to reach the intended audience without

## NOTES

hindrance. Choosing the right media is equally important in effective communication, as the media plays a vital role in conveying the message to many viewers. For example, when a politician communicates with the general public and uses Instagram Reels to convey a message, the message is vague because most people do not know how to use the latest apps and technology and the Reels are short. And it is an informal way of communicating his thoughts.

### Check Your Progress

3. Define Mass Media.

### Advantages of Mass Media



Source: [Shorturl.at/mFUY9](https://shorturl.at/mFUY9).

There are many benefits to social media in today's world. From being the guardian of the democratic world to ensuring fast communication, different types of media have various advantages and disadvantages such as below:

- 1. Giving a Voice to the Non-Speakers:** The media plays a vital role in exposing the public, as the public is free to express their views and opinions. In this way, it becomes the voice of the voiceless and allows people to exercise their free will.
- 2. Effective and Extensive Communication:** With all kinds of social media, from social media to social media, the world has become a global village. In this way, the media has helped people, businesses, governments and the world to stay connected.
- 3. Distribution of Cultures:** The media plays a significant role in spreading arts and culture throughout the world. With the help of the internet, anyone can learn a new language, learn about other cultures, or travel the world without moving from one place to another.
- 4. Information Encyclopedia:** The Internet is truly a great open source, and a wide variety of social media platforms, from search engine forums to social media and learning websites, play a significant role in helping anyone learn anything, anywhere.

## NOTES

In addition, the media has some drawbacks, such as the easy spread of false news, privacy, health problems, the optimisation of tested content and articles, and the potential for fraud and robbery.

Somehow, the media has failed the citizens of various countries. In some cases, the media have relinquished their role as guardians and have thrown people into government and other government officials. Many other media outlets have made it difficult for people to discuss them in the next paragraph.

### Disadvantages of Mass Media

1. **May lead to individualism:** Another disadvantage of the media is that citizens can be transformed into individuals. Personal contact with people is limited. This is because people spend a lot of time engaging in what they do online, watching exciting programs on television, and spending less time with other people with quality. It is normal to attend a meeting, and those present are more likely to be busy talking on the phone while waiting for the start of the session rather than in person.



Source: [shorturl.at/gjoFT](http://shorturl.at/gjoFT).

2. **Unsuitable content for children:** One of the evils of the media is that a lot of content that is gaining popularity by the public watching should not be discovered by young people. This is especially difficult for fathers and mothers who may not be at home all the time or may have to look after other children. Other measures were taken to prevent the adoption of children on such adult content. In some cases, the boundaries may be compromised because children seem to understand more than their father and mother.
3. **It may not be accessible to everybody:** Another downside to media is that it is not available to everyone. For example, newspapers continue to make a profit not only from advertising but also from marketing. As a

## NOTES

result, Media House may suspend the sale of highly low-cost newspapers. In other words, newspapers are geographically selective. For TV and radio stations, you can only adjust where the signal is located. Therefore, while most media outlets are intended to be accessible to everyone, they may not be accessible to everyone due to technical limitations.

4. **A decrease in national productivity:** The media contributes to the decline in national productivity. Some programs are so exciting and long that people spend valuable time watching these programs without being productive. One example is a series of games to which people dedicate at least one hour a day. You could use that time well and spend it on other productive activities, but that is not always the case. Today, it is not uncommon to see television on the job. This can prevent employees from achieving efficiency.
5. **Does not express the general opinions of the masses:** The media has been portrayed as one of the best tools to criticise people for a particular problem at a particular time. However, this will no longer be the case. There are cases where the opinion expressed within the media is not human. Sometimes it is far from the opinions of the people in charge of the media. These regulators can be politicians or businesspeople who need to determine the course of a problem within a public domain. Such individuals may be able to distort the way of public speaking to maintain good health. So, what comes out because public opinion is not always public opinion but only a select few.
6. **Give a semblance of legitimacy to drugs and alcohol:** Drug and alcohol abuse are commonplace on some television stations and their contents. This seems fair to everyone to use such products, even though they may endanger the health of consumers.
7. **Sometimes, people are not what they claim they are:** People may say they are blind on the Internet and not. Successful entrepreneurs are deceived by collaborating with suspicious Internet users. In other words, the social network has become a haven for fraudsters and swindlers.
8. **It could be used to malign the character of people:** Media access is broad and wide, so some people abuse it unnecessarily. Harmful stories planted elsewhere in the media can quickly damage a person's reputation. Not everyone was able to learn the apology and withdrawal of the story, even if an apology was made. The victim's image may be damaged for a long time. There is a law of humiliation, but fraudulent accounts can be created to cause damage, which can be difficult to prosecute.
9. **Advertisements can be a nuisance to viewing and reading pleasure:** Media houses make money primarily through advertising. For this reason, they should associate their program with paid advertising. These ads can irritate the viewer in a television story and the reader if they happen in the newspapers. Readers may purchase a newspaper and find that more than a quarter of the newspaper is advertising. This could reduce his ability to

## NOTES

enjoy reading newspapers. In other words, how the media has promoted advertising on their social media platforms has reduced their media presence.

- 10. Negative health implications:** Continued media use, especially radio, television, and the Internet, is causing health problems for people. It has now been medically proven that prolonged exposure to television and computer screens can affect one's vision. This means that watching TV or using your computer for extended periods of time can cause visual problems.

### Characteristics of Mass Media

Audiences or crowds are offered many different options depending on the content, media forum, etc., to choose from the type of large media they want to use.

The media incorporates a variety of media technologies to reach a wider audience. The main features of the main media are:

- Media is a technical and institutional means of transmitting, constructing and disseminating news. They are called many radio stations because they reach large audiences or in large numbers.
- The media have the power to influence the community and to influence what happens to the community itself. A variety of content, media forums, etc., will be given to spectators and the masses.

### Functions of Mass Media

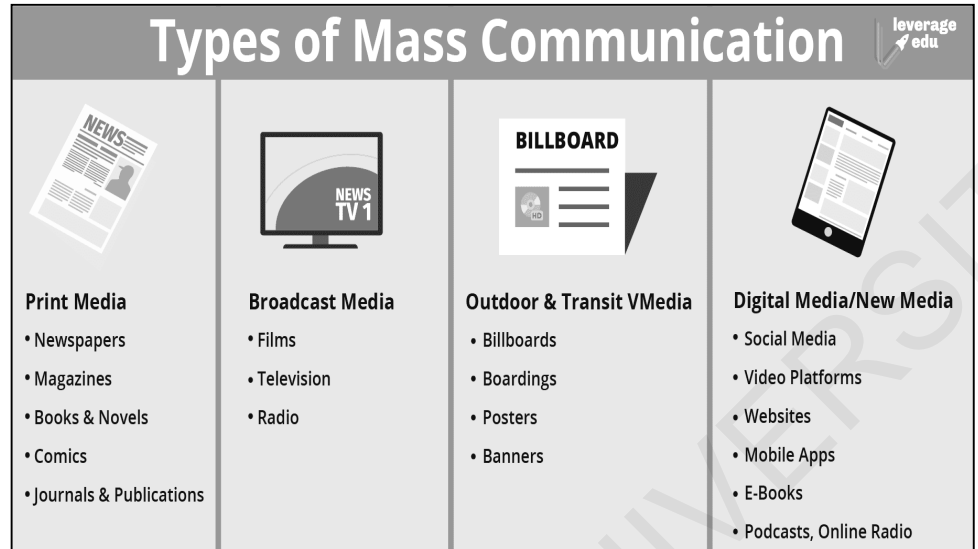
The media is one of the most important forces in modern culture. All forms of media communication, whether written, broadcast or spoken, reach a wider audience and have a greater impact. The key features of social media are below:

- The media plays a vital role in our perception of the world.
- Excessive media use has made the world look smaller and closer.
- It also promotes the distribution of goods and services.
- The primary goal of the media is to inform, educate and entertain the masses.
- It plays a vital role in democracy and the nation's functioning.
- The media is a watchdog.
- The media works to convey cultural values.
- The proliferation of new media creates a global network of people.

### Types of Mass Media

When it comes to different types of media, there are different types of modern media such as print media (newspapers, books, magazines), broadcast media (television, radio), digital media (internet) and video games, music, cell phones, films, among others. All of these types of mass media include content and the device or object that is the primary means of delivering content.

## NOTES



Source: [shorturl.at/rHITY](http://shorturl.at/rHITY).

## Types of Mass Communication

There are six main types of Mass Media:

1. Traditional Media
2. Print Media
3. Electronic/Broadcasting Media
4. Outdoor Media or Out of Home Media (OOH)
5. Transit Media
6. Digital Media/New Media/Internet, These sources of disseminating information and news, is considered 'mass media'. It is a medium used to communicate with the masses or a large number of heterogeneous audiences with different kinds of information.

### Check Your Progress

4. What are the six main types of Mass Media?

## Traditional Media



Source: <https://rb.gy/xb8rvm>.

People have developed various forms of communication, based on local language and culture. Traditional media is one of the oldest forms of media used to transmit traditions and customs from generation to generation. Communication



## NOTES

methods were developed based on social beliefs, customs, and traditions. Traditional media has been conveying traditional channels for centuries. In addition, these types of media vary from culture to culture. This is because each culture has its own social media and media. Thus, traditional media has traditional songs, dances, legends, and publicity media such as paintings, statues, stupas, templates and trade shows, festivals, local and community radio, and Nagada.

### Forms of Traditional Media:

- Folk Dances
- Folk Songs and Music
- Theatre, Drama, and Folk tales
- Painting, Sculptures, Inscriptions, Statues, and Stupas
- Motifs and Symbols
- Announcements made by beating drums or ‘nagada’
- Shadow Puppetry and String Puppetry
- Storytelling
- Nautanki
- Fairs and Festivals
- Rural Radio

### Print Media

In short, all print media is about the printed format of information and news. Before the invention of the printing press, printing presses had to be handwritten, making mass distribution almost impossible. Print media is one of the basic types of large media and is very popular and ready to reach a large audience. Newspapers are regarded as the oldest form of media after mainstream media. This is because the public has long relied on newspapers to keep up with the latest news locally and globally. Therefore, print media initially associated with newspapers has been expanded to include magazines, tabloids, pamphlets, magazines, books, novels, and comics.



Source: [shorturl.at/hiuvS](http://shorturl.at/hiuvS).

## NOTES



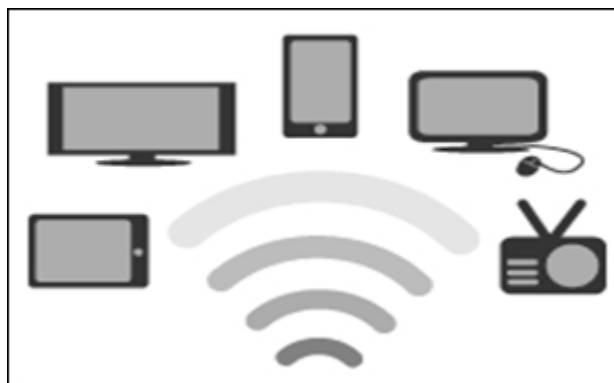
**Source:** [shorturl.at/cDER8](http://shorturl.at/cDER8).

### Forms of Print Media:

- Forms of Print Media
- Books, Novels and Comics
- Periodicals, Newsletters, and Magazines (general or specific interest)
- Brochures, Leaflets and Pamphlets
- Newspapers (Broadsheet and Tabloid)
- Journals

### Electronic Broadcasting Media

Broadcasting the use of electronic streaming media to deliver audio and video content to distributed audiences. Originally, the word “send” meant to sow seed on a farm by sowing seed in a large field. Broadcast media is one of the most beneficial forms of social media, as it attracts both hearing and visual senses, making it easier for educated people to spread the word. Centuries later, after the use of newspapers as the first media, radio and television appeared. Radio was the leading sports and entertainment media, as well as the general public during the war. When television was invented, it became a very effective media outlet because it was used primarily to broadcast news and then for television broadcasts, live events, and other entertainment purposes.



**Source:** [shorturl.at/vCDGH](http://shorturl.at/vCDGH).

## Types of Broadcast Media

Forms of Broadcasting Media:

- Television
- Radio (AM, FM, Pirate Radio, Terrestrial Radio, and Satellite)
- Video Games
- Traditional Telephone
- Audio Recording and Reproduction
- Radio Jockey Courses
- Film/Movie/Motion Picture

## Outdoor Media or Out of Home Media (OOH)

Also known as OOH or Out of Home Media, it focuses on delivering information and messages when the general public is not at home. External media focuses on advertising and attracting people to new products, social causes, or community development and transformation. This is evident in the advertising of buildings, streets, polling stations, streets, cars, screens, locks, and more. It is one of the most popular forms of social media used in both commercial and social media, especially one that includes signs and banners.



**Source:** [shorturl.at/cwQV7](http://shorturl.at/cwQV7).

Forms of Outdoor Media:

- Billboards or Bulletins
- Brochure Distribution
- Mobile Billboards
- Posters
- Signs and Placards
- Banners
- Lamppost Banners
- Blimps, Skywriting
- Inflatable Billboards

## NOTES

## NOTES

- Compark Advertising
- Walls Cape

### Transit Media

Transit Media revolves around the idea of advertising and disseminating information when consumers are in public or on the go. This includes advertising on cars. Transportation media, which aims to “bring your message home,” helps millions of people who travel daily on national roads and highways to promote major brands.



Source: [shorturl.at/oxFIZ](http://shorturl.at/oxFIZ).

### An Example of Transit Media

This type of media may be considered obsolete or inactive, but it is widespread on buses, subway trains, and stations where passengers board and disembark from public transportation.

Transit Media Forms:

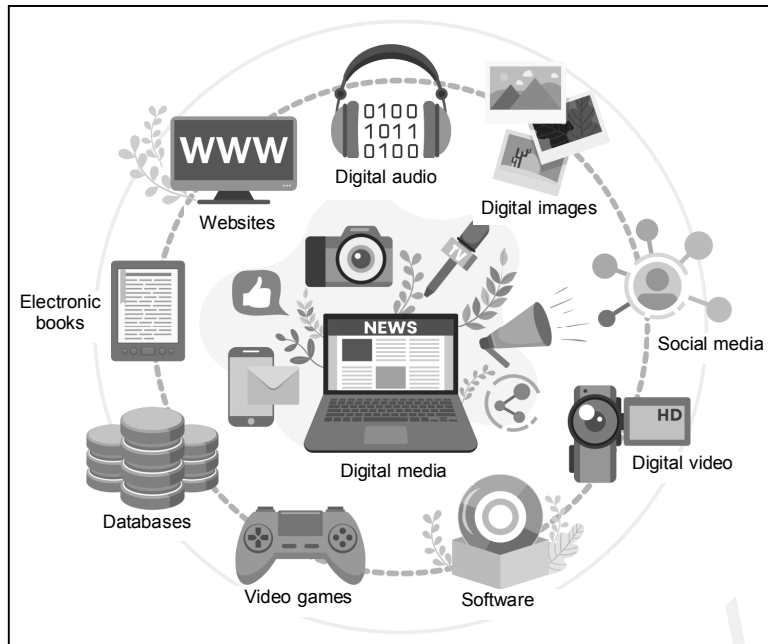
- Bus Marketing
- Train Advertising
- Taxi Marketing
- Transportation Advertising

### Digital Media/New Media/Internet

Since the founding of the World Wide Web by British scientist Tim Berners-Lee in 1989, the Internet has dramatically conquered all forms of mass media with the fastest delivery and most advanced digital technology. New media is a dual interaction where users are active producers of content and information. The Internet is regarded as a highly interactive social media and can be described as a “network of networks”. Good integration of all major forms of social media quickly became the centre of media. You can now watch news websites, broadcast TV shows, and listen to online radio. This is also known as media integration.

New media is often a new concept of existing media. This is a fast-growing media that is easily accessible to computers and internet connections (broadband or

Wi-Fi). From news writing and graphic design to multimedia and animation, work in this area can be a huge benefit.



Source: [shorturl.at/eptJK](http://shorturl.at/eptJK).

## Types of Digital Media

Forms of Digital Media:

- Websites
- Emails
- Digital Video Games
- Blogging and Vlogging
- E-commerce and M-commerce
- Virtual World and Virtual Reality
- Human-Computer Interface
- Webcast and Podcast
- Social Media and Social Networking Sites (SNS)
- E-forums and E-books
- IPTV (Internet Protocol Television)
- Computer Animation
- Digital Videos

### Check Your Progress

5. What is Out of Home media?
6. Define Transit Media

## NOTES

## NOTES

### Types of Communication

Recently, we have looked at what different tools/media a person can communicate with. Now, we will look at what ways communication can be made and what different types of communication strategies are.

1. **Individual Communication:** This is face-to-face communication between two people, including letters and emails, face-to-face conversations, and instant messaging. In a one-on-one conversation, it is important that both parties are fully aligned without interruption or confusion.
2. **Social Communication:** Unlike private communication, which means that there are two or more parties involved, social media is targeted at multiple viewers. Political speeches, announcements on TV news programs, and even large numbers of people. For communication, it is important that both sides are fully aligned without interruption or confusion.
3. **Small Group Communication:** It is similar to social networking, but in smaller groups, there are larger circles. This type of communication also needs to be planned in advance to be well-prepared and well-executed.
4. **Collaborative Communication:** This is a form of communication that occurs when two or more people work together to achieve their ultimate goal. Build a house or create a work of art. This group often uses forums and sharing tools such as email, wikis, and message boards.
5. **Organisational Communication:** This type of communication takes place between employees, departments, and even offices within the same organisation. Organisational communication also occurs between the organisation and its environment (government, media, etc.).
6. **Multilingual Communication:** Motivating mixed communication, also known as negotiation, is when two or more groups try to agree on something that has different effects on the mind.
7. **Emergency Communication:** A method of rapid and accurate communication, usually in emergencies such as accidents, natural disasters and other emergencies. Emergency communications often use wireless or text messages sent from mobile devices.
8. **Interpersonal Communication:** Interpersonal communication occurs when two people communicate at each level. This can range from conversations between friends to romantic relationships. Communication between people requires careful listening and eye contact.
9. **Negotiation:** In negotiations, another form of motivating mixed communication, two or more parties try to agree that they have different goals or ideas about what is best.
10. **Linking Communication:** If the message is not completely voluntary and you pass the other way, such as forums or other types of media, before you reach your destination, the message is a constructive link.

## Principles of Communication

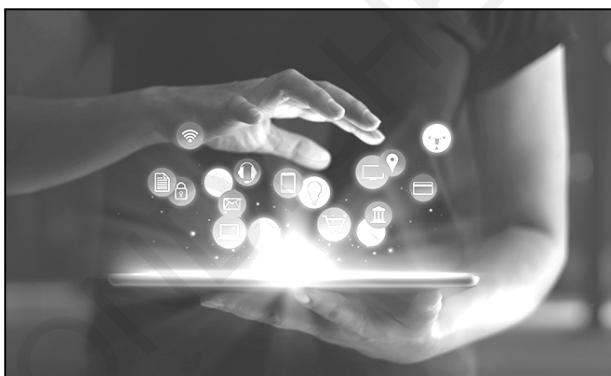
Speaking or writing is easy, yet speaking or writing what others will understand is also worth doing. We all see the frustration of repetitive audiences.

Communication can fail for many reasons, so it is worthwhile to figure out what is involved in effective communication. The content of this article is entirely based on the enjoyment of many people from various walks of life.

The following features summarize what is involved in effective speaking. These features are not displayed randomly; all rely on everyone else to make perfect work that works:

1. Understand your topic
2. Know your audience
3. Practice language that is clear, concise, correct and complete
4. Use words your audience will be acquainted with
5. Avoid individual opinions
6. Know the difference between literal and symbolic meanings
7. Keep sentences short and crisp
8. Organise clearly
9. Put the main idea at the beginning of a sentence or paragraph
10. Use the active rather than the passive voice

## Communicating in Digital Era



**Source:** [shorturl.at/bdwB9](https://shorturl.at/bdwB9).

Winston Churchill stated, “The only difference between administration and leadership is simply communication.” Communication skills are now needed to lead the visible world. Generally, communication is a way for people to communicate information, news, feelings, and so on. However, the way people communicate is changing, leading to new communication opportunities and challenges.

It is often referred to as the sound that the intended message cannot be achieved. Email notifications appear on your computer screen; new text messages make your phone sound, Twitter ping notifications, and more. You may be

## NOTES

## NOTES

distracted by a colleague who wants to talk less. It may prevent you from listening to someone talking on the other side of the phone, understanding what they are saying at the meeting, or sending a specific message on paper for important work. Anything goes well. According to a study conducted between the University of California, Irvine and Humboldt University in Berlin, Germany, the cost of disrupted work can take up to 23 extra minutes to focus on work. To turn off loud noise and improve communication in the digital age, it is important to consider some key points and develop new communication skills.

### The Sharing Shift

Technology is flooding the world with smartphones, tablets, e-readers and other gadgets, which improve portability and access to social media. According to Jose Luis Orihuela of Medium.com, there have been many paradigm changes in the digital age. First, the messages were not accepted by the general audience, and the communication switched to being among the users. Users can control the topics they want to be notified of, how they receive messages, and the forum they display. Also, people can share messages collectively without mediation or editing, so information is no longer transmitted in just one way.

Additionally, simple text and images are no longer important, as digital input, data visibility, and multimedia options are available for all types of communication. Your communication needs to reflect this by combining dynamism in order to connect with your audience.

Lastly, and perhaps the most important change for business leaders, we need to turn data into information. The exchange of information, news, or other report data has become global in real-time, rather than the usual and localized. When communicating, especially when conveying business information, we need to be able to tell the story behind the message to expand our knowledge.

How can we embrace these paradigm changes and communicate effectively in the digital age? Frank J. Pieturcha of the Washington Post says that smart infographics tell a much better story than crowded sections. Explain why the message is important to the recipient, summarize the presentation, and focus on attracting the recipient to gain a better understanding. Messaging forums such as Business Skype and Slack allow team members to speed up and respond without having to go through email communications processes, allowing for quick shortcuts. Similarly, social forums promote short-term communication by sticking to the limit of characters such as hashtags to emphasize key points and @ tags to emphasize important people.

### Putting a Face to it

Calls and meetings are always functional and necessary, but they should be dynamic and durable. Video conferences are extremely accessible and well-managed thanks to mobile phones and tablets, so meeting someone you are talking to will improve your knowledge and communication.



## NOTES

And the last important tip is that the messages transmitted in the modern digital age are sent via email, text, video calls, or social media. The information is very personal to you. Partners and customers expect immediate satisfaction and want to feel valued. Chatbots, social media, and direct messaging enable better interaction through interactive responses. However, keep in mind that this level of visibility and self-efficacy requires constant clarity in communication. Track messages, track pending events, and improve delivery based on recipient feedback.

### Providing Internal Tools

As more companies make the world, people work remotely and change the balance between work and life, it is very important for leaders to develop new communication styles and incorporate these tips into the workplace. User-centred, flexible and actionable information can be delivered through personal, attractive and easily digestible messages across all business communication styles. Verizon, Volkswagen, and many other companies are embracing people-centred social media software solutions to create personal profiles for forums, private and community groups, and stakeholders. Integrated digital workplaces and document or screen-sharing apps enhance communication by increasing the speed and simplicity of the required dialogue, as opposed to long emails with instructions and feedback.

Communication is an important leadership skill, and the digital age has changed the way people communicate. Technology often creates noise that interferes with the sending and receiving messages, but it can be very helpful in improving communication. It is not just about managing technology and using it to improve communication in the digital age for business leaders.

In the age of digital communication, new challenges have emerged in recent years regarding communication direction. Social change and the importance of the digital world in everyday life have changed the rules of the game when dealing with customers. The company's social reputation in the company needs to be based on a number of issues that directly affect the company.

First, the truth should be the backbone of communication. The speed of information dissemination today is a new challenge. Therefore, more than ever before, all communications should be based on factual and verified facts, as only tweets that do not agree with the debate can damage the company's reputation.

On the other hand, according to the previous example, the digital revolution that pervaded our daily lives has taken place. Technology and the internet have not only changed our usage habits, but also our channels and communication structures. Your online reputation is something you care about lately, as you can always argue with yourself.

This digital environment also has many benefits that should not be overlooked. Social networks allow for the first time to know in real-time the individual's opinion and the size of the audience. A lot of expert data can be a great source of information.

## NOTES

It is for this reason and as a conclusion that digital technology raises the issue of corporate communication. But on the other hand, it is also a good bet on bidirectionality which was hard to come by traditional media.

At BCM Marketing we know what a customer is like and we want to be your reliable communications consultant. We have the tools and knowledge to be able to maintain and enhance our social reputation as a business.

### How to Communicate with Others?



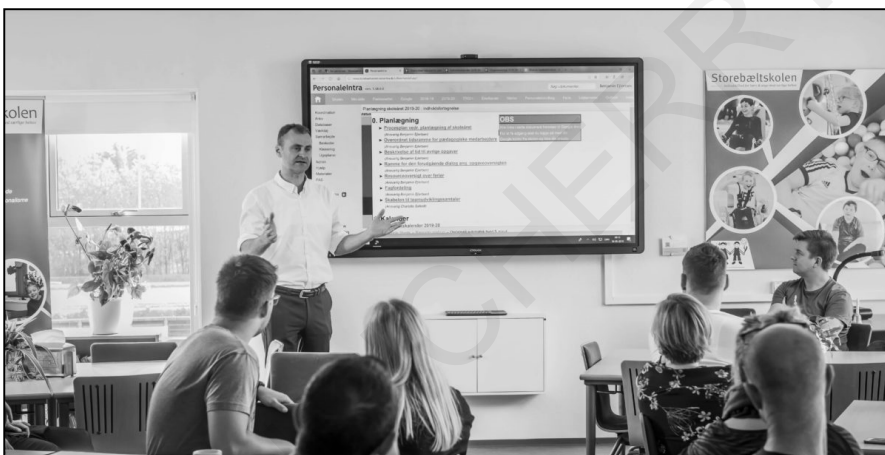
Source: [shorturl.at/pyABP](http://shorturl.at/pyABP).

- **Speak slowly, and listen very carefully:** It is difficult to have a conversation when you do not know how to communicate with others. And the biggest mistake people make is always talking – even if they have nothing to say. Don't be that person!
- **Organise your message about benefits:** The best way to do this. Use the word "you" instead of "I" as often as possible. We all say things like, "I love this movie." But did you fail to say something like, "You'll love this movie!"
- **Keep it short:** If you want people to listen to what you have to say, learn to communicate well by knowing your message and cutting out what is being said. Say what you have to say, don't say it again. And if you are not sure which is the most important part of your message? Perhaps the answer is "no."
- **Tell the story, not just the truth:** We all know one person who can talk endlessly, but who brings nothing to the table. So, what is his secret? They learn to communicate by telling stories.
- **Always tell people why they should care:** Always answer the "why" question, whether it is about things, products, or yourself. People do not buy on the basis of features and benefits. It is your job to discover what that is and to bring it about.
- **Be aware of your body language:** Even if you do not speak, your body is still telling people around you something. Don't ignore it! If you feel

## NOTES

- uncomfortable, try smiling or nodding your head as needed. Both show that you are listening and speaking.
- **Learn how to communicate:** If you are talking to someone and he seems to want your attention, give him. Remember, if they lean forward, they probably want more information. If they sit down, you may get over it. Pay attention to the social signs of the people around you!
  - **Think carefully:** People are more likely to listen when you are in front of them, right? So, do not be afraid to speak your heart. Be honest about what you say, and people will appreciate it.
  - **Get feedback often:** If you want to know how well you interact with others every day, check it out. Ask people to give you feedback on how you are doing and see what they have to say. Try to find a time when you are communicating very well.
  - **Know your audience:** Being able to read someone is important, but knowing how to communicate with others based on who they are is completely different. If you can get math clues, you will be much better at chatting!

### The Importance of Communication in Education



Source: [shorturl.at/mxSZ2](https://shorturl.at/mxSZ2).

Communication is very important in education. Whether teacher-to-student, student-student, teacher-to-teacher, teacher-to-parent, teacher-to-administrator, parent-manager, or vice versa, communication is essential for student success.

Communication does not always happen. It could be a lack of time, a lack of resources, a lack of information about how to get a point, or a language barrier.

As schools and colleges start offline mode, it becomes increasingly difficult for students to change their communication style regularly. When the internet seems simple and easy, offline seems comforting. Students are confused as to which mode they can choose to communicate with teachers and their friends and similarly teachers are confused as to which mode would be best for students to better understand their given information. Technology gives students a better chance of being exposed to information through videos and photos but offline mode

## NOTES

gives them the opportunity to practice and test their knowledge. No matter what method of communication we choose, it is important for teachers, students, and parents to understand how to communicate effectively despite all the communication challenges.

We have different types of communication that we can put in all of our locations. The only challenge is to get our message across to our target audience without any hindrance.

It is necessary to communicate via email with staff, teachers, students and parents but the problem is that many students, teachers and parents cannot read digitally.

Digital Literacy is one of the essentials of the hour. We all need to have digital knowledge to connect with this virtual world. Today, notes are posted online via Google Classroom, various webinars and regular classes conducted by GMeet. Students can complete a variety of courses through Coursera and many such options are available today but without understanding the role of digital media in education it is difficult to use these updated communication tools to the best of our ability.

There are many automated systems that automatically dial a phone number using the explosion details.

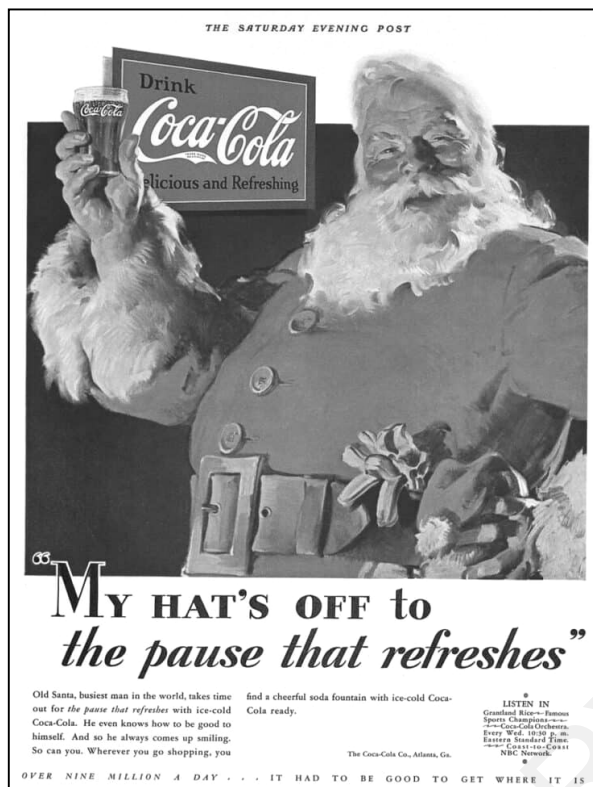
Use the social media platform to connect with teachers, parents, students and the community.

Google Translate and other translation tools help all parents and students access the information they share with you. This also applies to websites, email, social media, and phone blasting systems. This is a major problem in our region, with a large number of ELL students and more ESL parents. The diversity of media technology allows anyone to access and understand communication by bringing different types of communication through writing, visual, audio, and even video.

By connecting with students who do not have online resources, videocassettes, video conferences, etc., you can make students at home or in the hospital part of the lesson and keep them interested. In addition, these resources help connect parents to schools.

Technology also helps teachers research topics, find resources, connect with other teachers, learn from each other, and share.

## The Relationship between Communication and Advertising



Mass Communication – Concept, Elements and Transmission

### NOTES

Advertising is a form of communication that invites and encourages people to take certain steps. Communication is important to let people know what the company is offering. Ads also display the benefits, features, and value of a particular product. The act of buying or participating. One of the effects of advertising is to change people's business behaviour. Therefore, it is important that advertisers communicate with consumers. "Marketing and communication" is a term that describes every aspect of a company's marketing process. This includes customer service and research. Many companies use market research to understand their customers. Communication is the act of using symbols and images to convey messages, create meaning, and exchange information. Marketing communication involves providing information about a particular product and service. Advertising is a very powerful form of communication. Communication is a daily process of passing information from one group to another.

There is a connection between promotion and communication because companies cannot advertise without communication. The relationship between the two is in the target audience, news development, communication channels, and customer service, which, when used properly by a company, has an impact on buying and selling.

### Audience

Before a person can develop something or say something, he or she must know the audience. The audience is the recipient of the message. A piece of communication or advertising research is very important. Companies often develop marketing strategies to find customers who are interested in a variety of products

## NOTES

and services. Business growth has increased advertising. Customers often differentiate themselves by the products they need. According to Dyer (1982), advertising is a form of communication. Advertising influences people's decisions, thoughts, and emotions. Advertising is relevant to the daily life of most people. It has a subtle, gentle way to persuade people. It uses the culture of consumerism. In today's society, every company needs to play a lot of ads in order to make significant progress in the market and industry. One of the main areas of advertising is magazine advertising. It meets the needs of the market in a very complex way. Display high-quality products on glossy pages with models. All magazine editors try to write good articles to make sure they have more followers. When a company advertises in this magazine, it increases sales and revenue (Leiss 1982).

### Message Development

Another important link between communication and advertising is news development. Each business has a marketing goal that needs to determine the message it conveys to its audience. One of the goals of business marketing is to increase the customer base, improve customer attitudes about the product, and generate customer revenue. These are all messages that businesses want to convey to the public. Once the management has set a goal, they pass it on to the audience. Communication should be such that it attracts more people to the business. The main way to communicate business with the community is in the form of ads. According to Kokemuller (2014), the marketing process has many facets.

One of the key components is getting your ad targeted. There are certain qualities that an ad must have in order to influence its audience. Advertising has a wide market, so it should be age-appropriate. Another quality advertising should have is a high-quality product. Most viewers enjoy advertising that introduces high-quality products (Leiss 1968). Different brands have different messages. Some ads use pictures and captions to communicate. Images are visual representations of a concept or service. Some ads use a slogan. A tagline is a short statement that summarizes the main message of a product. The motto is very important in any marketing strategy. The motto should be short, concise, and easy to remember.

### Advertisements, PR and Selling

There are many ways to communicate between businesses and the general public. This is advertising, public relations (PR), and marketing. Many businesses use this form of communication to reach the general public. However, some companies use two methods to skip public relations activities. Advertising comes in three main types of media. Print media ads appear in magazines and newspapers. Broadcast media ads are played on radio and television, and digital ads can be found on websites and blogs. In many cases, companies go to the media in large numbers to reach more people. The PR company conveys a positive message about the company by advertising it. Sales and promotions are effective because they inform people of upcoming products. This is how companies communicate with the public without advertising.

**NOTES**

Fourth, customer service relationship. Customer service means taking good care of our customers and meeting their needs. This practice allows businesses to retain customers, which increases their bottom line and sales. There are various strategies to help customers with the companies they use to support their communication with their customers. Customer service involves interacting with the conversation about customer information and preferences. After this, employees follow up and find out if the customer is satisfied with the service or product they have received from the company. Tracking communication is important for businesses that receive customers through advertising. This helps to build a good relationship between the client and the company and helps to resolve the conflict of guilt. Communication in this phase also helps the company to know what areas it needs to improve in order to come up with better products and services. According to Kokemuller (2014), an entity must establish a relationship between the business and the customer to ensure that they will return.

Advertising as a means of communication has different reactions and ideas. Advertising can be exciting, irritating, annoying, and educational. Everyone who advertises needs to make sure they are informed and interested, and these are the answers that attract customers. Other factors that make people interested in advertising as a means of communication are arousal, humour, personal relationships, diversity, and irritability. These factors influence people's attitudes toward a particular product (Richard, Scott, and George, 1983). According to Duncan, T. and Sandra (1998), the basis of marketing is communication, not persuasion. Communication is the most important aspect of marketing between consumers, stakeholders and businesses. In today's world, it is common for people to limit their commercial interests. In short, advertising encourages people to do something. There are many types of behaviours that businesses expect from consumers. Communication is a daily process of passing information from one group to another. The relationship between the two is in the target audience, news development, communication channels, and customer service, which, when used properly by a company, has an impact on buying and selling. Advertising is intended to change people's business behaviour. Before people can do ads, they need to know their audience. You need to have background information for likes and dislikes to ensure that your ads meet your needs. Advertising should tell them that they can find a product that is right for them. During message development, companies must decide which message they want to convey to the public. The communication method should attract people's attention and should also be informative. Some of the ads use jokes to convey a message. The advertiser has to practice caring for customers to make sure he gets customers and keeps others.

## NOTES

### True Importance of Corporate Communication



Source: [shorturl.at/opEG2](https://shorturl.at/opEG2).

Overall, corporate communication is the process of creating, promoting and maintaining a consistent brand image and identity. Effective business communication helps to create a business image that promotes internal loyalty while building trustworthy external customers.

Business communications include the management of public relations and media relations, internal communication between employees, managers and supervisors, and relationships with investors, customers and the general public. Once all of this has been synced, messages sent to internal and external sources are consistent and restore trust. When a company loses contact, confusion can lead to suspicion and betrayal, and the entire organisation suffers.

#### External Corporate Communication as PR Tool

According to the media and public relations, corporate communications staff are often responsible for distributing published news, organising media conferences, and arranging interviews to promote the company's name. Active media and public relations teams also have a deep sense of how to deal with and respond to bad news in a way that introduces the truth and resolves further criticism.

Team members in this area need to be aware of what the company is saying to the media and pass the news on to staff and customers to maintain their interaction (if necessary).

The business communications team needs to understand how internal communication is hidden between the marketing of employees and customers. Internal communication often influences marketing strategies, so those who are deeply involved in the internal communication process have a good understanding of how internal conversations can be translated into effective and sensible social media, marketing emails, and social media. You must.

Obviously, not all invitations and internal emails contain information that is relevant to the public eye, so corporate communications teams working with clients may work with the company's staff team to ensure internal communication, such as employee benefits discussions and staff correspondence. it's out in the open.



## NOTES

One of the best ways to answer the question, “What is business communication?” It is thinking like everyone else who speaks the same language throughout the business. This language is based on the strong nature and reputation of the company. With an effective business communication strategy, a company can share its goals, achievements and identity with the community and shape its image.

### **Why is Corporate Communication Necessary?**

The importance of good corporate communication cannot be ignored. Strong communication helps employees work efficiently and gives potential customers ample opportunity to learn about the company’s products and services. Business communication facilitates the process of informing the media or stakeholders about the board, the latest news, and why a particular type of marketing is very different from its competitors.

As they grow, all companies realize the importance of a communications team that can handle external requests from the media and customers, marketing and marketing messages. A well-organised communication team has the ability to ensure internal conversations and the flow of information without problems.

### **The Art of Corporate Communication**

These features are connected to the Japanese concept of Kaizen (continuous development). Kaizen’s art creates a culture where each employee focuses on how to develop business and work together to achieve sustainable and slow-moving development throughout the office.

As a solid business communication strategy, Kaizen talks about everyone’s talents, focuses on maximizing current best practices, and encourages all employees to combine their knowledge and expertise.

Tony believes in the power of effective communication to resolve conflicts, transmit information and build relationships at work. Even at the corporate level, many of the most important aspects of communication, such as deep listening, empathy, physical audience and understanding of the mind, are active during communication.

The key to successful business communication is the same as either holding a press conference or meeting with a colleague. That is, to understand the terms and conditions of the conversation and the messages that need to be conveyed.

Companies that fail to communicate often struggle to get their customers to buy products and services and often have problems with their employees because they do not know the important information or performance expectations.

### **Issues of Company Communication**

- 1. Differences in leadership style:** We often think that leaders deserve a certain type. You may think of a prince who is outgoing, loud, and friendly. The point is there is no right or wrong way to lead, and there are different leadership styles. Business communication in the office may be successful if the company is unaware of the different types of leaders.

## NOTES

Leadership is not a skill that is born with or without it, but it is a skill that can be learned and nurtured over time.

2. **Perspective Matchers Vs Mismatchers:** What are the benefits of corporate communication if they do not help you to understand the opinions of others? If you do not understand how they view the world, you might be arguing with someone. There are several meta-programs (psychological processes that affect the path, we see things) that can affect company communication. What matters is the identification as a match or contrast. Whether you are the same or not has a profound effect on how you view the world and how you relate to others. If you both have the same office, and many companies have them, no matter how powerful you are, you can see the collapse of a business communication strategy.
3. **Forgetting a person's feelings:** Do you think your colleagues and employees are more productive than humans? Forgetting one's feelings makes corporate communication almost impossible. Everyone in your office has dreams and fears to influence their behaviour and various reasons to choose to work where they work. Not only do they have unique personalities, but they also have an individual way of seeing the world and a set of defences that can be caused by others or events. Treating people to work continuously without considering their feelings is a company communication that falls over time.
4. **Ignoring different or quiet voices:** It may be easier to identify the loudest words in the room. There is always someone who talks about others or who can't wait to weigh their opinions. But in many cases, there are ideas that may benefit the company from communicating and producing in your neglected workplace. That's because they always come from more people coming to your group who don't like to be in the middle of interest or from people who meet their analysis now will no longer be accepted for a few reasons.
5. **Confusing busyness with being productive:** Do you have a colleague or colleague who always looks busy but does not seem to be doing well? That is because there is a big difference between being busy and productive. If someone does a lot of irrational work, they will not be able to communicate with the whole organisation and the company's communication will be disrupted. They do not have the time or emotional energy to get involved because they are focused on tedious work.
6. **Conflict between internal and external communication:** One of the worst things leaders can do about corporate communication is to say one thing to the general public while saying something else to the group. Disconnection occurs when a company encourages its customers to innovate but does not encourage a culture of innovation in the group. Employees become frustrated and responsive by leaving the company or expressing their thoughts to customers and colleagues.

## NOTES

- 7. Mixing personal and professional communication:** Everyone wants a cosy and fun workplace where they can be friends and have information at home. However, corporate negotiations can pass if non-public issues affect the workplace. Mixing drawings with individual problems can result in reduced productivity, loss of expertise and a message to your customers who do not take your drawings seriously. Worse still, the difficulty of this type of conversation can lead to a toxic workplace full of gossip and abuse of power.

### Communicating in Difficult Situations

Most people need to stay away from war and traumatic situations, no doubt – that is human nature.

People often find that it is not too difficult to stop saying something they think will be debated or bad, end the verbal discussion and let the situation grow.

The supervisor may also not tell the employee that his or her choice is unsatisfactory.

You can also end that discussion with ‘difficult’ words with your partner, especially if it exposes some form of wrongdoing or economic or emotional issues.

The child may also end up telling his father and mother that he may be bullied at school.

Most people can imagine situations when they have finished having such difficulties; verbal exchange. Most people will also realize that rejecting verbal exchanges reduces short-term anxiety. However, constantly dismissing difficult communication situations only leads to feelings of frustration, guilt, resentment, anger, a discount on your beliefs and, ultimately, more stress and anxiety.

By following a few simple clues and with the help of a few well-designed word-for-word techniques, speaking under difficult circumstances will not be difficult.

There are two main factors which make communication difficult:

- 1. Emotions:** People often read emotions as positive or negative. Happiness builds, and therefore disappointment should be bad; calm is good while tensions are bad. Emotions, however, are a natural reaction to the situations we find ourselves in, and the most difficult time we want to engage in is when we constantly feel emotions close to our present state. Emotions, as a result, are no longer a good thing or a bad thing but a good or bad thing next to a point. When we are faced with a sudden experience we may also find ourselves becoming angry, frustrated, angry – or perhaps overjoyed. It is good to be aware of how we respond to emotional issues and to consider various ways in which emotions can be controlled if necessary. Similarly, if we want to talk about records that can have an emotional impact on everyone, it is very beneficial to

## NOTES

calculate what that impact might be and to do what we say or write correctly.

2. **Change:** Difficult discussions are usually about certain changes. For example, changes in work styles, changes in economy and health, and changes in relationships. It is important to remember that change is inevitable. How we deal with change varies from person to person, some respond positively to changing circumstances, while others initially see only problems and difficulties. If possible, it is helpful to think about the positive aspects of the change and the opportunities it may bring. It is better for personal well-being when they are able to accept change in the best possible way, thus helping to reduce stress and anxiety.

### The Challenges of the New Communication Age

Changes in the distribution of books, music and television have expanded surveillance technology across the office, blurring the line between work and home. The same technology that allows digital books, songs, and movies to be downloaded directly to your computer or mobile device allows publishers and entertainment companies to record and monitor everyone's browsing habits with increasing accuracy. Televisions are also redesigned to accurately record viewing habits. For example, a digital video recorder can save hours of TV programs, allowing viewers to skip ads and create their own program schedules. The data generated by these actions may be used to create viewer profiles, make viewer suggestions, and record future shows.

Mobile communication where BlackBerry smartphone maker RIM responds to a 2010 request to give security to these countries the ability to block communications from the United Arab Emirates (UAE), Saudi Arabia and India. Privacy has also become a problem. Emails and instant messages from BlackBerry users within the perimeter. The United Arab Emirates later claimed that it had reached an agreement with RIM to repeal the planned BlackBerry services ban and refused to disclose talks with foreign governments. The request was part of a growing need for security from governments due to the need to monitor criminals and terrorists using wireless communications.

The United States is not involved in these conflicts. Pre-Barack Obama officials in 2010 said they wanted Congress to require all Internet services to be accompanied by licensing licenses to prevent terrorism and to identify criminals. Common requirements include Internet phone services, social networking services, and other forms of Internet communication, and even encrypted messages can be coded and readable. This takes a lot of time and effort. Critics have complained that the surveillance proposal challenges the privacy policy and long-term lack of medium online authority.

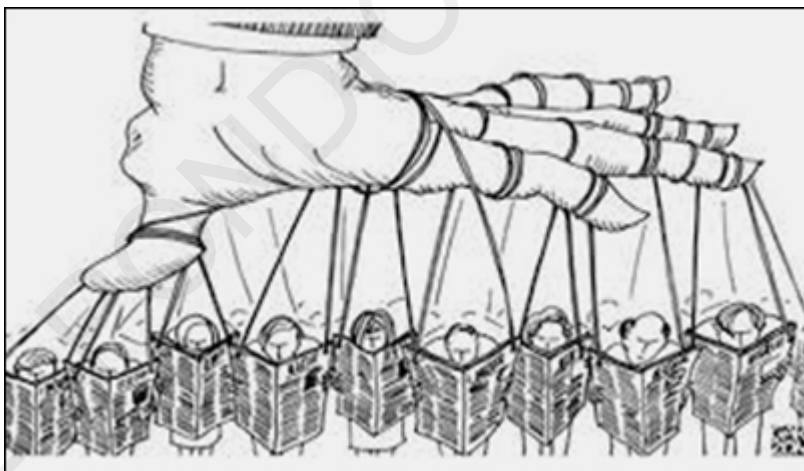
Photos and videos have also been an unexpected privacy threat. "Geotags" are created when a photo or video contains location data embedded in the camera's GPS chip, including a cell phone. Once the photo has been uploaded online, geotagging can be used to identify homes and other personal places in the photo for

people viewing the image online. However, safety risks are not widely understood by the general public, and in some cases, it is strange to disable geotagging on certain digital camera models and smartphones installed on the camera.

Google's Street View Photo Mapping service raises concerns about privacy issues when a company discloses that it is recording certain locations and data on a secure wireless home network while taking a photo. I did. According to the company, the data was collected incorrectly. German authorities have protested against Google's actions under German strict privacy law, and while German courts have opposed the protest, Google has already launched a street viewing service in Germany in a few cities. Not expandable beyond the centre. This controversy has led to further investigation of Street View services by several US states and governments of several countries (including the Czech Republic). The Czech Republic eventually refused to provide Google Street View services.

Facebook, a social networking site, has become a hotbed of online privacy issues. In the lifetime of the site, the default privacy settings for Facebook user information have changed to make it accessible to every one, since most content is accessible only to your friends or acquaintances. In December 2009, Facebook released a new update to the privacy setting that gives users control over "the best" personal information they share or display. However, an environment like the maze of various privacy control menus does not recommend using new privacy settings. Users often reverted to Facebook's default settings, which was a very low level of security, due to Facebook's "exit" policy extension, and users had to "agree" to keep the information confidential. In response to criticism, Facebook revised its privacy policy in May 2010 to adopt a simplified system that integrates privacy settings into a single page.

### The Role and Influence of Mass Media



Source: <https://rb.gy/xb8rvn>.

The media plays a very crucial role in developing culture and attitude for the masses. Media is a portrayal of an ideal society and people always want to create one and imbibe it. The ideas shown by the medium of newspapers, radio, cinema, movies and OTT positively forces people to think out of the box and dream the

### NOTES

## NOTES

impossible. Media is often ahead of time, which influences the audiences to a large extent. The media holds the power to change an era completely.

### 3.5 MASS AUDIENCE

Mass Audience can be defined as the recipients who use messages in the mass communication system and thus play an active role in the communication process. Most audiences are usually large and scattered, anonymous and different:

1. **Public:** Communication reaches a large audience that is unknown and available for public use.
2. **Invisible:** The sender of the message does not know the recipient Dutton et al (1998). But they do not know the location where certain programs are gaining momentum due to technological advances in the world today. This will give you information about your intended audience, location and culture, and the ads you can offer.

Response to Mass Communication can be one-way or two-way depending on media preferences.

One-way communication for most popular electronic media and two intermittent delays in new media, often with a quick response. Today, small videos posted on social media and web media for large media houses can get immediate feedback and responses on social media platforms such as YouTube, Facebook, Twitter and Instagram. Its content can either make it popular or cause a response.

3. **Mass Mediated:** The use of machinery, engineering, electronic or digital technology equipment. (Printers, TVs, radios, etc.)
4. **Fast/Distribution for a large audience:** Large media can deliver content instantly with widely accepted technology. For example, the soccer World Cup finals, the Grand Slam and cricket finals are viewed by billions of people worldwide at the same time.
5. **Various Content:** A large number of viewers are able to access a large number of content options. For example, there are many TV and FM radio stations that people can choose from. The same applies to large amounts of forum content such as YouTube and OTT content such as Netflix, Amazon Prime, Hotstar, AltBalaji and JioCinema.
6. **Convincing Nature:** Mass messages can have an impact on society, and they can also influence society. A large amount of content is created in a way that encourages advertising revenue. Advertising is compelling. The national government also frequently uses the media to promote hygiene campaigns, vaccination campaigns, and other health-related practices on television and radio.
7. **Targeted Audience:** The audience concept influences interpersonal communication due to the growing demand and its impact on audience research. For example, if a particular channel displays a popular series,

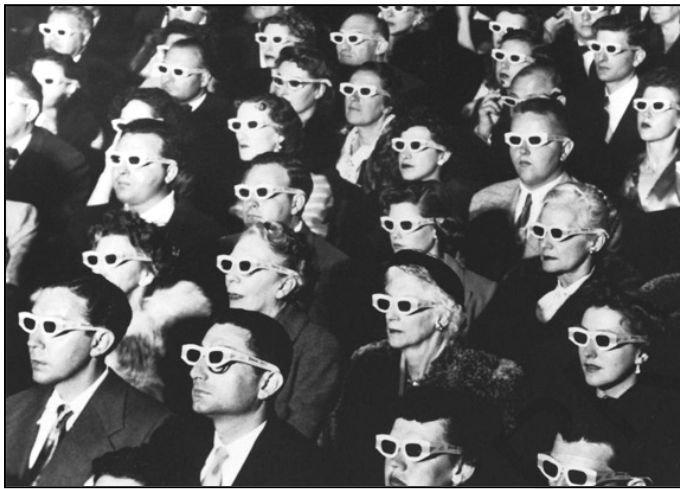
that channel will be positioned at the right time to target the viewers you need and will generate significant advertising revenue based on multiple TRP ratings.

8. **Complexity:** The traditional method of new media and media is complex. It is a highly advanced and sophisticated technology with satellites, digital networks, and management.

#### Check Your Progress

7. Define Mass Audience.

### 3.6 MASS CULTURE V/S POPULAR CULTURE



Source: <https://rb.gy/xb8rvm>.

Popular culture and big tradition are often used interchangeably, but the two names are not really the same. Its significance lies at the crossroads of cultural production and uses in modern society. As explained in Adorno and Horkheimer's book *Dialectic of Enlightenment*, the two can be argued to represent the "cultural industry."

The word "culture" used in this article is contrary to human culture (a common practice in society) and instead exists and produces music, art, film, fashion, etc. It is also sold to the media for mass use. This cultural concept was introduced after World War II. During World War II, the media, rapid industrialization, and technological advances flourished. The renaming of the media has created a cultural and social change in the West. At the same time, capitalism has begun to use technology and media to sell newly developed products to various classes in a profitable way. Ways to create a popular culture and promote the use of popular culture are always flexible. In general, the difference between the two is that mass culture is about production and popular culture is about consumption. This feature allows pop culture to be shaped by responding to the response and the consumer market to customize what they want. The amazing response to things like Coachella teaches the world about actors and their way of American culture rather than music and produces a response that helps the cultural industry adapt to

#### NOTES

## NOTES

festivals and popular demands. It can therefore be argued that the culture of the majority is within the framework of popular culture.

The relationship between the two is a consistent relationship between “the commercialization of popular culture and the interests of the people.” Percentage of people searching for a song created by the cultural industry to find products that can be used for their cultural purposes.

The industry similarly constantly explores the likes and dislikes and makes products. I find something I can use to benefit myself. These relationships are always flexible and built according to the needs of the people.

### What Exactly is Popular Culture?



Source: <https://brocku.ca/social-sciences/cpcf/>.

Popular culture refers to the work of music, visual arts, performing arts, books, festivals, poems, arts and designers developed through media efforts. Popular culture can be defined as a collection of cultural products sold by the media, widely accepted, and profitable. As a media approach, TikTok serves as a cultural space for many audiences, but popular metaphors and current addictive practices create elements of pop culture. Media monopolies and tech giants like Spotify, Instagram, TikTok, and Pinterest offer unlimited use of the content, but popular styles in each app include “pop culture.”

Therefore, popular culture is a culture that is mass-produced, distributed and sold. In the opinion of the majority, the culture of the majority comes from popular culture. Industrial-produced and made music available through many apps and websites like Apple Music, Spotify, and Sound Cloud reflects popular culture, but some high-profile artists and songs. It reflects popular culture. A popular culture produces consistent content aimed at reaching as many recipients as possible. It encompasses all forms of culture, including counterculture and underground subculture. It works according to the principle of “something for everyone”. The difference is that popular culture is a broad facade that produces products for both the masses and the minority, while pop culture is consumed by the majority of the audience.



### Check Your Progress

#### 8. What is Popular Culture?

Mass Communication – Concept,  
Elements and Transmission

### NOTES

### An Analysis of Mass culture and Popular Culture

The mass subculture is a major media subculture, which utilizes multidisciplinary technology and aims to increase earnings through the use of a variety of word exchanges including film, TV. The community is fed cultural and style values through TV, radio, and advertising.

The media then perpetuates cultural norms and ideologies that range from non-traditional society to equal cultural activities, music, film, TV and the arts. The popular subculture then emerges from this bubble, with many ideas growing, for example, the Marvel Avengers franchise instead of underground films that can be reproduced for mass consumption.

Capitalism allows subculture domination: 90% of all media produced within the US is governed by 6 conglomerates. This is a link between mass support for mass subculture. Accurate media coverage including popular TV series (for example, Friends) produced in the form of those organisations and businesses they own, is an example of a popular culture emerging from a large subculture.

The net has also served as one of the world's most innovative media to promote mass production in Mass subculture. The emergence of mass subculture equated the sale of 'excess subculture' with 'entertainment'. The pop artist is counted in the same way as the opera artist, the Instagram version may be fitted in a very different style from its selection of supermodels. So, recently the pop subculture and mass subculture have begun to come together. In his 1935 book, 'The Work of Art within the Age of Mechanical Reproduction, Walter Benjamin criticizes the Mass subculture for destroying the remnants of the creative touch. Shortly thereafter, Art began to replicate mass production. This is found in the great honesty within Andy Warhol's paintings, parts of which crept into popular culture with the sole purpose of illustrating the mass culture subculture production, food intake and the effect of increasing 'goods.'

### 3.7 SCOPE AND PURPOSE OF MODELS OF COMMUNICATION

#### What is the Communication Model?

Models can be defined as visual representations that identify, differentiate, and explain different parts of the process. The communication process assigns senders, messages, media, and recipients. The communication process begins when the contact sends the message and ends when the recipient replies. When this communication process is represented by lines or images, it is called a communication model. In other words, the visible representation of the communication process is called the communication model. The simple communication model consists of senders, messages, and recipients.

## NOTES

### Purpose of Communication Models

Visual representation allows you to visualize the relationships between the various elements of a structure, system, or process. An object, an event, or an action. McQuail and Windham claim that a model is a deliberately simplified interpretation of certain facts in a clear format. You cannot expect one model to represent a larger picture of reality. Communication models help you visualize, analyze, and discuss complex processes and problems that are difficult to explain.

### Functions of the Communication Model

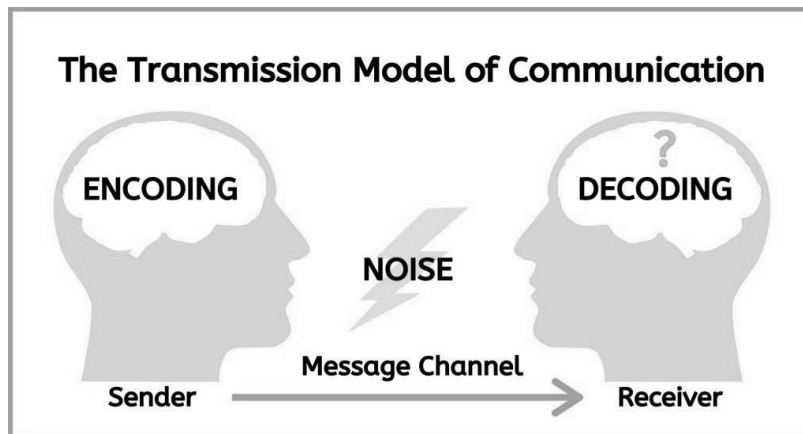
The communication model is a visual representation of the communication process. Communication models perform specific tasks to improve communication skills and efficiency. The key functions of the communication model are shown below:

- 1. Teaching the features of the communication process:** The communication model represents the various aspects involved in sending and receiving messages. The different parts of the communication process can be learned from the communication model. For this reason, the communication model is said to teach the communication process.
- 2. Research:** The second important function of the communication model is to support research in the field of communication. Communication models logically represent various aspects of communication that help researchers understand communication patterns. Therefore, with the help of communication models, researchers can hire communication research editors and use them effectively.
- 3. Predicting the success or failure of a communication process:** Another function of the communication model is to predict the success or failure of a particular communication process. This model can be used to determine the cause of a successful or unsuccessful communication.

## 3.8 TRANSMISSION MODEL OF COMMUNICATION

The communication transmission model defines communication as a one-way process in which the sender sends a message to the recipient (Ellis and McClintock, 1990). This model focuses on senders and messages in communication interactions. The receiver is included in the model, but this role is considered a goal or end rather than part of an ongoing process. In this case, the recipient assumes that the message was successfully received and understood. Therefore, this model does not represent a functional connection of how messages are received. Since this model focuses on the sender and the message, the sender is responsible for ensuring that the message is delivered successfully. While this model emphasizes clarity and efficiency, it also recognizes that there are barriers to effective communication. Audio interrupts messages sent between participants in a communication session. Even if the speaker sends a clear message, the sound may interfere with the

reception and editing of the message. The communication transmission model looks at the local sound and semantic sound.



#### Transmission Model of Communication

- Natural Sound is the visible sound present at intersections of communication. For some, speaking in a crowded hallway may affect your ability to send and receive code effectively.
- Semantic sound refers to barriers that occur during coding and clarification and leads to different meanings (e.g., lack of understanding of words and meanings, clarity, confusion). Using a technical model, the caregiver can teach the patient to increase his walking time to 60 minutes a day. However, customer translation may be affected by the speed of the trip, the change speed of 60 minutes per day, and the uncertainty that those 60 minutes all need to be done at the same time.

#### Check Your Progress

9. What is the Transmission Model of Communication?

### 3.9 RITUAL OR EXPRESSIVE MODEL OF COMMUNICATION

The broadcast model continues to be a useful representation of reason and the common functioning of other media (especially mainstream media and advertising). However, it is incomplete and misleading as a sign that many other media functions and various communication processes work. Another reason for its weakness is that communication is limited to “delivery” issues. According to James Carey (1975). This version of communication is the construction of symbolic truth that represents, sustains, adapts and shares the beliefs of the community over time.

It is the most common in our culture and is defined by terms such as sending and passing information to others. It is made up of geography and metaphors of transport. Central to this communication concept is the transmission of signals or messages over time for control purposes. This means, the cause, and the flow of one way. Carey expressed another view of communication as “normal.”

#### NOTES

## NOTES

Communication is associated with ideas such as sharing, participating, meeting, relationships, and having similar beliefs. A traditional idea is meant to keep the community on time, not to spread messages in space. Presenting shared beliefs, not communicating information. This alternative can be called a “clear” model of communication, as it focuses on the inner satisfaction of the sender (or receiver), not the purpose of the instrument. Traditional or expressive communication depends on shared understanding and emotions. It is not a useful thing, but a blessing, an accomplishment (itself a goal), a decoration, and often requires a part of the “success” to communicate. Communication is done for both the joy of receiving and the practical purpose. The message of traditional communication is often obscure and vague and relies on the integration and features found in the culture rather than the preferences of the participants. It is often difficult to distinguish between media and messages. Traditional communication is also timeless and cannot be changed. Traditional communication is not a tool under natural conditions, but can be said to affect society (as an additional integration) or social relationship. Other organised communication campaigns may adopt and implement principles of traditional political and advertising communication (the use of powerful symbols, potential attraction to cultural values, a sense of unity, myths, traditions, and much more). Cultures work to connect and integrate emotions and actions. Examples of models can be found in the field of art, religion, and community festivals.

### 3.10 COMMUNICATION AS DISPLAY AND ATTENTION: A PUBLICITY MODEL

Aside from transmission models and practices, there is a third concept that captures another important part of mass communication. This can be briefly labeled as an advertising model. Often the primary purpose of the media is not to convey certain information or to mobilize the community in a certain way to reflect culture, beliefs or values, but simply to capture and capture visual or auditory attention. In doing so, the media achieves one specific economic goal, namely the gain of the audience (as attention is equal to consumption, for practical purposes), and the indirect, which is to sell (opportunities) audience attention to the advertisers. As Elliott noted (clearly using the transmission model as usual), ‘mass communication is bound to be non-communicative at all’, in the sense of ‘ordered transmission of meaning’. It has “viewers,” and media audiences are more likely to be a group of viewers than participants or recipients of the information. The fact of attention is often more important than the quality of attention (which is rarely measured properly). People who use the media for their own purposes want more influence on advertising and marketing (such as persuasion and marketing), but the latter is still an immediate goal and is considered a measure of success or failure. A lot of media impact research has focused on image issues and ideas. The fact that it is known is often more important than what is known and the only requirement for fame. Similarly, the potential for media coverage has set a precedent for politics and other “parliamentary views” as an example of a process that draws attention. In

## NOTES

media production, much effort is put forth to attract and retain attention, arousal, and interest. This is one aspect of so-called “media logic”, and the content of the message often depends on the presentation methods. The goal is to gain attention and address the critical views of the media through the viewer, who uses social media to distract and waste time. They want to spend time with the “media” to escape their daily lives. The relationship between the sender and the receiver in the attention model shown does not have to be silent or indifferent, but it is morally neutral and in itself does not imply the transfer or establishment of meaning.

The concept of communication as a process of expression and attention includes some additional features that do not apply to transmission or cultural models:

- Pay attention to the zero-sum process. The time spent watching one media presentation will not be transferred to another, and the available viewing time is limited. In contrast, there are no measurable limits on the amount of “meaning” that can be expressed or the satisfaction that results from participating in traditional communication.
- The connection to the display alert mode is currently only available. The past is not counted; the future is only counted as a continuation or improvement of the present. There is no question of cause and effect related to the recipient.
- Attracting attention is the only thing that is personal, neutral in the amount of time, and has no purpose. The format and method will take precedence over the content of the message. Each of these three factors can be seen as the basis for different media characteristics, especially within commercial media institutions: competition, timing, and consideration/difference.

In 1973, Stuart Hall developed a theory of receptivity, known as audience theory or student acceptance theory. His article, *Cod Text and Television Conversation* focus on coding and recording content provided to viewers, regardless of media formats, such as magazines/newspapers, television/radio, and games. I guess. Modern scientists who analyze the media in terms of hospitality often find that the results of what is happening to the audience are the result of watching a movie, a play, or a book. The concept of acceptance theory indicates that a movie, book, or game event has no meaning/but there is an audience that sees or hears it. Audiences understand what is happening in the text or on the screen.

### 3.11 UNDERSTANDING OF RECEPTION THEORY

*“It is unnecessary that the audience will decode the message encoded by the author just the same”.* – **Stuart Hall**

Audiences get creative work done and see its content in the same or different way. The meaning of the message may change as they see fit in terms of their social status:

## NOTES

**Encoding:** Encoded messages usually contain shared rules and symbols that are common to other people. Therefore, the sender (codec) should consider how the recipient will see the message.

**Decoding:** Encryption is only effective if the message sent by the encoder is fully understood and as intended. Messages sent by word of mouth/non-verbal and physical gestures do not always produce the same results as the intended sender, but they provide a completely different meaning and understanding of the sent word. Thus, bias occurs when the audience does not understand the concept of different perspectives in the conclusion itself. Such prejudices may be rooted in age, gender, religion, ethnicity, political affiliation, nationality, class, culture, and audience attitude.

It is difficult to gather the information needed to analyze the experiences of the audience that is part of the crowd. Therefore, media houses and other communication handles are useful tools to reach more people and gain their knowledge and understanding.

Other types of advertising such as media releases, advertisements, fan letters, celebrity names, fan message boards, reviews and much more can help analysts see what the reception was like.

Here job recognition can include three categories:

1. The Dominant Reader
2. The Negotiated Reader
3. The Oppositional Reader

**1. The Dominant Reader:** They are the audience who take on the task assigned to the director without additional notes. For example, the teacher asks the student to send a task to be done, or the parent suggests a specific message for the child to clean his or her room. The child understands the message well, and the message is followed by the child. In the Harry Potter series, Lord Voldemort is a villain, way a news producer interpreted next to him with a bald head, a black robe, sunken eyes, a cold and cruel voice, and a threatening presence.

**2. The Negotiated Reader:** The readings discussed here are audiences who think they know the behaviour taken from the movie is bad and wrong, but accept that it is okay for a reason. Therefore, accept the author's message, even if it contradicts the personal beliefs of the audience. For example, many video games/jokes have content that conflicts with our opinion, but read and enjoy the content in accordance with the conditions outlined there, such as fairy tales such as hunting zombies.

**3. The Oppositional Reader:** Audiences do not accept that the author covers the concept or title of the film. It can be morally wrong, emotionally disturbing, violent or bloodless adult content, religious beliefs, political ideologies, etc. causing the audience to reject the idea. For example, 1970-1980 was the era of Indian theatres, where smoking

was portrayed as a symbol of fame, fortune, wealth, power, and flower blossoms, but audiences argued that smoking actually causes cancer and that fun smoking is the opposite in places that have bad odours and are considered bad habits.

## NOTES

### Conclusion

The theory of relativism is difficult to understand because every human being sees it in his own way. One person can react differently by being an outstanding, controversial, and interviewed student as they go through the process of receiving a message. Content producers cannot capture and test all ideas. Audience conclusions are correct, and their perspective will change over time, highlighting the conclusions that reached that point.

#### Check Your Progress

10. What are the three types of readers in the Reception Model?

### 3.12 ANSWERS TO ‘CHECK YOUR PROGRESS’

1. Mass communication is the study of how individuals and organisations simultaneously communicate information to the majority of the population through the mass media.
2. Source, Message, Channel, Receiver, Feedback, Gatekeeping and Noise.
3. Mass media can be defined as a technology designed to communicate and reach a large audience.
4. Traditional Media, Print Media, Electronic/Broadcasting Media, Outdoor Media or Out of Home Media (OOH), Transit Media and Digital Media/New Media/Internet.
5. Also known as OOH or Out of Home Media, it focuses on delivering information and messages when the general public is away from home.
6. Transit Media revolves around the concept of advertising and information dissemination when consumers are in public places or on the move.
7. Mass Audiences can be defined as the recipients who consume the messages in the process of mass communication and thus play an active role in the communication process. Mass Audiences are generally large and scattered, anonymous and heterogeneous.
8. Popular culture includes a collection of attitudes, ideas, perceptions and perspectives born through informal consensus.
9. The transmission model of communication describes communication as a linear one-way process in which the sender intentionally sends a message to the recipient.
10. Dominant, Negotiated and Oppositional Readers.

## NOTES

### 3.13 SUMMARY

Mass Communication is one of the most important communication processes and like all other aspects designed in a system, communication also needs to be followed in the system in order to be effective and efficient so communication methods are very important. They are programs where communication flows and reaches the target audience. News Mass, Large Audiences, Multiculturalism and Popular Culture are part and parcel of the communication process. Some have an impact on the communication system and others are an integral part of their existence which makes the communication process smooth.

### 3.14 KEY TERMS

- **Surveillance:** The careful watching of somebody who may have done something wrong.
- **Sensationalism:** The presentation of stories in a way that is intended to provoke public interest or excitement, at the expense of accuracy.
- **Mobilization:** The action of making something movable or capable of movement.
- **Diffusion:** The act of dispersing something.
- **Transmission:** Sending something out or passing something on from one person, place or thing to another.
- **Transit:** The act of being moved or carried from one place to another.
- **Ritual:** An action, ceremony or process which is always done the same way.

### 3.15 SELF-ASSESSMENT QUESTIONS AND EXERCISES

#### Short Answer Questions

1. What is Mass Communication?
2. What are the elements of mass communication?
3. Define Mass Media.
4. What are the six main types of mass media?
5. What is Out of Home media?
6. Define Transit media.
7. Define Mass audience.
8. What is Popular Culture?
9. What is the Transmission Model of Communication?
10. What are the three types of readers in the reception model?



## Long Answer Questions

1. Explain what is Mass Communication and its importance.
2. Explain the elements of Mass Communication in detail.
3. Explain the functions of Mass Communication.
4. Explain the advantages and disadvantages of mass media.
5. Explain Class Dominant Theory.
6. Discuss Mass Culture and Popular Culture.
7. Discuss the Transmission Model of Communication.
8. Explain the Ritual Model of Communication.
9. What is the Reception theory model of communication?

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## NOTES

NOTES

## Unit IV Communication – Effects, Steps, Theory and Law

### Learning Objectives:

By the end of this unit the learners would be able to:

- Understand the processes and models of media effects.
- Know about the different theories of media effects.
- Describe the two-step and multi-step flow theory of media.
- Discuss the direct, limited, internet and cultural effects of media.
- Describe individual differences, personal influence, social learning and cultivation theory.
- Discuss framing, agenda setting, the spiral of silence and diffusion of innovation theories.

### Structure:

- 4.1 Introduction
- 4.2 News Effects
  - 4.2.1 Media Effects Procedures
  - 4.2.2 Theories of Media Effects
  - 4.2.3 Media Effects Models
- 4.3 Two Steps to Communication
- 4.4 Many Communication Steps
- 4.5 Direct Effects Theory
- 4.6 Limited Effects Theory
- 4.7 Cultural Effects Theory
- 4.8 Individual Difference Theory
- 4.9 Personal Influence Theory
- 4.10 Social Learning Theory
- 4.11 Cultivation or Farming Theory
- 4.12 Personalization or Framing
- 4.13 Agenda Setting Theory
- 4.14 Spiral of Silence Theory
- 4.15 Internet Effects
- 4.16 Diffusion of Innovation Theory
- 4.17 Answers to ‘Check Your Progress’

- 4.18 Summary
- 4.19 Key Terms
- 4.20 Self-Assessment Questions and Exercises
- 4.21 References

## NOTES

### 4.1 INTRODUCTION

The planned or unintended consequences of media achievements are known as media influences. The fact that the media has an impact on audience members supports many basic ideas in multilateral communication. Depending on the theory, the level and type of influence vary. We like to underestimate the media's impact on us because we believe media messages affect others more than ourselves. This is so ubiquitous that it has its meaning! The impact of foreign companies is the incidence of people who believe they are safer in the media than others, as mentioned above.

Some media effects look good, and most of us would agree that it is normal (even for us). For example, we change our clothes and plans after seeing the Weather Channel, look at information about the group and sample the music after seeing them sing on TV, or stop eating watermelons after hearing about the Salmonella epidemic. Some results, which are long-term or very personal, are challenging to read and accept. For example, just as our freedom of choice, parents, or friends influence our style of dress, sexual orientation, racial views or opinion, the media can do the same. However, determining the media's effect on our thinking or behaviour concerning other factors influencing it is challenging in any situation.

### 4.2 NEWS EFFECTS

Most agree that the media can impact individuals. However, the level of that influence, as well as who is most often involved, when, how and why, has been the subject of a great discussion among book researchers for nearly a century. The effects of the media refer to the many ways in which individuals and the public can be affected by both information and entertainment in a wide range of ways, including film, TV, radio, papers, books, magazines, sites, computer games, and music.

#### **Requires Verification of Media Impact**

The effects of the media have been considered by researchers in communication, brain research, social science, political theory, human studies, and training, among various disciplines. Many early communication models intended to determine the message transmission method were basic, one-way, and straightforward, setting an intermediate object or message as a cause and behaviour, enthusiasm, or mental response as an effect. Current ideas, however, often express a two-pronged approach based on value or inherently accurate, in which the

## NOTES

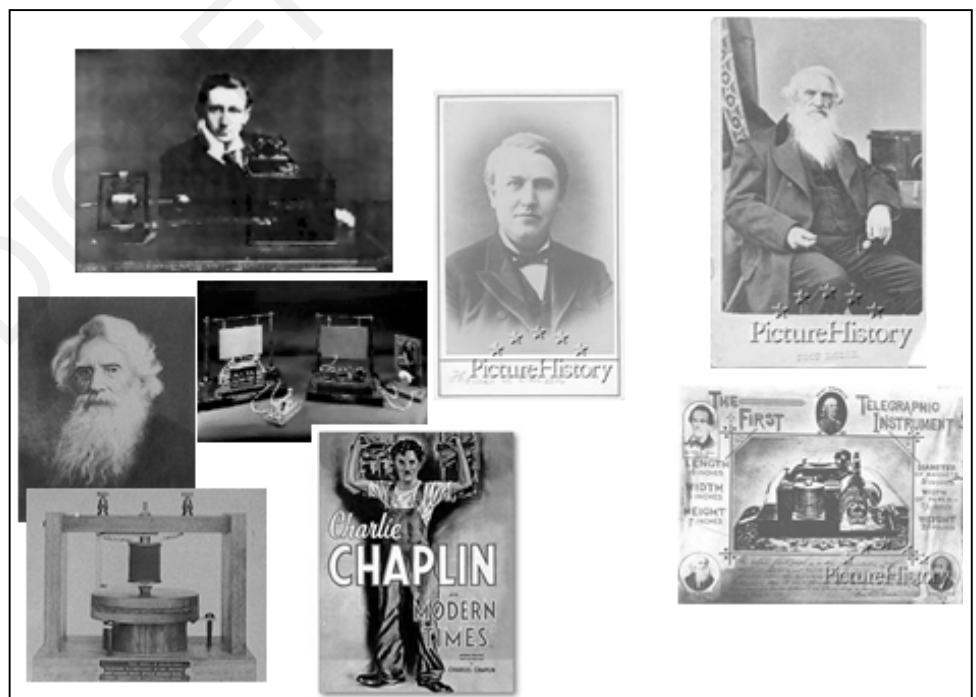
message or method of communication influences the recipient (s), yet the crowd, thus, influences and shapes the sender (s).

At the beginning of the twentieth century, concerns about purposeful political broadcasting, high control, and the rise of the electronic media gave rise to allegations of “hypodermic needle” or “bullet” of ideas, which portrayed media messages as powerful drugs or powerful weapons that can affect the vulnerable. However, while these theories specify certain behaviours, they do not represent the varied reactions that people may have from the same media source. In the 1950s and 60s, experiments began to gain direct control of the tendency to social gatherings, assuming the impact of the media was small – often referred to as the theory of “limited results”. In the 1970s and 80s, flawless researchers began to look more closely at media relations and information, experiments, opinions, and cruelty, implying that the impact of the media can sometimes be critical, even if not “almighty.” Experts also agree that some weak circles, such as children, may be more affected by the media than others.

### History Changes

- In the late 19th and early 1940s, there was widespread fear of the effects of the mass media.
- The 1940s to the early 1970s were a period of ‘limited results’.

Since the 1980s, media studies have diverted into a variety of approaches, with standard views to incomplete results.



Another major problem for scientists is how to measure the effects of the media. Media use may affect a person’s thoughts, feelings, or habits in ways that are immediate or reversible, transient or tolerant. It is unthinkable for researchers to control all aspects of intervention, from media use to socio-economic factors such

## NOTES

as age, race, and financial status to difficult measurable factors such as climate, friendship, values and prior knowledge. A scientist would not have the option to show, for example, that playing a violent computer game causes a person to commit a serious misdemeanor, regardless of whether there is an interaction between the two processes. Has playing the game caused immorality, or has cruelty enabled the use of the game? Why did the people who played the game not bring in cruel shows? Common assessment techniques such as overview, analysis, and board studies cannot adequately address these situations and the critical nature of logical outcomes.

### **Passive Versus Active Media Consumption**

To understand the impact of media, it is important to first look at how media is used and for what purposes. Instead of worrying about what the media is doing to individuals, Uses and Gratifications Theory recognises how individuals handle the media (its capabilities), determines whether people successfully select the media they use and can do so with clear objectives in care. These goals or satisfaction may vary from person to person. It may include modification, data, relief from fatigue or perception, thinking or information, tracking behavioural models, seeking support for beliefs or values, complementation as a reason for public discussion, interacting with, serving or relating to other people or avoiding interactions with them, etc. Employees highlight the ideas and decisions of the crowd. Basic/social researchers accept Work and Satisfaction Theory regardless of representing social factors. First, they disagree with the claim that open and motivated media decisions are accessible to all. In addition, they adopt a work ethic that may limit the influence of major national or international forces in making “decisions” that work to build existing elites. Another concern is that if we consider that we agree that people can be compulsory and not controlled and have full control over their decisions to use the media, strategic producers may ignore and ridicule the media and power content.

### **Negative Effects Often Caused by Media Exposure**

Although social norms for illicit sex are quite different, experts have suggested that open-ended sexual exposures may reduce individual satisfaction with actual actions or family circumstances, alter one’s deep-seated thinking, lower boundaries, cause harmful or abusive sexual behaviour, and often cause people to show hostility, very remarkable. The main indicator is a large tone, for example, whether the event is dealt with directly or indirectly, has a perceived significance or purpose, and how close the time is to the structure and setting of the survey.

The media as a whole may reduce the development of social, racial, or gender bias, either by performing normal activities and practices or by portraying less or less of a few characters. In any case, some studies have shown that by getting acquainted with people and crowds outside of them, the media can similarly provide encouraging reading opportunities that help overcome common sense and bias.

## NOTES

### Profiting from Media

While the media are often criticised for their unsavoury influences, the media can also be a great way to learn and influence. All things considered, the distribution effect, for example, Uncle Tom's Cabin by Harriett Beecher Stowe and Charles Darwin's The Origin of Species, have changed the way people view the world. Various studies from around the world have shown that programs for positive outcomes, for example, "Sesame Street", can improve children's intellectual and social skills. And consistently, universal health and safety wars are saving lives.

Part of the exhibits is related to major religions:

- Proper purpose of the equipment.
- Understanding the tendency of the crowd, attitudes, and different factors.
- Selecting the appropriate crowd and problem group (for example, which includes broadcast media for an interested group with low-performance levels).
- Use the media mix whenever the situation allows.
- Emphasizing the benefits of changing behaviour.
- Setting a good example.
- Increasing crowd independence through training.
- Continuous testing, testing, and modification before and during the machine, if necessary.

#### 4.2.1 Media Effects Procedures

To provide a blueprint for development in terms of policy and evaluation, we begin by linking the two distances mentioned earlier: between planned and accidental and between current and long-term. This gadget was recommended by Golding (1981) to help identify different perspectives on information and its features. He argued that, due to information, short-term targeted outcomes could be considered 'trends'; short-term consequences of an accident fall under the heading 'accident risk'; long-term planned outcomes determine the 'strategy' (of the affected area); while the long-term consequences of information error are 'philosophical'. Something with the same perspective helps us to explain, concerning these two organisations, the main types of media impact processes that have been handled in test papers.

The systemic sections in the illustration may be presented briefly, although their significance will be further highlighted in the discussion of the following hypothesis.

#### Scheduled and Temporary

1. **Propaganda:** It is defined as the purposeful and effective effort to build data and control perceptions and positive behaviours to achieve a

## NOTES

response that promotes the right strategy of propagandists. Propaganda can also be long-term.

2. **Individual reactions:** Dealing with people who change, or oppose change, follows openness to messages that are intended to influence the situation, knowledge or behaviour.
3. **Media campaign:** A situation in which different media are used systematically, to achieve a compelling or enlightening reason for a particular community.
4. **News reading:** The short-term strategic impact of openness on broader social media issues, as measured by crowd reviews, approvals or information.
5. **Independence:** As a result, the media refers to the mass acceptance of the same translation programs and 'twists' used to edit news reports and event accounts. The interaction is the preparation (when the media is at the forefront of evaluating public events or statistics).
6. **Agenda alignment:** An interaction in which full consideration is given to objects or stories in the media contributes to the request for public attention in the news and the importance of the news.

### Default and Temporary

1. **Individual feedback:** The automatic or unintended consequences of individual openness to media development. This is largely seen as impersonation and learning, especially strong or corrupt demonstrations (including self-destruction). The word "walk" has been used interchangeably. Corresponding types of impact include positive responses, sexual pleasure, and responses to fears or disagreements.
2. **Integrated response:** Here, some of the same effects can work simultaneously for many people in a normal situation or situation, resulting in joint work, often unregulated and non-institutional. Fear, discomfort, and anger are the most powerful responses, which can cause general anger or irritability.
3. **Impact of the strategy:** The impact of information error on government strategies and work by including emergency, misuse, risk, etc. The central model is the impact of CNN which is thought to affect international strategy.

### Scheduled and Long-term

1. **Enhanced distribution:** Systematic use of correspondence on long-term development goals, religious wars and various means of influence, especially the organisation of relationships and the formation of local or community authorities.
2. **Distribution of information:** Distribution of attention to specific events (news) by a particular community over a long period, referring to the

## NOTES

level of entry (level finally known) and the way data is obtained (individually compared to the media).

3. **Distribution of development:** The time to take on equipment development within a particular mass, based on traditional advertising or public exposure. It often happens by mistake as a planned effect.
4. **Information Sharing:** Effects of media news and data sharing between circles. The main reference is to conclude or expand the 'information holes'. The unique feature that is connected is 'enhanced segmentation'.

### Impromptu and Long

1. **Social control:** Refers to the intentional tendency to suggest an adjustment in a set request or behaviour model. From a human point of view, this could be considered individually or otherwise as a deliberate or accidental addition to society.
2. **Socialization:** The general commitment of the media to the study and attainment of values, standards and reflections on ethical work practices and social conditions.
3. **Event results:** Refers to the role played by the media concerning the institutional capacity in the subject and the purpose of the 'basic' major events. Models can include turmoil, domestic political unrest and war and harmony issues. Less important moments, like races, can also be seen here.
4. **Real symptoms and value enhancements:** Implications for open understanding and comprehension stages. This type of impact requires a very flexible investment that the recipients of the time spent building their value.
5. **Institutional transformation:** The diversity of existing institutions is to the development of the media, especially those who influence their communication power.
6. **Transportation:** Many of the potential effects of time allocation to the media have been used far and wide (actually leisure time), which includes social cohesion.
7. **Cultural and social change:** Changes in the general pattern of values, processes and structures that characterise a community (such as youth), the whole community or a host of social norms. The perceived reinforcement or personality deterioration in society may also reflect the impact.
8. **Social combination:** Combination (or its nonappearance) might be seen at various levels, particularly neighbourhood, local area or country, which additionally compares with the conveyance spaces of media. Impacts can likewise be present moment, as because of a common public fiasco or crisis.



## NOTES

### 4.2.2 Theories of Media Effects

Names of the theories which will be discussed further are: the flow of two-step and multi-step communication, direct effects, limited outcomes, cultural outcomes, individual diversity theory, personal influence theory, community learning theory, farming theory, draft, agenda setting, peace storm, internet, distribution results of new inventions, etc.

### 4.2.3 Media Effects Models

- Direct results;
- Conditional outcomes (varying according to social and psychological factors);
- Cumulative effects (slow and long-term);
- Cognitive-transaction (with reference primarily to schemata and frame).

In fact, these models are closely related to the four categories described above. This figure summarises the key features of these models.

	<b>Nature of Effects</b>	<b>Media Content Results</b>	<b>Audience Variables</b>
Direct	Immediately, the same, temporarily visible Emphasis on change	Discrimination, arousal, reality	Not important
Conditional	Independent Strengthening and mental, emotional, and long-term or short-term behaviours	Not important	Social categories social relationships Individual differences
Accumulated	Based on the understanding of increasing exposure or affecting the lasting effects of behaviour	Consideration on all channels	Not important
Cognitive-transactional	Immediately and briefly based on the exposure of a single shot of perception and touch; potential behavioural effects	Significant cognitive Structure	Schema Composition Status

#### Check Your Progress

1. Who are Functionalists?
2. Who are Culturalists?
3. What do you mean by Agenda-setting?

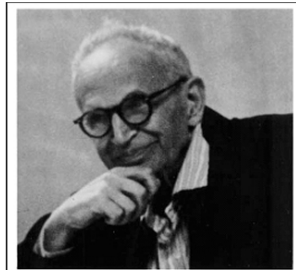
## 4.3 TWO STEPS TO COMMUNICATION

In 1944 Paul Lazarsfeld, (1901-1976), American Social Researcher Bernard Berelson (1912-1979) and Hazel Gaudet presented a two-step Communication

## NOTES

Flow in a book entitled “Individual Decision: How a Voter Decides on Legal Activity?”

**York:** Columbia University Press.



Paul Lazarsfeld (1901-1976)



Bernard Berelson (1912-1979)



Hazel Gaudet

### Theoretical Overview

The reason for the review focused on political competition and the ever-changing human-turned-mission movement. All three analysts were needed to determine, for all intents and purposes, that broad communication messages have a direct impact on voting among people. They have greenly seen that media messages (such as radio and newspapers) have minimal impact and are an unusual, personal correspondence in voting. As a result of this practical information, the Theory of Two Steps to the Flow of Multiple Communication was developed by Katz and Paul Lazarsfeld.

### Chief Opinion

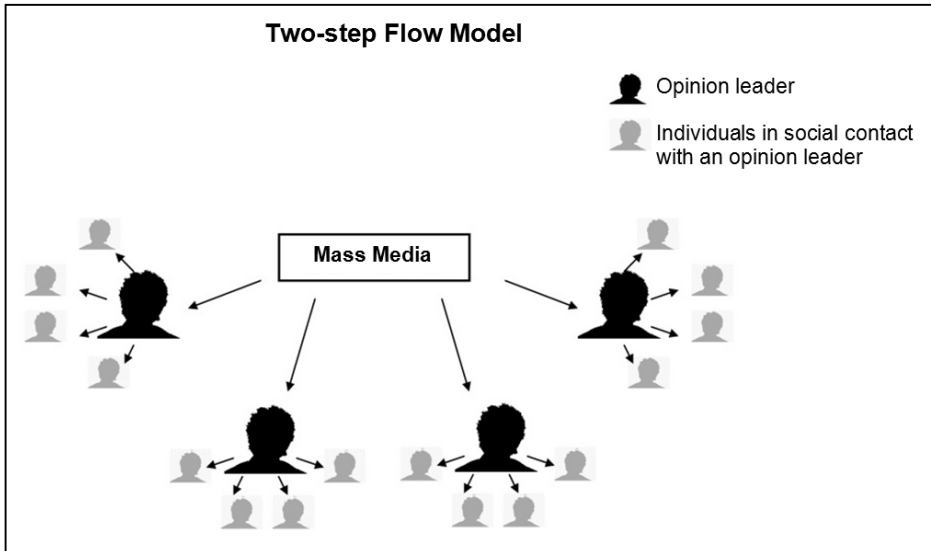
The Opinion Chief is a veteran of a certain circle that provides complexity and data to people who have little interest in the circle. In public, a political pioneer is a master of ideas. Here the individual couples are not influenced by the pioneer and their political ideas and thoughts. These people will not support the pioneers of ideas and isolate themselves from the community.

Katz and Paul appear to be “advancing the media messages from the radio and printed to the pioneers of ideas and then the pioneers are conveying the messages to the customers who have not changed much in the community”. With this change of message, pioneers may be able to put their ideas into practice, which may have a lower impact on low-value clients. Over and over again, the idea of bosses separate the realities and ensure that individuals need the data. Typically, ideas managers are straightforward and convey messages to the circle. (Low-level media clients: Poor, Employees and People with no sense of direct data access).

### Model

Christina watched News on the ANB Channel broadcasting the features as “Experiments find specific toys that inspire young people to be more aggressive and violent”. That day Christina calls her young child to go shopping and warns her child that some toys are harmful and cause skin sensitivity that keeps her baby away from those toys:

## NOTES



- **Ideaser:** Mother
- **Crowd:** His Son
- **Additional data on the real thing:** Skin Allergy

### Critics

- Experts have seen sufficient evidence that the extensive communication data below is transmitted directly to individuals and is not passed on by pioneers.
- Two assumptions do not adequately reflect further learning. Lazarsfeld and his colleagues in the 1940 political race research could not determine the continuation of a particular impact.
- Today, most of the advertising research is based on this idea. In particular, pioneers of ideas that work in the general community as a home assist with available resources with minimal effort.

## 4.4 MANY COMMUNICATION STEPS

The multi-step flow theory was first invented in 1944 by Lazarsfeld, an American social scientist. However, the idea was created in 1955 by Elihu Katz and Lazarsfeld. This theory makes it clear that opinion officials are the agent between the data transmitted by the media and the way society as a whole response to this data. This is because ideological leaders have a more significant impact on all people than broad communication due to financial circumstances, economic welfare, interests, morals, etc.

It, therefore, means that ideological leaders often influence society as a whole by how they see, accept, and respond to data from the media. The public will better connect with a noticeable forerunner in the public arena than a paper article or news broadcast on TV or their radio set. This theory further clarifies that disseminating data is a fundamental social apparatus individuals can use to shape the public's

## NOTES

overall view. In any case, you ought to comprehend that an opinion chief is just a political gathering pioneer and can impact their specific gathering.

Assume the broad communications discharge data. The opinion chief will tell their political gathering the data. Simultaneously, the pioneer may add some bogus data or eliminate a significant detail, all to impact the gathering the person is driving. The segment these opinion chiefs effectively impact is principally ignorant and doesn't approach direct data.

### Multi-step Flow Theory Example

Lately, web-based media pages have become a centre point where the multi-step flow theory flourishes. You frequently witness forces to be reckoned with changing and delivering the belief system and ideas of social and political points. In a matter of seconds, thousands or even a great many adherents engender and energise these convictions.

In this day and age, conclusions and data, valid or bogus, are framed not from the news but rather Twitter and Instagram. An incredible illustration of the power and destruction of the multi-step flow theory is the occasion of Covid-19. Bogus theories effortlessly increased and spread through the web, including paranoid ideas encompassing 5G pinnacles, Bill Gates, and then some. Ordinarily, news and data were doctored and moulded to fit the assessments of a force to be reckoned with.

### One-step Flow Theory Versus Multi-step Flow Theory

Despite the fact that both one-step flow theory and multi-step flow theory are all correspondence speculations, they examine various thoughts. One-step flow theory expresses that data is conveyed straightforwardly from the broad communications to the overall population without the opinion chiefs' obstruction in the correspondence interaction. The overall population's perspectives and responses aren't impacted because the broad communications data has not been altered by the opinion chiefs. This happens when broad communications impact the overall population's perspectives and convictions.

Nonetheless, in the multi-step flow theory, opinion pioneers mess with the data that broad communications are attempting to convey. Opinion pioneers will quite often add their translations, perspectives, and convictions to the broad communications data before passing it to the overall population. At the point when a pioneer confuses a message, it will, in general, impact the overall population wrongly. Most importantly, all dynamic online media clients will quite often decipher data conveyed by broad communications. The translation of this data would then be able to be passed down to someone else.

## 4.5 DIRECT EFFECTS THEORY

As noted by media expert Melvin L. DeFleur, the Direct Effects Model for Mass Media Theory, called Hypodermic Needle Theory or Magic Bullet Theory, was first introduced at this time. There were concerns that the paper, radio, and film

would soon be on the verge of a series of “catastrophic social ills” by denouncing wrongdoing, anger, and violent protests.

The name Hypodermic Theory came from the fact that the media planted them directly or included them in their masses.

Following these troubles, the first friendly researchers and media experts like Harold Lasswell began to focus on the media and its powerful effects. Media scientists Dennis K. Davis and Stanley J. Nobleman recommend that these early experiments led to suspicions that some people were at risk of deceptively subtle messages and that the media had a strong, all-encompassing and fast-moving effect on their crowd.

The Direct Effects Model has been progressively approved by ordinary people and social researchers of the time. This was to be expected partly from the belief that humans were generally unreasonable and naturalistic, as estimated by Freud and Darwin. These details and speculation fit the Direct Effects model seamlessly.

Sigmund Freud acknowledged that the common people were ignorant.

This decision was also strongly supported by earlier media research studies. The achievement of the World War I declaration is often regarded as one of the reasons why the impact model was widely accepted at the time.

During World War I, the United States, along with various nations, used extensive communications to convey positive messages to their citizens on an ongoing basis. Imagine wandering the streets of Boston, and you see the banners with Uncle Sam’s face placed on each separator, post, board and paper. To put it bluntly, the announcement was incredibly fruitful, and many residents were lined up at registration centres or to work in industrial areas.

Early experimental studies on the impact of movies on crowds have also been shown to aid in rapid theories. The 1920s movies are believed to be brutal, with crime scenes running into police, teenage smokers and lovers sleeping alone. Focusing, for example, Payne Fund Studies have found that these films have a strong impact on young people and their behaviour. Payne’s courses and others like it eventually pushed the entertainment industry to adopt a Moving Image Product Code, which preceded the MPAA rating framework.

Despite this strong evidence, the Direct Effects Model was analysed as new experiments and studies led on social media. Physicians and social scientists alike were changing the way they viewed human behaviour during the 1940s.

The idea of people as interesting and dedicated people was the latest fashion. It soon became apparent that the attention, appearance and storage of data had changed for the better. DE Fleur discloses that this has inspired the development of the Indirect Effects Model of Mass Media Theory, also known as the Selective and Limited Influences Theory or Conditional Effects Model.

There was also a lot of reaction brought against the experimental techniques used before the media analysts and the conclusions they made using that

## NOTES

## NOTES

experiment. In the article, “Ten Misconceptions about Media ‘Impacts Model’,” author David Gauntlett states that previous research has led to a study based on the understanding that the media was the cause of social ills at the time, focusing more on the media. Various factors may add to these obvious problems.

Gauntlett similarly argues that preliminary research suggested that the experts or collaborators of the Direct Effects hypothesis could not be somehow involved in the all-inclusive and fast-paced media. Considering that these scientists have been increasingly exposed to this murder, drug use and unusual behaviour during this investigation, why would they be untouched? Also, experts have acknowledged that critics and partners of the fast-paced theory were largely moderate or powerful in their views and saw any experimentation they perceived as unacceptable or offensive.

Finally, the Direct Effects Model of Mass Media Theory was tested and is rarely used by scientists today. As shown by De Fleur, the Indirect Effects Model is the most reliable theory, which offers great flexibility in determining the effects of media. Despite all of this, the Direct Effects Theory continues to operate among a large number of people and, as ongoing models show, the public continues to blame the media.

So why do so many people continue to put stock in the old hypothesis?

It can be believed that these allegations result from the generally known and accepted way in which the hypothesis had an immediate effect. The potential for the media to have a direct and effective impact on the public may be regarded as general information and passed on to all imaginable. Furthermore, it is not uncommon for the media to impact their crowds. The question is how much of that impact is happening and how powerful is it. This may be lost on everyone as they may accept all the media effects combined.

Moreover, it does not help that mainstream news outlets have passed this decision by including the effects of bad media. The shooting of the Aurora theatre makes sure that it will stand out as the most important news story. It is natural for the media to cover other things that cover these episodes. Assuming the relative of the injured person is flawed in the Batman film of Aurora shooting at a CNN meeting, it confirms that he is ordering a notice.

“Music, movies and writing have been the focus of many reports,” explains Luis Hernandez, a reporter for Hispanic Link News Service. “These reports are usually a response to another company meeting, and it is the responsibility of the media to report on those organizations.”

However, there are also instances when the media explores the effects of broader communication on their own. Highlights like Katie Couric’s special “Are Video Games Harming Your Health?” immediately found an error in the media. Stories, for example, are often mistaken, especially for contradicting and investigating other factors contributing to misfortune or problems such as mental instability or childhood.

## NOTES

Katie Couric and other actors continue to pay close attention to the understanding that the effects of media are fast and widespread.

Steve Butts, manager at IGN Entertainment, points out these accounts and will often never forget how one person out of everyone who chooses these malicious media is affected in the same way. What are the reasons why all the people who play the “Dignity Bond” or watch the “Dark Knight” do not continue to kill indulgence? These accounts continue to paint a picture that everyone is immediately affected by the media in the same way.

All of this goes back to people who want the smallest and most simple answer. Most people do not examine the media and take seriously what is presented to them. Therefore, most people do not have a problem to the point of seeking their own answers.

James Maddux puts it this way, “We individually are fools who think their main openness in the world since our limit is to hear those who express themselves. When it is said, as we consider ourselves, we do not.” “We thought it to the point of insulting them as it would have been easier to recognise their understanding as truth and to be on our own happy path.”

Although the Direct Effects Model of Mass Media Theory is largely regarded as used by media analysts, a growing number of people continue to acknowledge that broader communication is flawed in public concern, and the mainstream media continues to pay attention to understanding media influence by emphasising its crowds.

This will probably not change soon. In an individual’s campaign to find the answers that concern us, they often look for the quickest and most rewarding answer. As a rule, it is often more beneficial to use one instead of following the actual answers.

Looking back at history there is a lot to learn; for instance, those broad connections will always be mistaken for misfortunes like the Sandy Hook Elementary shooting that ensures the lives of young people, with a new kind of media at the cutting edge.

## 4.6 LIMITED EFFECTS THEORY

The theory of limited results was proposed by Austrian-American social scientist Paul Lazarsfeld. Theory suggests that regardless of the influence that the media has had on human thinking and evaluation, this effect is insignificant, very positive, or limited.

### History – Same Influence Compared to Limited Results

McQuail, while following a history of experimenting with media influences, revealed four flawless theoretical periods. At a critical juncture, which ended in the 1930s, media experts proposed divine media, all of which had a direct impact on

## NOTES

people's thinking, and perception. Its power was perfect and fast – something very well-known 'The Bullet Theory/The Hypodermic Needle Model.'

The profile of a typical media buyer was one of the isolated citizens who were at risk of an omnipotent, ubiquitous message whose instructions/guidelines were used by everyone consistently.

During the 1950s and 1960s, however, when various investigations into various programs failed to find evidence to substantiate the view that the media created a 'surprising effect' on its consumers; analysts began to look at translation rather than media conditions and logical consequences.

The second era of hypothetical ideas directly tested the powerful thinking about the media and argued that the media would not be regarded as a 'pied flutist' but instead as a stabilizer/promoter of preconceived notions, minds and emotions. Contrary to popular belief until then, the theory of limited influence gave great credit to man's ability to control what he saw, read, or thought while devouring the media. It also stated that the influence of the media was not immediately apparent but was instead used in the interconnected trap of persuasion.

An important difference between the first two periods was that while the 'Bullet' of scholars was discussing what the media meant to the people, the next time it grew into asking another question – 'How is the media used?' The media, as a result, was classified as both reliable and independent variables. The media was not seen as a single development that had an impact; rather, the emphasis was part of the elemental nature among the various elements.

The average consumer profile for media has also changed. He was considered a working consumer who was connected everywhere, far from being an isolated citizen. Be an independent person who chooses what they have eaten and wasted. Often a person's choice was based on his or her current beliefs and an important framework (basically a straightforward understanding).

Joseph Klapper, who explored many media studies in his work 'The Effects of Mass Communication' (1960), concluded the same thing and pointed out that the media can not be considered promoters but can be better called a supporter or supporters of existing ideas. Control, thus, was in the hands of the crowd and not the media.

### **Beginning Theory – US Presidential Election 1940**

Paul Lazarsfeld's accurate and careful investigation of US citizens gave him the power to divide himself into three classes: converts falters and glitters. His findings showed that the impact of relationships was far more substantial than broader communication. This acknowledgement helped him to consider and later promote the 'Theory of Limitations.'

The key players in this hypothesis are:

- (a) The media
- (b) Gatekeepers



(c) Vision Leaders

(d) Vision fans

The continuity of the data goes to the above application and is carefully screened and reconsidered when it comes to the test commitments.

Lazarsfeld recommends the upper class and has been instructed to be important security guards and media consumers whose stand influences how data is reconfigured and which data among people who burn media at very low levels. The creators of the ideas have minimized or minimized the effects of the media through their conversations and translation of broad-based communication messages with their friends.

As a person grows older, people have their own insights and personal feelings about the media. Along with these methods, their friends and community institutions affect more and more people. The influence of the creators of ideas is very different from that of the media.

Further assistance with their limited worldviews was given to various investigations into the effects of the media. For example, in one of his focuses on Carl Hovland, he observed that officials, who had seen inspiring/preparing films during the controlled trials, were not affected by what they saw. Instead, at one level, there were different independent factors (persuasive/mediating factors) that influenced their appearance or levels of motivation.

### Theory Analysis

Following the introduction of this concept, experts noted that further tests could not confirm or show that all media influences were limited. Instead, the level of media impact ranged from moderate to high and varied under various conditions. Especially when it comes to expressing emotions, later guesses give the media a certain level of credit.

Moreover, the level of media access to the public domain is much higher than it was in the 1940s-1970s. The media is inevitable, and various social experts (speaking/mediating aspects) such as religion, schooling and family are deteriorating.

Many scholars have considered translation instead of the broader implications of communication. One of them is Marshall McLuhan's Sense Expectation Theory which states that the effects of media are publicly promoted and expose the middle ground – how one uses and communicates with the person who can determine the level of impact. Therefore, scholars agree with the paradox that Lazarsfeld's claim that the media was merely a play on words.

Today the approach to media impact is not entirely dependent on a particular way of thinking, but a combination of at least two ideas is correct.

#### Check Your Progress

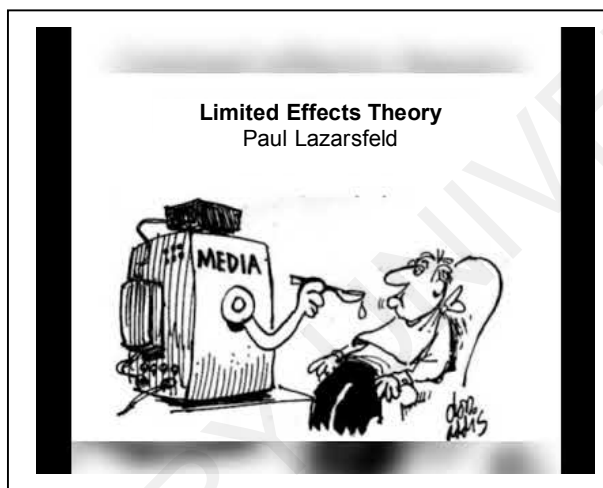
4. Describe multi-step flow theory.
5. What is the other name for the direct effects model of mass media?
6. Who proposed the Limited effects theory?

### NOTES

## NOTES

### 4.7 CULTURAL EFFECTS THEORY

Marxist cultural effects theory perceives that the media are possessed and intensely affected by the prevailing and most remarkable gatherings in the public arena, and their inclinations emphatically impact the substance of the media. Content is chiefly with regard to the predominant philosophy. Cultural effects theory contends that the media steadily impact the crowd throughout some stretch of time.



Media coverage of specific issues brings about a great many people coming to accept that media viewpoints on specific issues are correct – these mirror an agreement that by and large neglects to challenge administering class belief system.

Contentends that TV content has been intentionally simplified: There has been a decrease in the number of genuine projects, for example, the news that may make the crowd ponder the world, all things considered, unscripted TV dramas, for example, elder siblings overwhelm, praising utilization and questionable types of conduct.

Curran – A well-known newspaper, papers are additionally at legitimate fault for these philosophical practices and it is in their inclusion of amusement issues where this is generally self-evident. By zeroing in on individual issues our consideration is redirected from aggregate cultural issues. A well-known press additionally supports a ‘typical sense’ perspective on the world that assists with keeping up with and legitimising existing imbalances.

### 4.8 INDIVIDUAL DIFFERENCE THEORY

The Oxford Dictionary characterizes individual difference theory as, “A theory of mass correspondence that recommends that people react contrastingly to the broad communications as per their mental necessities and that people burn through the broad communications to fulfil those requirements.” These singular contrasts might prompt struggle in bunch work because of the way that we as a whole have diverse mental necessities. Individual qualities, necessities, and reactions are key components of the Individual Differences theory. Characteristics

## NOTES

depend on the character. “Individual contrasts like bashfulness, forcefulness, Machiavellianism, trickery, dedication, positive thinking, or leniency” are indications of individual attributes.

The mental way to deal with understanding correspondence impacts brings about many theories among which a significant one is individual difference theory. As per this hypothesis, distinctive character factors result in various responses to similar upgrades. At the end of the day, a person’s mental component represents responses to media messages. At the end of the day, the response to media content contrasts as indicated by the inspiration of crowd individuals, their inclination to acknowledge or dismiss a given message, their knowledge, convictions, feelings, values, needs, states of mind, biases, detectable quality, and so forth.

From the voluminous mental investigations, two significant ideas that have arisen – specific openness and particular discernment, need exceptional thought. Specific openness and particular discernment go about as hindrances among message and impact, in this way restricting the extent of a direct effect of mass correspondence gracious individuals. There are two concepts:

### **Selective Exposure**

Selective Exposure happens when individuals choose to focus on information in their environment that confirms their existing beliefs and attitudes. For example, Socialists are undeniably almost certain than Congressmen to attend Communist rallies, read Socialist writing and talk about Communist approaches. If by some coincidence, individuals are presented with opposite opinions, they curve ready to see specifically to contribute these antagonistic contentions with satisfactory implications, thus restricting the hole between what they accept as of now and what they are welcome to accept.

### **Selective Perception**

When the individuals have specifically presented themselves to the messages, in agreement with their inclinations, they tend to “read into” the message whatever suits their requirements. This cycle is called selective perception.

Selective Perception additionally suggests the inclinations of media crowd individuals to misperceive and misjudge enticing messages as per their own inclinations. The “Mr Biggo experiments” are exemplary models which show that biased individuals wound the significance of against bias purposeful publicity so it wound up building up their existing predispositions.

Melvin L. DeFleur and Sandra Ball-Rokeach have reasoned that “from the immense available content, individual members from the crowd specifically take care of, decipher also hold messages, especially assuming they are connected with their advantage, predictable with their mentality, compatible with their convictions and steady of their qualities”.

These examinations attempted to find mental qualities such as meditating. (for example, among media and audience), were splendid yet they stayed uncertain. The possibilities of other explicit holds of a group of people which could fill in as

## NOTES

hindrances among messages and impacts rose up out of the political examinations and brought about personal influence theory.

### 4.9 PERSONAL INFLUENCE THEORY

This view is the result of a scrutiny of the legal decisions of Paul E. Lazarsfeld and others in the United States in 1940, “The People’s Decision”. The discoveries uncovered that no citizen appeared to have been straightforwardly affected by the broad communications. It worked out that the relational connections and not the broad communications had a colossal impact on citizens. Political conversations with others, especially political opinion pioneers’, had more impact on their decision-making than their immediate utilization of broad communications. These casual interchanges’ organization, where crowds conversed with each other and looked for guidance from opinion pioneers, had prompted the two-step flow impact of mass correspondence. Two-step Flow Theory and Multi-step Flow Theory are part of Personal Influence Theory.

### 4.10 SOCIAL LEARNING THEORY

The Social Cognitive Theory is also referred to as “social learning,” “observational learning,” and “modelling.” This theory is based on psychology. Albert Bandura developed this communication theory in the 1960s. His theory was that humans learn behaviours by watching and imitating others who perform those behaviours. The message of the media has become a source of conscious reading in today’s growing society.

In order to read well in the media, one has to first present in it, then compile and recall the event, and finally translate their media opinion into the correct answer. This theory is only about the media and how it influences behaviour.

Model theory is widely used to study the impact of violent media on children.

All their behaviour mimics their communication with family and friends. This theory works very well in the case of children because they are more likely to change their behaviour based on the models of others. Albert Bandura, a professor at Stanford University, used this modelling theory to examine children and their exposure to violence and its immediate impact on behaviour.

Her research concluded that child behaviour could be influenced by the media. Based on the video, the children imitate their reaction to the Bobo doll. Children who witnessed acts of violence on this doll also imitated it. Children who saw the control video, on the other hand, were milder and less violent than the doll.

This idea applies to any situation. Do you remember your first job? You have learned by observing and imitating the successful behaviour of your colleagues. You also learned what not to do for your past mistakes. This is good for media analysis because many of us have experienced mediator messages from birth. Why do kids love Sesame Street? They use the exhibition, aimed at toddlers, to teach them about shapes, colours, letters, sharing, and other social ills. Children’s

## NOTES

behaviour is “an example” they see in the show, such as sharing or using their inner voice. If the behaviour is praised or gives inner joy to children, it will continue. People are always learning by watching. They change their behaviour by making mistakes and identifying the behaviour that works for them.

Model theory can be used to teach both acceptable and disrespectful behaviour. A person who steals and sells his property may view his earnings as a boost to his morals, thus furthering his conduct. The person in question will continue to do the same until the prize ends. Sitting in jail or riding in the back of a police car may be enough for some people to stop stealing because it no longer gives you inner strength and praise.

The media plays a major role in the development of social roles and responsibilities. Kids believe everything they see in the media. They embrace and mimic the behaviour they see without having much knowledge of the real world. When today’s children are victimized by the media, it is important to note that parental involvement is the most important factor in learned behaviour. When a parent argues and corrects the behaviours learned on television, the child does not view such violent or destructive behaviour as a failure, and he or she becomes accustomed to new and more effective behaviours.

A large company manager wants to train his employees to handle customer complaints effectively. He looks at his options for conveying this important information. Should he provide a customer service manual for all employees and demand that they read it? Should he give a talk? Is it necessary for him to make a PowerPoint presentation? Finally, the officer decides on a highly effective training approach based on the principles of community learning theory: he or she will demonstrate how to deal with complex grievances in a position to play the role of staff.

Researchers are exploring the human environment as one of the causes of his behaviour for many years. However, Bandura proposed that human behaviour is caused by a combination of three dynamic interactions: environment, personal thoughts and feelings, and behaviour itself, using a process known as causation. The same causation explains why people from the same places may behave in such a different way. The following ideas are also important in theory:

1. **Modeling:** People can learn by observing the behaviour and effects of others.
2. **Non-functional learning:** Learning is possible without changes in behaviour.
3. **Attention:** Learning depends on the learner’s ability to focus on the behaviours shown.
4. **Expectations:** People develop expectations that certain behaviours will be rewarded or punished.
5. **Awareness:** People need to be aware of whether their behaviour is being strengthened positively or negatively.

## NOTES

### Modelling

Modelling is shown to teach a variety of behaviours, positive and negative. It has been used to boost confidence in more stressful situations such as job interviews. Modelling teaches children how to respond to praise or adversity. Adult models can be traced back to youth violence and behaviour. Modelling has the potential to teach new skills, influence the frequency of pre-established actions, promote uniform behaviour, and promote prohibited actions. It has been used very successfully in the treatment of phobias and anxiety disorders, with therapists modelling the healthy attitudes and behaviours of their patients.

Bandura went on to identify three types of models that can be used to teach morality:

1. **Live model:** A real person is the role model he or she wants.
2. **Voice model:** A detailed description of the behaviour you want is provided, as well as instructions on how to do it.
3. **Media model:** For media such as movies, television, the Internet, books, and radio, a real or imagined character depicts behaviour.

### Strengthening

However, for modelling to have a positive impact on behaviour, a certain type of motivation is needed to imitate or avoid the behaviour. Bandura suggested that such a motive could be found in good or bad affirmations and that behaviour could be reinforced in a variety of ways:

1. **By model:** A salesperson who improves his performance by looking at a successful co-worker is recommended by a coworker.
2. **Third Party:** The seller receives compliments from the manager for using a colleague's marketing strategies.
3. **Direct results:** Although imitating a co-worker, the seller earns higher commissions.
4. **Sadly:** The seller recognizes a colleague who receives compliments and high commissions through an effective marketing strategy.

While these motivating factors may be powerful, modern social scientists believe that reinforcement has an indirect effect, rather than a direct effect on learning. Strengthening, in other words, does not cause a person to learn behaviour. When one looks at a particular model, one learns. Strengthening, on the other hand, determines the degree to which a person exhibits learned behaviour. For example, a person who has seen a family member who is an alcoholic die of cirrhosis of the liver may be less likely to drink alcohol than someone who has not experienced the effects of alcoholism. However, social learning theories agree that people's expectations in reality influence how much attention they give to models, which in turn reads students who know they will not be tested in a particular subject, for example, are less likely to pay attention to the subject matter.

*Communication – Effects, Steps,  
Theory and Law*

## NOTES



Television messages are “planted,” and they quickly distort or replace the messages that come with everyday experiences. The farming theory was developed by George Gerbner and Larry Gross of the University of Pennsylvania from a number of major research projects as part of a comprehensive study entitled ‘Cultural Indicators.’ The father of farming theory, George Gerbner, believes that television is one of the, if not the most, social forces in American society. According to Gerbner’s study, violence on television is ten times greater than in the real world.

Cultivating theory, in a basic way, suggests that viewers' ideas are actually slyly invested in extra time because of their exposure to television. According to Miller, the farming theory was developed to study the cumulative and translucent effects of television on the way we see the world we live in, rather than the direct and intended consequences (e.g., watching Superman would lead children to try to jump out of a window).

The term ‘cultivation theory’ refers to a social concept that investigates the long-term effects of television. A major claim of the farming theory is that the more

## NOTES

people spend time living in the television world, the more likely they are to believe the social reality presented on television. Farming causes people to have a distorted view of what is true in our world. The development of attitudes towards sexual roles, the development of racial/ethnic views, physical appearance and sexual expectations, “If we believe that all relationship problems can be fixed, that sex can always be sublime, and that couples live happily ever after, we’ll be dissatisfied with real relationships that can’t consistently live up to these synthesized images.”

### Mean World Syndrome

Excessive TV and media viewing of mean, violent programs have created a false perception of a mean, violent society. The world is far more peaceful than our erroneous perception of it.

According to Gerbner’s research, men outnumber women on television, minorities appear on television far less than their real-world representation, younger and older people are both underrepresented and blue-collar workers, police officers, lawyers, and doctors are overrepresented. Viewing these images may assist in defining what it means to be a member of a particular social class. The interaction is a continuous process (similar to cultivation) that begins in infancy and continues into old age.

Children who are part of cohesive peer or family groups are less susceptible to cultivation.

### Resonance

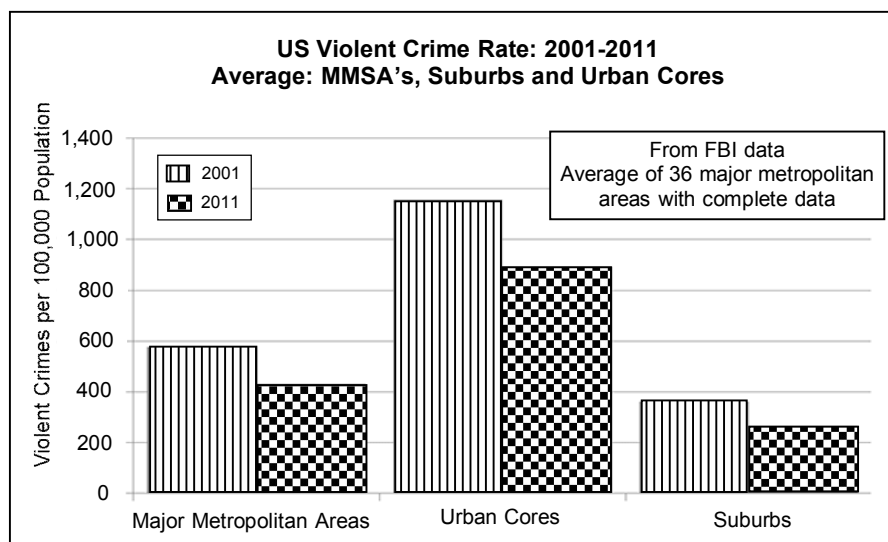
There is a double dose of daily reality and television viewing. Messages are amplified and “resonate” with the cultivation. The relationship between viewing frequency and fear of crime is strongest among those who live in high-crime urban areas.

### Guessing Farming Theory

- Television is different because it is everywhere.
- The proliferation of television enables it to establish a common culture.
- Television promotes broad thinking rather than specific attitudes.
- Television is a continuous process of communication (strengthens cultural norms).
- The visual effects of television on culture are minimal.
- New technologies increase television access.



## NOTES



According to this view, the media often portrays the world as being out of touch with reality. Television images are fiction or fantasy. With an abundance of good men and beautiful women, crime, wealth, and violence are rampant. As a result, people end up seeing reality through a distorted lens and viewing reality ‘from a television perspective.’

Television offers a wide range of ideas and opinions about a variety of social and cultural contexts such as race, gender, sex, and so on. Over time, a consistent image of various groups of people emerges, and viewers begin to absorb the ideas, and then use them as maps to explore life. People’s values, beliefs, attitudes, and desires were shaped by their constant exposure to media content. These newly formed beliefs shaped their view of the world and, as a result, influenced the way others viewed themselves. As a result, people unwittingly shape their thinking and behaviour patterns based on what they eat. In today’s world, people are increasingly turning to television, more than any other means, to help them understand the complex mix of customs, values, and attitudes prevailing in their society.

Planting theory research treats television as a messaging system and attempts to understand its function and effects on the audience. These messages are alive and well in nature, and complement each other. Investment analysis focuses on the long-term growing impact of television exposure.

### Application of Theory

Several surveys has found that those who watch television are more likely to be depressed and lonely, to feel isolated, to feel insecure, and to believe that the world is a dangerous place. A study conducted at the testing site found that students who watched a number of self-sacrificing programs over a six-month period may believe that the world was a very dangerous place at the end of the test period. They also believe that they are more likely to be involved in violence. This is in stark contrast to the attitudes of some students who have not watched many action-adventure shows as a test group. According to a study by L.J. Shrum, people who

## NOTES

watch television often tend to answer questions quickly. They also provide responses that show regular or repeated messages or pictures on television.

The farming theory has been widely used to test television violence. This theory has been used to explain why children who watch violent cartoons grow up to be violent. Repeatedly watching violence on television reinforces the preconceived notions that the earth is a dangerous and unsafe place. Exposure to television has reinforced the view that acts of violence are a natural response to conflict situations. Over time, research in the field has expanded, and investment theory is now being used in health, religion, etc. disciplines.

### 4.12 PERSONALIZATION OR FRAMING

Personalization is a commonly used term to describe media results. It is considered an extension of agenda-setting because it prioritizes the issue and causes the audience to consider its consequences. The framework is based on the idea of how the media organizes an event or issue within a specific definition role, which plays an important role in human decision-making.

The framework is used to represent the element of communication that leads to people's liking according to one definition. By emphasizing certain aspects while ignoring others, creating independence promotes the decision-making process. For example, a newspaper sets the news in a certain way. This has the potential to change students' perceptions of the issue.

The framework is an important part where a topic can be highlighted to make sense of events. It has the power to influence the perception of an audience and to accept a definition. Because the media exert a powerful influence on people's perceptions, misinformation can have a profound effect on them. For example, critical issues in the media have been organized into social media without supporting any principles, allowing people to make their own decisions. However, biased media can tarnish the image in a negative way and have an impact on society. When it comes to frame-making, the sense and careful interpretation of the audience is inevitable. Because media is a powerful tool, content should be included in the framework to influence and control the audience.

Journalists select news based on a variety of topics, including news prices, editorial policies, and community cream interactions. These elements combine to form a framework. Through the interaction of the media and the opinions of the people, the framework plays an important role in how a particular issue is presented to the people and how they view it.

An outline is "an action, a method, or a process of constructing, performing, or shaping anything, whether material or intangible." The media were seen as influential in the audience in the 1930s. The audience was considered inactive, allowing the media to comment on it. As time went on and research continued, scholars began to develop a more critical view of the media. A study of the setting

of the agenda began. The word “frame” is used in a dual context which can be to create one and to set one. This can be used differently in different situations.

## Framework

The term frame-building refers to “factors that influence the structural characteristics of media structures.” The framework is used to describe how journalists choose stories, facts, and more.

Internal factors such as issues of journalist work, especially editorial policies and news prices, as well as external factors such as interactions between journalists and dignitaries, shape the media.

Frames always highlight some stories while looking down on others. Journalists organize stories in certain ways to attract readers or viewers to read or watch. These important factors influence the structure of the framework.

## Setting Frame

The term setup means “Interaction between media structures and previous personal information and conditions.” This is what scholars are interested in learning, with an emphasis on the effects of self-installation. According to research, frames have an impact on how viewers perceive stories. The way the story is told, in particular, can have an impact on what seems to be the most important thing, who the victim appears to be, who is at fault, and so on. According to research, political and electoral issues are structured in a concise manner, focusing on winning and losing, using the game or competition schema, emphasizing candidate styles, and emphasizing voting.

According to George Lakoff, a professor at UC Berkeley, “communication itself is in line with the framework.” The elements of the Communication Framework include message, audience, messenger, media, images, context, and most importantly, high-level ethical frameworks and guidelines. The choice of language is important, but it is important because language evokes structures – moral frameworks and ideas.

## Apps

The framework can be used to improve communication across all media sites and organizations. It is mainly used to understand media effects. Effective mass communication requires careful planning of definitions and stories. Politicians can put their ideas right so that the public can understand and accept them.

## NOTES

### 4.13 AGENDA SETTING THEORY



When a journalist chooses a topic to write about, he or she always draws the audience's attention to a particular topic, which is the true meaning of agenda setting. The method or framework in which information is presented to an audience, on the other hand, is determined by the media staff or gatekeepers. Creative theory refers not only to the way in which the audience is influenced and interprets what the media presents, but also to the media's ability to influence their audiences to accept one concept over another.

7. What do you mean by Selective Perception?
8. What is Social Cognitive Theory referred to as?
9. Who developed the Cultivation theory?
10. What is Frame-setting?

## (Maxwell McCombs and Donald L. Shaw)

The influence of the media affects the presentation of news reports and stories that affect the public mind. If a particular news report is given more prominence

## NOTES

than any other news, the audience will automatically recognize it as the most important news and information provided. The media sets priorities based on how people think and how they affect the audience.

Agenda planning took place due to a mental process known as “accessibility.” The media provide information that is closely related to thought, that highlights major social issues, and reflects people’s minds.

The agendas for setting the agenda are as follows:

- **Level 1:** Researchers often use the first level to study media usage and objectives, as well as the impact media has on people and the quick fixes people make after exposure to information provided by media outlets.
- **Level 2:** The media focuses on how people should think about the state of the second level. As a result, exciting news reports may occur to arouse the audience’s interest. In fact, the media want to capture people’s attention and put ideas into their minds. That is why the media is spreading the word. Agenda theory is used in political advertisements, campaigns, business matters, Social Media (PR), and so on. The main idea of the theory is gate maintenance. Gatekeeping holds and has the power to control the selection of media content. It is thought that the public is primarily interested in the product of media portfolios. The editors are the main gatekeepers of the media. On the basis of ‘news eligibility,’ the media determines what ‘events’ will be broadcast through the gates of the media.

For example, stories come from a variety of sources, and editors decide what should and should not be, which is why they are called gatekeepers.

Gatekeepers are powerful authorities who make sure that accurate information is transmitted to the general public. Because some news is important to the media but not to the general public. They are also very concerned about not disturbing the peace and stability of the community.

### Basic Ideas

Agenda theory is based on two basic assumptions.

The first is that, instead of simply presenting news to the audience, the media filters and shapes what we see. For example, seeing an exciting or embarrassing story at the top of a broadcast instead of a story that has just happened or that affects a large number of people, such as an impending storm or a change in tax laws, is an example of this.

Secondly, it is thought that the more attention a matter has to the media, the more likely it is that the public will consider it important. Another way to look at it is that the media organizations do not tell us what to think or how to feel about a story or issue, but instead give us stories that people should think about a lot.

## NOTES

Agenda theory has psychological and scientific relevance. The more the story is spread in the media, the more vivid it is kept in people's minds when they are asked to remember it, even if it does not directly or indirectly affect them.

### Agenda Setting Types

There are three types of agendas:

- **Community agenda planning:** Once the community decides what important issues should be included in the agenda.
- **Media agenda planning:** When the media decides which agenda is the most important, this is called agenda planning.
- **Policy agenda setting:** Policy agenda setting occurs when both public and media agendas influence the decisions of policymakers.

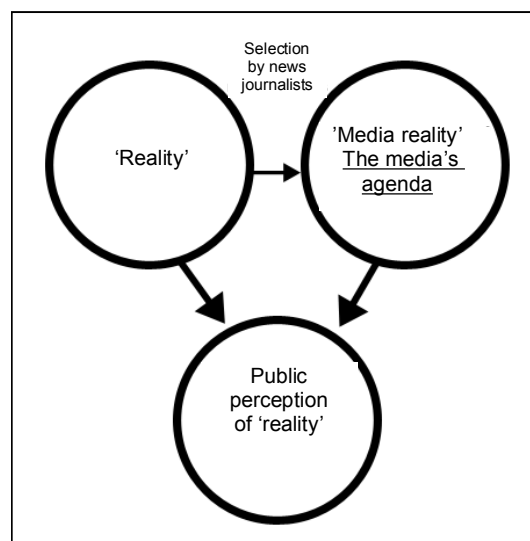
### Priming

The responsibility of the media in raising the prices and standards at which items are received can be judged. Media content will provide enough time and space for specific issues, making them more vivid.

In other words, the news media are so critical of us that they give us the impression that we are really important news. This is something that is done every day. For months, selected news reports are run as a topic or are compiled regularly. Terms such as news headlines, special features, interviews, and expert opinions, for example, are used. The media constantly bombard us with images of what they can and cannot do, as in the case of a nuclear holocaust.

### Factors Affecting Agenda Preparation

Gatekeepers, organisers, managers, and other external influences.



Non-media, such as government officials and influential people. For example, “if the media has a close relationship with the elite community, that category will likely have an impact on the news system and the community agenda.”

### Criticism of the Agenda Setting Theory

Proper media users. People may not worry about small details.

People who have made a decision are less likely to be affected by the outcome.

The media cannot create problems. They can only change the level of awareness, priorities, and importance, among other things.

The study of this theory was incomplete with regard to establishing a causal relationship between public prominence and media coverage. And, in 2018, with the global impact of the internet and social media, where almost everyone can find the news they want rather than being pressured to rely on one or two sources, it is very difficult to convince others that the media sets the agenda.

Moreover, the theory does not apply to people who have already decided. For example, in spite of the many powerful reports that contradict what the media has to say, one might believe that the elected official was the rightful decision-maker.

### NOTES

## 4.14 SPIRAL OF SILENCE THEORY

The spiral of silence is a term coined by the German political scientist Elisabeth Noelle-Neumann in 1974 to describe people's tendency to be peaceful when their views differ from one another in a matter. In theory, they remain silent for a number of reasons:

When a group or community perceives a person to be different from the current situation, they are afraid of being divided.

Fear of retaliation or extreme isolation, in the sense that expressing your opinion can have a detrimental effect on you without isolation (loss of job, position, etc.)

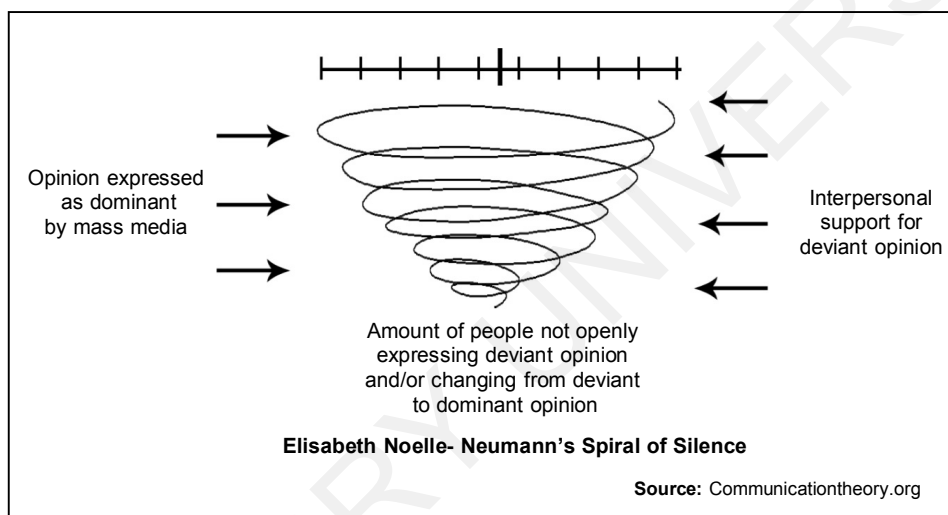
This idea makes sense because you think that in any situation, we all have an accurate idea of what an idea is. The spiral is constructed or reinforced when someone in the imaginative public opinion speaks confidently in support of the public opinion, causing the minority to move farther away from the place where they are free to express their views and meet the fears mentioned above.

The whirlwind effect is felt because this activates the downward spiral where fear persists among a few ideological leaders, leading to the perception of a few ever being heard. Because it comes from this blog, you might think that theory suggests that big media has an effect on this process. If you do, you will be fine. The media is important in this process, especially in determining or determining public opinion in an imaginary way.

The more a person believes that his opinion is public, the more likely he is to express it in public discourse. A few other important teachings should be noted: this theory is largely based on the idea that the idea should have a different aspect of behaviour (i.e., abortion etc.), and no one will find peace while arguing with his roommates about what to wear to get their pizza.

## NOTES

The theory has some errors or at least points of conflict, most notably a minority of words and the internet. The Internet (aka interwebs, a series of tubes – thank you, AI) seems to measure a forum, where the opinion of the minority cannot be taken for granted and can be expressed in that forum where one can not speak much. in another place of public discourse. Second, a few words – you know who these people are; they may be the only ones who believe that cats should have the right to vote, but they will not shut it down and appear safe from the effects of the Spiral of Silence.



### Example:

The managing director of the company decides to increase their working hours from 8 a.m. to 10 p.m. and send an e-mail to all employees. Most of them welcome the change of time, but few are satisfied with his decision. However, they cannot or will not express their thoughts openly. Because:

1. They may feel uncomfortable with their workmates.
2. “Fear of Separation,” as it were.
3. “Fearing Opposition.” By rejecting their viewpoint in public, we can avoid war.
4. They may try to keep their job by pressuring or refraining from making public statements.

## 4.15 INTERNET EFFECTS

Studies on the impact of new media development are not yet emerging, however here are some of the most important findings or potential improvements:

Media buyers are currently not just a “group of people,” but are currently “customers” – announcing another era of flexible use.

Media communication and governance currently has many forms; two ways the sender of the message is extremely straightforward and accurate to deal with these organizations.



## NOTES

Although few researchers have seen significant levels of internet use associated with high levels of depression, discomfort and sadness, it may have similar social benefits for humble or trapped people accessing the web.

The breakdown of the media (the development of certain media) makes focusing on the crowd more direct, but can also make mass communication more likely to be evaluated.

An increased number of media decisions may expose young people to adult material before they are ready.

The low cost of internet space compared to print or broadcast media has become a significant economic change for the internet. When combined with the rapid distribution of information, the Internet appears to be a major threat to traditional sources. The media has responded by establishing itself online, and it is now almost unknown that the media company does not have internet access. Corporate archives have been opened, and with the exception of a few arrests such as the Wall Street Journal, almost all newspapers now allow free internet access, although some papers, such as the New York Times, try to model paid subscriptions to speak declining income. Online video content is now available in newspapers, and radio and television networks publish regular text and photo stories. Media companies have compiled their content through websites; they are no longer just television networks or local newspapers, but are rapidly evolving into a minority of everything.

### Interaction Online

Although the Internet has had many effects on the media economy, from media crime to low distribution costs, the most important factor has undoubtedly been the interaction of different types of media. The front page of the New York Times website, for example, contains many short video clips, and the Fox News front page contains clips from the TV network and relevant articles written by FoxNews.com staff. Many of these services are provided to consumers free of charge by the media, if for no other reason other than that consumer usually finds this free content elsewhere online.

The internet has also dramatically changed the way business marketing models work. Many web ads in the early days of the Internet targeted sites such as Amazon and eBay, where consumers purchased products or services. Today, however, many advertisements, especially on high-profile media sites such as Fox News and the New York Times, feature products that are rarely purchased online, such as cars or large credit cards. However, another type of advertising targeted at certain web pages has gained popularity online. Advertisers use this type of advertising to match advertisers with specific keywords on specific web pages. For example, if a page is a guide to how to fix a refrigerator, some targeted ads may appear.

## NOTES

### 4.16 DIFFUSION OF INNOVATION THEORY

The EM Rogers' Diffusion of Innovation (DOI) Theory, founded in 1962, is one of the oldest social science theories. It came from the link to explain how an idea or product gets attracted and disseminated (or spread) through a certain number of people or a social system over time. As a result of this spread, people are embracing new ideas, ethics, or product as part of a social system. The acquisition is the learning or developing of skill, quality or habit. The key to discovery is that one sees an idea, behaviour, or product as a novel or something new. Distribution is possible because of this.

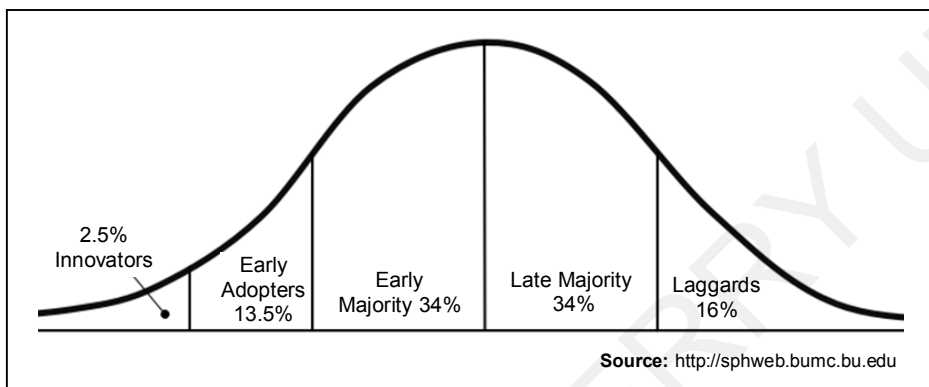
Acceptance of a new idea, behaviour, or product (i.e., "new invention") does not occur simultaneously in a social system; rather, it is a process in which some people have a higher chance than others to accept the establishment. Researchers have found that people who invent new things have different traits than those who use them later. When promoting new naming for certain people, it is important to understand the features of that demographic that will help or hinder the adoption of renaming. There are five stages of acquisition, and although most people tend to fall into the middle categories, understanding the demographic characteristics is still needed. Various techniques are used to promote new inventions:

1. **Founders:** Founders are people who want to be the first to try a new idea. They are bold and curious about new ideas. These people are willing to take risks and are often the first to formulate new ideas. You just have to do very little, if any, to attract a person of this kind.
2. **Early Discoveries:** These are people who are leaders of thought. They are happy to take on leadership roles and are open to new knowledge. They already know the need for change so they are open to new ideas. Manuals and worksheets are two tricks to attract this population. They do not need information that will persuade them to change.
3. **Early Predictions:** These people are not usually leaders, but are the first to embrace new ideas. However, before they can make use of a new device, they often need to see evidence of its effectiveness. Success stories and proof that this app is useful in two ways to attract this population.
4. **Background:** These people are wary of change and will accept a new idea after the majority have tried it. Knowledge of how many other people have tried to establish and use it successfully is one strategy to attract this type of people.
5. **Laggards:** These people are very strict and traditionally imprisoned. They are the ones who are most resistant to change and the most difficult to persuade. There are a variety of strategies that can be used to attract these figures.

Awareness of the need to innovate, the decision to accept (or reject) renaming, initial use of renaming for testing, and continuous use of innovation by stages in

which one accepts innovation and distribution. There are five key factors that drive the adoption of innovation, and each of these factors is present in the five stages of adoption at different levels:

1. **Related Profit:** The level at which an invention is thought to be higher than the idea, plan, or product intended to change.
2. **Consistency:** How well the new design fits the potential users' numbers, sensitivities, and requirements.
3. **Complexity:** How difficult it is to understand and/or apply new inventions.
4. **Triability:** The ability to test or evaluate innovation before committing to using it.
5. **Visibility:** The degree to which a new object produces visual effects.



### Distribution of Limitations of Inventory Theory

Diffusion of Innovation Theory has many flaws, including the following:

Many of the details of this theory, including the types of acquisitions, originated outside of public health and were not created to be directly related to the acceptance of new behaviours or health developments.

It does not encourage the adoption of a public health system in a participatory manner.

It is more effective at taking behaviour than breaking behaviour or preventing it.

Ignores personal resources or community support while trying to adopt a new behaviour (or innovation).

Many areas, including communications, agriculture, public health, criminal justice, social work, and advertising, have successfully implemented this system. Diffusion of Innovation Theory is used in public health to accelerate the adoption of important public health programs generally aimed at influencing the behaviour of the public system. Therapeutic interventions for the public health problem, for example, were designed and introduced to people in the social system for the purpose of diagnosis (based on the Diffusion of Innovation Theory). Understanding the target population and the factors that affect their accessibility level leads to the successful adoption of a public health system.

### NOTES

## NOTES

### Check Your Progress

11. Who developed the Spiral of silence theory?
12. Who are Laggards?

### 4.17 ANSWERS TO ‘CHECK YOUR PROGRESS’

1. Functionalists who accept the media crowd will in general be in charge and dynamic.
2. Culturalists who accept the crowd have less control and are accordingly more uninvolved.
3. Collaboration where full consideration is given to the items or problems in the submissions contributes to the request for public attention in the news.
4. This theory clarifies that opinion officials are agents between the data transmitted by the media and the way most people react to this data.
5. Another name for the direct effects of major media is Hypodermic Needle Theory or Magic Bullet Theory.
6. The Limited effects theory was proposed by Austrian–American social scientist Paul Lazarsfeld.
7. When the individuals have specifically presented themselves to the messages, in agreement with their inclinations, they tend to “read into” the message whatever suits their requirements. This cycle is called selective perception.
8. The Social Cognitive Theory is also referred to as “social learning,” “observational learning,” and “modelling.”
9. Cultivation theory was developed by George Gerbner and Larry Gross of the University of Pennsylvania.
10. The term frame setting refers to “The interaction between media frames and individuals’ prior knowledge and dispositions.”
11. Spiral of silence is a term coined by German political scientist Elisabeth Noelle-Neumann.
12. These folks are exceedingly conservative and bound by tradition.

### 4.18 SUMMARY

The impact of the media reveals how news stories or articles can influence and/or emphasize current price patterns in a particular asset, sector, or market as a whole. If this idea is correct, investors or borrowers are more likely to be influenced by headlines and respond swiftly to news after reading a headline or story. There are a lot of processes and models of media effects which are in use. There are many theories which are related to media effects. They are the two-step and multi-step flow theories of media. There are many direct, limited, internet and

cultural effects of media. Some more theories are individual difference, personal influence, social learning, cultivation theory, framing, agenda setting, the spiral of silence and diffusion of innovation theories.

## NOTES

### 4.19 KEY TERMS

- **Functionalists:** Those who accept the media crowd will in general be in charge and dynamic.
- **Basic/Culturalists:** Those who accept the crowd have less control and are accordingly more uninvolved.
- **Media campaign:** The circumstance wherein various media are utilized in a coordinated manner, to accomplish an enticing or enlightening reason with a picked populace.
- **News reading:** The short-term intellectual impact of openness on a wide range of social media issues, as measured by crowd reviews, approvals or appreciation.
- **Head of Ideas:** It is a pioneer in a particular circle that provides complexity and information to people who are less interested in the circle.
- **Individual difference theory:** As, “A theory of mass correspondence that recommends that people react contrastingly to the broad communications as per their mental necessities, and that people burn through the broad communications to fulfill those requirements.”
- **Modeling:** People can learn by observing the behavior and effects of others.
- **Framework:** The term frame structure means “the factors that influence the attributes of a media structure.”
- **Founders:** Founders are people who want to be the first to try a new idea.

### 4.20 SELF-ASSESSMENT QUESTIONS AND EXERCISES

#### Short Answer Questions

1. Mention the era of ‘limited effects’.
2. What is Propaganda?
3. Describe the term socialization.
4. What is the two-step flow theory of communication?
5. State the difference between one-step and multi-step flow theory.
6. State the difference between selective exposure and selective perception.
7. What does world syndrome mean?
8. What is agenda-setting theory?
9. Describe the strategies that are used to promote innovation.

## NOTES

## Long Answer Questions

1. Describe in detail about models of media effects.
2. State a brief history of media effects.
3. Write a short note on opinion Chiefs.
4. Discuss Personal Influence theory.
5. How is Modeling done in Social Learning theory?
6. Describe the Cultivation theory in detail.
7. Explain Framing in detail.
8. Describe the Spiral of Silence theory in detail.
9. Write a short note on the Diffusion of Innovation.

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**NOTES**

NOTES

## Unit V Communication Theories and the Age of Internet

### Learning Objectives:

By the end of this unit, the learners would be able to:

- Understand Communication theories in detail.
- Understand the concept of Media and the Public Sphere.
- Discuss Normative theories of the Press.
- Get a clear understanding of Social Constructionism.
- Recognize the concept of Communication Technology Determinism and its utility in today's world.
- Discuss the concept of Information Society and the internet.

### Structure:

- 5.1 Introduction
- 5.2 Communication Theories
  - 5.2.1 Media and the Public Sphere
  - 5.2.2 Social Constructionism
- 5.3 Elements of Mass Communication
- 5.4 Communication Technology Determinism
- 5.5 Information Society and the Internet
- 5.6 Answers to 'Check Your Progress'
- 5.7 Summary
- 5.8 Key Terms
- 5.9 Self-Assessment Questions and Exercises
- 5.10 References

### 5.1 INTRODUCTION

Communication ideas are important in understanding the communication process and help us understand how the media affects society and that audiences become victims of the daily news that people rely on for information. It is about how the media communicates and conveys a message to the target audience. Nowadays, with the development of communication technologies the meaning of these communication ideas has changed slightly but the basis of these ideas remains the same and equally important. With the evolution of the communication system,



## NOTES

there is a rapid growth in technology leading to the birth of new ways of communicating and reaching people and one of the most prominent among them is the Internet which has simplified the lives of millions. By working in many ways and bringing about a huge change in the social system but as it looks good it has its own set of bad things that everyone should know about.

## 5.2 COMMUNICATION THEORIES

Nearly 40 years ago, Osmo Wiio argued that the printing press had not been accurate. Interestingly, there are many “real TV” programs that continue to blur the line between reality and fiction. Can the media always distinguish between myth and fact? Many people are inclined to think that some are more sympathetic to the media than they are, but we are all more sympathetic to the media.

Theory is our best reflection of the world around us. “Theories of mass communication are the interpretations and predictions of social events that attempt to link many connections with various aspects of our personal lives and cultures or social systems” (Baran 374). We need to be careful as we examine the interactions of the masses (Baran). The advent of the television era of the 1950s brought about tangible communication and encouraged the emergence of diverse media perspectives. Economics, history, literature, art, politics, psychology, sociology, anthropology. They are contributions to the emergence of the Faculty of Communication and Cultural Studies. Media theory is the way we interact with the media and the role they play in our lives to determine what impact it has on us. Let’s look at five basic ideas for mass communication:

1. Magic Bullet Theory,
2. Two-step Flow Theory,
3. Multi-step Flow Theory,
4. Uses and Gratification Theory, and
5. Cultivation Theory.

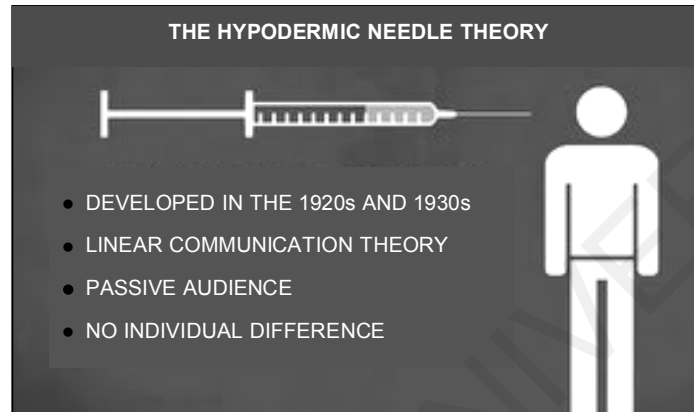
### Check Your Progress

1. Define Communication Theories?

**Magic Bullet Theory:** The Magic Bullet Theory (also known as the Hypodermic Needle Theory) suggests that mass communication is like a gunshot wound to an inactive audience. “Communication was regarded as a magical device that conveys ideas or emotions or knowledge or that immediately shifts from one mind to another” (Schramm). This theory has been widely criticized by scholars as a result of its proposal that all members of the audience interpret the messages in the same way, especially ordinary recipients. This theory ignores the dynamic interventions of cultures and demographics such as age, race, gender, personality, or education that cause us to respond differently to the media messages we encounter. However, many people feel that the news media, such as television newsletters, simply publish information that does not encourage audience

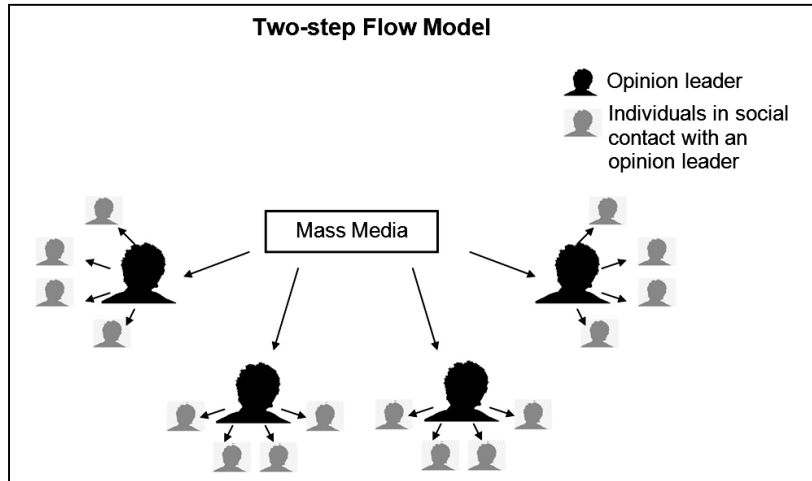
## NOTES

engagement and deep thinking. Media news gives viewers attractive stories instead of delivering stories with unbiased messages that allow consumers to shape their ideas. Those who believe that TV programs are real and have certain ideas about magic bullet theory.

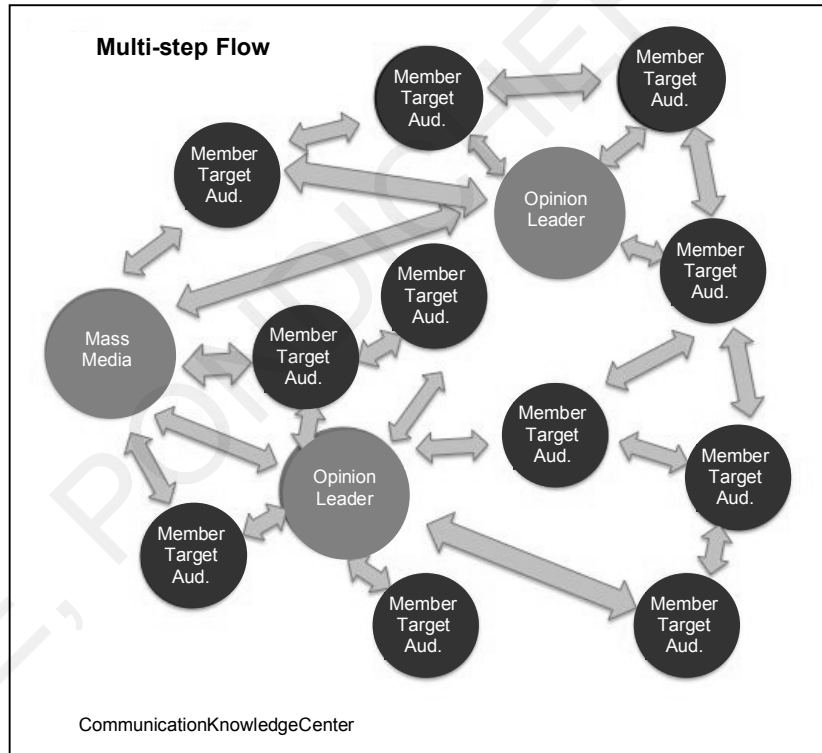


**2. Two-step Flow Theory:** After World War II, researchers realized that not all audiences responded in the same way to the media. The media were less powerful and less influential than previously thought. The two-step flow theory suggests that mass communication messages do not go directly from sender to recipient (Katz and Lazarsfeld). Instead, a handful of people, the gatekeepers, review media messages, reshape those messages, and control their sending to more people. Ideas leaders first “apply the content of the media to the most popular article” and understand it based on their values and beliefs. In the second step, opinion leaders filter and interpret messages before passing them on to people with shared ideas who have little contact with the media, ideological followers. An example of this idea took place during political campaigns. Research has shown that during elections, the media influence the preferences of voters (Lazarsfeld, Berelson and Gaudet) with the information they choose to display about the candidate. This research can still be used in current political campaigns. Pope Francis has more than 4 million followers on twitter and is one of the most feared social leaders. He uses social media to engage and influence his followers on world events. Also, President Obama’s use of social media is a huge debt as a key factor in the 2008 election. Conservatives often protest against discrimination in the “free media,” while liberal conservatives argue that they are discriminated against because the rich people control the media. In any case, research shows that media dependence is very important, especially during political campaigns. You can watch a short video on two-step flow theory.

## NOTES



**3. Multi-step Flow Theory:** This theory suggests that there is a connection between sharing information and influencing beliefs, attitudes and behaviours. Ideas leaders compose media messages, but ideological leaders can influence ideological leaders. This makes relations with the media even more difficult. Some believe that the role of ideological leader has diminished as a result of the changing nature of our culture, largely because of the general public's ability to reach millions of people through social media. You may have heard the term "going viral" which may have occurred 151 years ago. This mediator distribution contradicts the view of the all-powerful media, but still recognizes that the media has a certain impact on viewers.



**4. Uses and Gratification Theory:** The concept of usability and satisfaction suggests that viewers are willing to follow certain media to meet their needs. "Therefore, researchers do not focus on how the media affects the audience, but on

## NOTES

how the audience uses the media.” Media process compatibility deactivates media users. See them as active, not as inexperienced participants. One participant makes sense to choose content and make informed media decisions. We often avoid media outlets that do not conform to our values, attitudes, beliefs, or principles. Schramm argued that he made media decisions by determining how satisfied he was using a particular method. Do you make the newspaper easy to read, or watch TV or listen to the radio? Despite all the information online, some people still find it time consuming and complicated. However, many of our readers do not have a TV, but instead watch all TV shows, movies and videos online. By streaming the show online, you can avoid the commercial content and media you choose not to attend. For example, Netflix charges a monthly fee, so you can watch it without ads during the show, but you usually have to wait for the season to watch the show. However, Hulu’s service fee is less than \$ 5, and although it shares 25 ads per episode, you can watch the program for the first season broadcast. These new ways of watching TV have allowed consumers to make better decisions about which media to use.

**5. Cultivation Theory:** Planting theory asks how well we work, actually working when we use the media. For example, the average American watches TV for 3-5 hours a day, on average 21 hours a week. According to the American Academy of Pediatrics, the average American child over the age of 18 may see some 2,00,000 acts of violence on television. This figure does not cover child abuse via YouTube, Instagram, Facebook, music videos, or another media distribution. Adverse effects are less likely to occur if violence is broadcast on television. Forty-seven percent of the victims showed no signs of injury, and 73% of the perpetrators were not charged with assault. What are the consequences of all of this? Is it possible to find that the average viewer doesn’t care about violent content, or does it act like a normal explosion? Why doesn’t all the violent content affect everyone in the same way? Does excessive use of violent media lead to violent behavior among viewers? People who use a lot of media see the world as a place of violence and horror because of the high level of violence (Gerbner). Theory has been expanded to address the broader influence of the media on people’s social life and personal beliefs. The media present cultural facts such as fear of victims, physical condition, religion, family, racism, sexism, and attitudes toward drug use. Kilburn stated: “Yes, advertising does not cause food addiction problems, but advertising promotes aggressive and uncommon attitudes toward food, drink and obesity.” Gerbner said the media was talking about people. It obscures diversity from cultural realities, including human reality into equal value, and equips ordinary people with their institutional interests and the interests of their sponsors.

Mass communication theories are divided into three categories:

- (i) Opinions on culture and society,
- (ii) Ideas of influence and persuasion as well,
- (iii) Ideas for using the media (Littlejohn and Foss). To understand a few ideas for mass communication, let’s take a look at some skills that will help you become a better and more sensitive consumer of mass communication.

### Check Your Progress

2. What are the five fundamental theories of mass communication?

### NOTES

#### 5.2.1 Media and the Public Sphere

The public sector is a term dating to the 18th century and developed further by Jürgen Habermas. Jürgen Habermas said the public space is characterized by its sensitive character, not the typical feudal system character. According to Habermas, it is a forum for people to share their ideas and build common ground. This critical situation is threatened by the power of the media to transform a large section of society into a complex culture focused on consumer culture. The good news, though, is that because you can reach so many audiences, Internet users can establish complex connections to keep you out of new tools, and that connection builds a network. This is a popular name these days. But how is our community affected by the network? Two theories have studied the effects of networks on Castells and Granovetter. Castells recognizes the importance of networks and says that power lies not in institutions, but in networks that build society. So, in order to control it, you need to create a network that competes with other networks. In other words, about “network and network”. Granovetter, on the other hand, examines the effects of strong and weak attachments to help people succeed. Sure, both strong and weak bonds are useful, but they have an impact in many ways. It is unclear how the new media is developing both, but today, thanks to email, blogs, SMS, Facebook, LinkedIn and Google+, it is creating less global connections via the Internet and more. And it is clear that it is easy to take care of. However, the removal of weak bonds has not brought about the cost of strong bonds, at least it does not lead to faith: with the same tools we can always keep in touch with our family and perhaps have the best relationship with them. always. in the 19th century.

The conclusion we can draw from both authors is that power, always available through bonds, is transmitted to networks: a new way of creating and maintaining these bonds. The problem is not small as new networks are much cheaper to build and expand, so they are very accessible to most citizens. For example, EQUO President of Spain Reyes Montiel maintains a twitter account and blog very actively, answering citizens’ questions. Some of the questions Reyes Montiel discusses with his colleagues are inspired by the comments of his authors and actors on twitter. It then becomes clear that the new means of communication provide superior communication and superior communication, both of which are important to the development of the public space. However, the new media also offers the opportunity to make it your own. The “personal design” described by Sunstein is the future result of the vast power of the Internet making the content we want to find and filtering information truly accessible to us. Personal benefits are obvious, but the impact on society as a whole may not be so great because of the power of social segregation. By getting the information you need only from the people you choose, you can greatly reduce your exposure to different ideas and new ideas. The Habermas definition of the public sphere is the first fundamental force in

## NOTES

shaping the public perception and the attempt to divide the legitimacy of democracy in post-war western societies. It is widely accepted as the norm, being questioned more and more as the concept of the public sector continues to emerge. To get an idea of common criticism and the current way of understanding modern society, it is necessary to explain the general principles of the Habermas model. The public sector is considered to have an influential public sector that can shape public opinion. If you do, it may seem like a breeding ground. Habermas explains that some aspects are important to society as a whole. It is especially open to all citizens and is conducted in all discussions where people come together to build a community. A citizen plays the role of an independent person who is in charge of business or private interests but who is responsible for matters of general interest in order to build a public sector. There is no formidable force to support the public sector but its citizens are meeting together to express their views. The term local political situation was introduced in public debates on issues related to state policy and politics. Although Habermas views state power as a 'public power' that is officially recognized by the public in elections, the state and its powerful and influential practices are not part of it but are in line with the public sector in which ideas are formed. Therefore, public opinion should govern the state and its authority in everyday negotiations, as well as in official elections. The public sector is a vital need for mediation between the state and the public and in a positive manner allows for the democratic rule of the public service. Allowing public opinion to build a record of government-related activities and legal action should be publicly accessible. Habermas begins with the creation of social spheres and community ideas back in the 18th century. Prior to the emergence of the Bourgeoisie and the creation of social capitalist structures the understanding of the term 'community' was very different. Prior to this time, the representative of the king's authority was called "the public" and referred to the public representative the king was considered to be. This public representative was simply expressing his authority over the people, not the people. The basic idea of a representative of the state or head of state remained, but adherence to the monarchy was lost overtime. By the end of the 18th century, the power of the ecclesiastical powers was diminishing, paving the way for the rise of European capitalism. This too changed over a period of time.

## Normative Theories of the Press

### Introduction

Normative theory was first proposed to Fred Siebert, Theodore Peterson, and Wilbur Schramm in his book 'Theory of the Press'. The term "normative theory" was first introduced in the United States during the height of the "Secret War" between Communism and the Soviet Union. It is often referred to as the Western theory of media. Common theories describe the effective media system that is controlled and operated by governments, authorities, leaders, and the general public. These theories are very different from other communication theories. This is because normative press theory does not provide scientific explanations or predictions.

At the same time, these “six media views” did not originate from a single source, but from several sources.

Media professionals, social critics, and academics may be contributing to the development of these common ideas. Normative theory is a theory that seeks to identify the formation and functioning of the media in the workplace, and reflects the context in which the media operates. The basic premise of normative theory is quoted by Anaeto et al., “The printing press always captures the shape and color of the social and political structure in which it operates” (Siebert, Peterson, and Schramm, 1995). In 2008, it was again described as a theory about what it should be. They are theories that define the expected performance of the media in political and economic contexts, and they are the basis of the normative theory of the press from two conflicting viewers. Radical libertarian (the first absolutist amendment) and technological control, the first absolutist amendment takes the concept of “free news” as a reality and contradicts state law while experts do not trust the media and believe in the use of regulators to do public interest and many public theories are used to justify media control. There are six common media theories, in 1950 Siebert et al mentioned four theories, two of which were added by McQuail in 1980. These ideas are more focused on the relationship between Press and Government than publishing and audience. These theories greatly affect media ownership and who controls the media in the country.

Six Press/Media Ideas:

1. Authoritarian Theory
2. Libertarian Theory
3. Theory of Social Commitment
4. Soviet Media Theory
5. Theory of Democratic Participants
6. Development Theory

Theory is the basis of education for all disciplines, it is the system of planning and editing that we know of, and it is essential for enabling science leaders and students to translate information into knowledge. Theory focuses on important changes and relationships. Theory is like a city map where you can see the streets, houses, development, etc. and theory serves as an accountant, supporting understanding, interpretation, judgment, and practical application. Theory is not just an explanation. It is a way of packing the truth and understanding it. People are always symbolizing the truth and we are always working in the field of theory. Theory is a process of thinking, and ultimately a way of ensuring that two things need to be achieved in terms of theory. Theory is the product of human judgment and debate, in which different people choose different learning styles. Theory introduces you to new ideas and helps you to see things in new ways. Theory may change, but it is useful and can stick to it for a while. It is interesting with the details that it is not easy. Theory is the definition of a process. It should be considered as a statement or argument in favor of a particular method. According to

## NOTES

## NOTES

Julia T. Wood, this theory defines what it is, how it works, what causes it to produce, and what can change. Thus, theory represents theory. According to Rosenberry and Vicker, a theory is a statement that foretells or explains how a particular event is related. Theoretical definition is defined in the Oxford Advance Dictionary as a formal set of ideas designed to define an existing object, or set of principles that underpin a work. As we develop theory, we try to explain what is difficult to understand. Kerlinger (1973) provided a brief overview of the popular theory. He says the theory is “a series of related structures, in the definition of a proposal that gives a systematic view of something by clarifying the relationship between variability to explain and predict such events.” Yes, I quote Anaet, Onabanjo, and Osifeso’s Mass Communication Theory Balan (2002). Media theory aims to link the media to various aspects of our personal and cultural life and communication systems. I think it is the interpretation and prediction of this situation, and he believes that in order to understand the media theory, the following important ideas should be considered.

Media scientists have suggested a number of ideas explaining the media process:

1. Social media theory is often borrowed from other social sciences, and media theory is based on fields such as social science, psychology, and language. Media theories align these borrowing ideas with questions related to issues.
2. The theory of mass communication is human structure, and people are older. Thus, their appearance is influenced by human prejudice: the times in which we live, the position we occupy, and the variety of other factors.
3. Theories of mass communication vary. Regularly restructured, accepted and rejected the goals of mass communication theory, Severin and Tankard (2001) state the following as the purpose of mass socialization theory.
4. They help to explain the effect of mass communication.
5. They explain how people use mass communication.
6. They explain how people learn from the media.
7. Explain the role of the media in shaping people’s values and ideas. The following are the different views as given by McQuail (2005):
  - Social Science Theory,
  - Working theory,
  - Common Sense Theories,
  - Normative theories,
  - Social Scientific theories.

These theories are generally based on systematic observations and objective analyzes of media fluctuations, using methods that are consistent with dynamic research in social sciences (Folarin, 2002).



## NOTES

Social science theories are powerful and follow scientific methods, so they are important worldwide. The ideas in this section are unchanged and can change as new facts become apparent through repeated testing, analysis, evaluation, and observation. It directs your efforts to produce media and gives you long-term consistency. Media traditions, customs and values; and values still exist among them, and when viewed and analyzed, especially by scholars, they gradually adopt a form of theory and become theories. For example, journalists all over the world seem to have the same news coverage. Common Sense Theories are available without extensive research or consultation to establish the truth. Rely only on intellect, obvious results, or actions. This is a clever understanding of what it is, without really exploring it. According to McQuail, this includes the media knowledge that people have as media buyers, who specialize in turning these stories into standard reliable or legitimate theories. You may lack information.

### Check Your Progress

3. Name the Normative theories of press.

### Authoritarian Theory

Authoritarian theory is the concept of placing all forms of communication under the control of a special governing body or authority. It describes a state in which a government, in the hands of dictators or ruling officials, wields power over the people and legislates what the media is not allowed to say. The media here are national workers, government spokespersons. If they fail at this skill by demonstrating a certain degree of independence planning, they will be processed or closed. Authorities justify their rule in this matter by protecting and maintaining a divinely provided social order. In most lands, the monarchy is in the hands of the King. The King has given communications experts a letter of authority or license. Freedom of speech is incompatible with authority, and freedom of speech that criticizes or criticizes those in authority is viewed as harmful. As a result, employees can be imprisoned for violating the Charter or having their license revoked. Therefore, all types of research could be done without problems. Authorized controls are often performed randomly and unexpectedly. Unless the authorities recognize a certain threat to their authority, there may be considerable freedom of communication between the views and cultures of a few people. Authorization theory does not prioritize promoting the same national culture, but only requires the approval of the ruling elite.

### Libertarian Press/Free Press Theory

Libertarian theory or free repression theory is one of the “common media ideas”. The idea originated with the idea of liberation in Europe during the 16th century. It is the exact opposite of authoritarian theory. Watson (2000) sets out his first principle that Free Press only works for students in knowledge, enlightenment, and entertainment. International trade and urbanization are believed to undermine the power of local elites who have led various civil society organizations such as the Protestant reforms seeking individual freedom and health and free thinking. Liberalism means knowledge and knowledge are power. Freedom of speech to any

## NOTES

authority, not tested by internal or external research. Libertarianism states that he is not afraid to seek the truth. Libertarianism is an individual ideology and a small vision of a government that does not harm others. Proponents of libertarian theory are good enough to find good ideas and to distinguish bad ideas. In theory, people are rational and their rational thinking leads to the understanding of good and evil. The media should not set boundaries. Even the wrong content can give you information and make better decisions in the worst situations. Libertarian thought is at odds with authoritative theory, stating that “all forms of communication operate under the control of higher authorities such as the government or the king.” Since the liberation theory allows people to reach their full potential and the stories are about people who spread the news, the media tells us that society is less important than the people who do it. Whether we view freedom of the press as a fundamental right depends on how much we believe that people want to know the truth and be liberated from it. In the *Areopagitica*, a powerful Libertarian pamphlet published in 1644, John Milton asserted that in a fair trial, the good and the true arguments would always prevail against lies and deception. This idea is known as Milton’s policy of self-defense, and it continues to be widely circulated by modern communications experts as a reason for maintaining media freedom. Libertarians basically follow the dictates of their conscience, seek the truth, engage in public discussion and build a better life. The power of free theories lies in the following:

- Freedom of the press will give more freedom to the media and to those who practice it without any supervision or restriction.
- It is loyal to US media culture, as the policy is duly stated in the first amendment to the constitution.
- Provides additional values for individuals to express their thoughts to the media.
- Excellent about ethics and common sense.

Theory also has its weaknesses, this includes:

- Theory is too much about the media’s willingness to meet obligations that could lead people to do bad things.
- Ignores the need to control the media.
- Ignore issues of independence.

An ancient example of this idea is the Wikileaks website which publishes all kinds of private or restricted files on a public domain and especially various documents. These articles give you a brief overview of the government and its role in helping people to see what is happening in society and to make wise decisions to elect a better president in the future. In some cases, these documents may work against the government and its authority and that is why most of the country is reluctant to allow liberal views because it may undermine their power and authority.

### Social Responsibility Theory

In the middle of the 20th century, many developing countries and the Third World adopted the theory of social responsibility in the press. This was in

## NOTES

connection with the Hutchins Commission on Freedom of the Press in the United States in 1942. "Pure freedom is antiquated, outdated and obsolete," says the Four Theories of Press (Siebert, Peterson, and Schramm). This paved the way for a transformation of libertarian theory into a social responsibility theory. Public liability theory allows free distribution without any form of research, but at the same time the content of the cover should be discussed in public forums and the media should intervene in public or regulate themselves professionally. All obligations must be accepted through, or both. This theory is between authoritarian and libertarian ideas. It provides complete media freedom on the one hand and external control. Here, media ownership is confidential and the media is responsible for the general public, which is a kind of top branch. The theory of public accountability ranges from simple "objective" reporting (factual reporting) to "interpretive" reporting (investigative journalism). Theory is related to the democratic process, and the media are the custodians of that process and have a duty to monitor on behalf of their citizens and to be honest and impartial with all. Theory equates the right to freedom with the need for commitment. He argues that both sides of the case should be presented for the benefit of the community and the true representative. Professionalism is created in the media by building a high level of accuracy, truth, and knowledge. The Media Council Committee also includes a number of activities based on social media commitment. These are:

1. Set media ethics.
2. Improving journalism standards.
3. Protecting the interests of journalism and journalists.
4. If you break the Code of Conduct, we will criticize and punish you.

Theory of Social Responsibility attracted the attention of individual media workers and sought to integrate them into the service of multiculturalism. It encouraged him to see himself at the forefront of the fight for democracy in a country that is ruthlessly arrogant towards slavery. Dennis McQuail, (1987) summarizes the basic principles of theory as follows:

- It is imperative that the media accept and fulfill certain obligations to the public.
- These obligations are best achieved by establishing educational, factual, accurate, meaningful, and equitable or professional standards.
- In accepting and implementing these obligations, the media must regulate them within the scope of the law and the institutions.
- The media as a whole is multi-faceted and needs to reflect the diversity of society by providing access to diverse views and the right to respond.
- The community and the community have the right to expect high levels of performance and intervention.
- The media should avoid anything that could lead to crime, violence, public concern, or outrage against minority groups. For this idea to work well, we need mixed media in a multicultural society and we are responsible for more ownership.

## NOTES

Critics of Social Responsibility Theory believe that:

- If the media publishes or broadcasts something wrongly, or deceives the story, the media will not back down, as viewers and communication professionals will ask questions.
- Media prices will improve.
- The media will affect all audiences rather than focusing on the higher levels in society.
- The media may function independently, but some are controlled by governments and other government officials.

But another way to meet the needs of this vision is to set up community radio stations in many parts of the world. This confirms the cultural and political diversity.

### Soviet Media Theory

After the 1917 uprising, the Soviet Union was reorganized with a new political system based on the principles of Marxism-Leninism. The Communist Party, recently founded by Lenin, has shown great interest in the country's working class and the media. Thus, in the Soviet Union, Marxist, Leninist, and Stalinist ideologies were born out of a mix of Georg Wilhelm Friedrich Hegel's so-called Soviet Media Theory, also known as Communist Theory of Mass Communication. The same theory emerged, followed by Adolf Hitler's Nazis in Germany and Benito Mussolini in Italy. The government takes over or controls all media and communications to assist employees and their interests. In theory, the nation has full control over all media for the benefit of the people. They confiscate personal property from the media and other media. Government media offer not only information, education, entertainment, inspiration and motivation, but also constructive ideas for building a strong social cohesion. Theory suggests that all media news programs work for both the country and the voice of the people. Here, the general public is encouraged to submit a response that may increase interest in the media.

### Critics of the Soviet Media Theory

- Soviet media theory is the same as authoritative theory, but the essence is different from each other. From an authoritative point of view, it is a one-way communication that does not allow for feedback from the general public, but from Soviet news perspective, two-way communication, while at the same time all media is controlled or operated under leadership.
- Personal property that can fully fund the media and serve the people without being brutally blocked is not allowed.
- Soviet media theory considers certain restrictions based on national interests rather than Communist ideologies such as Soviet media theory, and journalists or news outlets need to support leadership rather than watch.
- If leadership is not right the whole nation will suffer.

## Development Media Theory

This proposal by Denis McQuail (1987) promotes media support for existing governments and their efforts to bring about socio-economic development. Until the nation is established and economic development is tense, the media must support the government, not criticize, but say they must support the implementation of policies. As the name implies, theory is important to third-party media. It promotes journalism with good news and requires that bad news be treated with caution. Because such stories can hurt the world economy during growth and change. Special social and political activities are said to be carried out by the media. Therefore, media freedom is desirable, but it must be subject to national inclusion, socio-economic development, increased literacy, and the ability to establish cultures. Development news theory aims to emphasize a positive attitude, promote independence in developing countries and place special emphasis on traditional culture. It is a theory of state support and opposition to the norms of competing countries and a theory of competing media. According to McQuail, when the media is fulfilling its obligations, they consider the following principles:

- The media must perform and carry out effective development activities in accordance with the policies established by the political leadership, and freedom of the media must not interfere with government economic priorities and social development needs.
- Therefore, the media should prioritize the coverage of these areas that affect people's lives. In other words, the content should focus on development and focus on people's socio-economic and political life.
- In order to benefit development in general, the state has the right to intervene in media activities through screening processes, especially if media activity is not in line with the government's development objectives. The media should prioritize the dissemination of political, geographical and cultural development of developing countries as part of the overall strategy of developing countries. McQuail and other scholars like him certainly deserve commendation, especially for their deep understanding of what seems to be a normal concept for leaders in developing lands. But surely, while the names of these principles are a welcome guide to work for all honest journalists, some changes can be made to their advantage. Despite the common denominator, it should be remembered that "the newspaper always takes on the form and color of the social and political structure in which the machine operates." There are specific journalism policies and procedures that are approved by communication professionals in many parts of the world, thus having an impact on their work ethic and personal perspectives. A number of journalists who have studied in western industrialized countries adhere to the principles of "free and responsible society" that were still embedded in them as the main goal of their educational institutions before the advent of development journalism.

## NOTES

## NOTES

### Democratic Participant Theory

It represents the kind of purpose that the media thinks of idealism. It is something that democracy must consider the goal. This theory challenges common theories and provides a good way to identify new types of media outlets. Democrat theory means defending oneself from trading and controlling people, while opposing the control of social media institutions. This model emphasizes the role of the recipient in the communication system and integrates, listens to, and reflects the recipient's rights to relevant information. Media and content messages should not be under the control of officials and politicians. The presence of the media should be reflected in the interests and needs of the recipient and should not be excused in terms of the interests and needs of the media. This vision encourages small, multi-site non-institutional media to connect senders and recipients and promote a horizontal formation of interactions. In short, from the point of view of the authorities, the media is controlled and monitored by the national services, but the free are completely free without the intervention of government agencies or governments. The Social Responsibility Theory on the other hand, freedom of the press, but by raising questions and the theory of Soviet news, the media placed full control of the media on world leaders.

#### 5.2.2 Social Constructionism

Social constructionism is a theory that people develop world knowledge in a social context, and much of what we see as reality depends on shared assumptions. From the perspective of social constructivism, many of the things we take for granted and believe to be truly social are built and can change in response to changes in society.

##### Key Takeaways: Social Constructionism

The theory of social constructivism states that meaning and knowledge are built on society. Social workers are built on society by what is generally considered natural or normal in society, such as gender, race, class, and understanding of disability, and as a result, they do not reflect the truth accurately.

A social structure is usually built within a particular institution or culture and is highlighted at a particular time in history. Since social construction depends on historical, political, and economic factors, it can change.

##### Origins

Social construction theory was introduced by sociologists Peter L. Berger and Thomas Luckman in his 1966 book, *The Social Construction of Reality*. The ideas of Burger and Luckman were inspired by various thinkers such as Karl Marx, Emile Durkheim and George Herbert Mead. In particular, the Mead theory of symbolic interaction, which suggests that social interaction is involved in identity building, has a major impact.

In the late 1960s, three different think tanks came together to form the basis for building a community. The first was an ideology that challenged social realities and highlighted a political agenda that supported those truths. The second was a

## NOTES

literary/artistic attempt to change the language and its impact on real-life knowledge and the third was to criticize the scientific practice led by Thomas Kuhn, who argued that scientific knowledge was not realistic, but influenced, and consequently is represented, by the specific community on which it is built.

### **Social Constructionism Definition**

The theory of social constructionism states that all meanings are created in society. The social structure may be so focused that it sounds natural, but it is not. Rather, they are an invention of some community and therefore do not reflect the truth accurately. Social builders often agree on three key points.

### **Knowledge is Socially Constructed**

Social workers believe that knowledge comes from relationships. Therefore, what we consider to be true and purpose is the result of social processes that take place in historical and cultural contexts. In the field of science, this means that although truth may not be found in any field, there is no more formal and absolute truth than any other field.

### **Language is Central to Social Construction**

Languages have certain rules, and these grammar rules the way we understand the world. Therefore, the language is neutral. It emphasizes certain things while ignoring others. Language, therefore, limits our perception of what we can produce, of what we experience, and of what we know.

### **Knowledge Construction is Politically Driven**

The information created in society has social, cultural and political implications. People in the community accept and support public understanding of certain truths, values, and truths. It is even worse when new members of the public receive such information. When socially accepted information becomes political, ideas about power and privilege are integrated into society. These socially constructed ideas create a social reality and, if left unchecked, begin to appear entrenched and unchanging. This can lead to hostile relations between non-participating communities with a common understanding of social reality.

### **Social Constructionism vs. Other Theories**

Social Constructionism is often compared to biological determinism. Biological determinism suggests that individual characteristics and behaviors are determined only by biological factors. Social construction, on the other hand, emphasizes the impact of environmental factors on human behavior and suggests that relationships create reality.

Moreover, social constructivism should not be confused with constructivism. Social constructivism is the idea that interacting with the individual environment creates a psychological structure that allows us to understand the world. This idea is often echoed by the emerging psychologist Jean Piaget. Both terms are derived from different cultures, but they are increasingly used interchangeably.

## NOTES

### Critiques

Some scholars believe that social constructionism contradicts reality because it says that knowledge is built on society and not on the result of real-life observation.

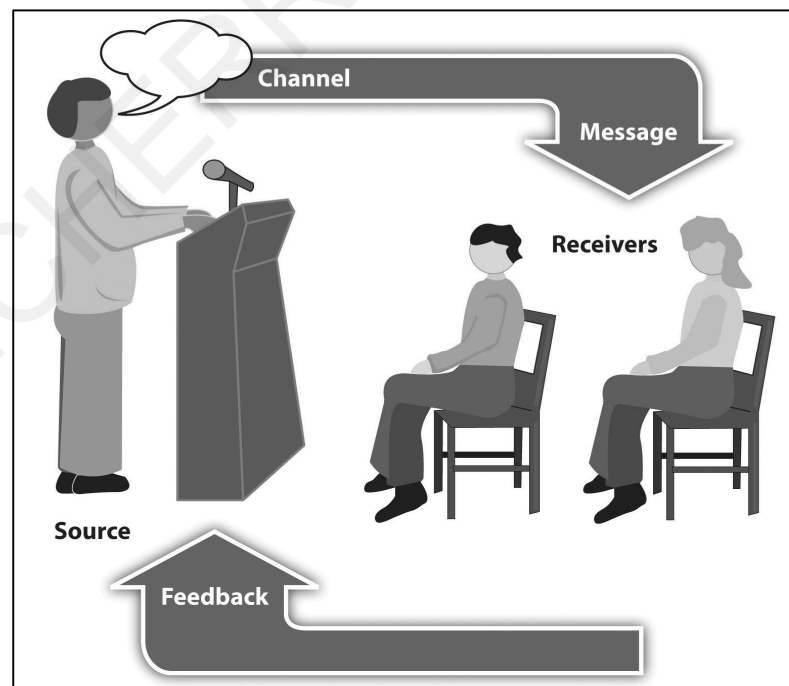
Social Constructionism has also been criticized for being relativist. Nothing like the principle is the goal, and no one can be more legitimate than others by claiming that every public suspension of the same thing is equally legal. This is especially true in the context of scientific research. If a non-scientific explanation of something is considered valid as evidence-based research, then there is no clear way for such research to have a positive impact on society.

#### Check Your Progress

4. What is Social Constructionism theory?

### 5.3 ELEMENTS OF MASS COMMUNICATION

Whenever I talk, send text messages to my friends, or give a business presentation, I communicate. Every time two or more people get together and exchange messages, they participate in this basic process. Although it looks simple, communication is actually very complex and consists of several components.



Source: <https://rb.gy/xb8rvm>.

#### Communication Process Definition

The term communication process refers to the exchange of information (messages) between two or more persons. For effective communication, both parties must be able to exchange and understand each other. Communication will



fail if for some reason the flow of information is disrupted or stakeholders do not understand:

1. **Sender:** The communication process starts with the sender, also known as the link or source. The sender has several types of information – command, request, question, or opinion – wishing to give a gift to others. In order for the message to be received, the sender must first compose the message in a way that can be understood, including using an unfamiliar local language or business icon, and then forwarding it.
2. **Recipient:** The recipient of a message is called a recipient or a translator. To understand the sender's information, the recipient must first be able to receive the sender's information and then determine or translate it.
3. **Message:** The message or content is information that the sender wants to convey to the recipient. Additional footnotes can be conveyed in body language and tone of voice. Combining all three aspects of sender, recipient, and message reveals the most basic approach to the communication process.
4. **Medium:** Medium, also known as a channel, is a way of sending a message. For example, text messages are sent via cell phone.
5. **Response:** When the message is successfully sent, received, and understood, the communication process is complete. The recipient then responds to the sender, indicating that the sender understands. The response may be in the form of a written or oral response, or a corresponding action or certificate (indirect), which may be provided directly.

### Other Factors

The communication process is not easy to order and it is complicated. These factors can affect the way information is transmitted and thus create a barrier to the communication process:

1. **Noise:** This can be any type of interference affecting the message being sent, received, or understood. It can be as real as ham on the phone or on the radio, or as esoteric as a misunderstanding of local culture.
2. **Context:** This is the context in which it is discussed. Like sound, context can contribute to changing mathematical success. It may also have a physical, social, or cultural aspect to it. In an informal conversation with a trusted friend, you will add non-social statistics or information about your weekend or vacation, for example, then in a discussion with a colleague or in a meeting.

For example, Brenda wants to remind her husband, Roberto, to stop by the store after work and buy some milk to eat. You forgot to ask her this morning, so Brenda sends a reminder to Roberto. She also sends a text message and arrives home with a gallon of milk in her armpit. But there is a downside: Roberto bought chocolate milk when Brenda wanted regular milk.

### NOTES

## NOTES

In this example, the sender is Brenda. The recipient is Roberto. Language is a text message. The English code they use. And the message itself says “Do not forget the milk!” In this case, the answer is simple and direct. Roberto writes a picture of the milk in the store (directly) and then goes home (indirectly). However, Brenda did not see the milk picture because no message was sent (sound) and Roberto did not ask about the type of milk (context).

## 5.4 COMMUNICATION TECHNOLOGY DETERMINISM

Technological determinism is a reduction theory that aims to establish a causal relationship between technology and the environment. It tries to define who or what controls the affairs of employees. Theory asks how much human thinking and behavior are affected by technological factors.

The term “technological determinism” was coined by Thorstein Veblen. This theory revolves around the claim that technology defines its nature in a particular society. Technology is seen as the driving force behind a community culture and determines its history.

Karl Marx believed that technological advances would lead to new forms of productivity in society, which would ultimately affect the cultural, political and economic aspects of society and thus transform society itself. He cited this statement as an example of a feudal society that gradually used hand mills and transformed it into an industrial capital by introducing smoke mills.

### Winner’s Hypotheses

Langdon Winner provided two hypotheses for this theory:

- The technology of a particular society is an important factor that influences the different ways in which society exists.
- Technological change is the main and most important source of information that leads to social change.
- Exceeding the extremes of the above considerations is the belief that technology influences our diverse choices, so a changing society can be attributed to changed technologies.
- Technical decisions come at different levels. It starts with the introduction of new technologies and brings about various changes. These changes can also lead to the loss of existing information. For example, with the introduction of new farming methods and techniques, the knowledge of traditional farming methods has gradually been lost. Therefore, technology also affects the level of knowledge in society.

### Examples of Technological Determinism

History gives us a few examples to explain why the era is considered to be the discovery of the society in which we live. The invention of the gun changed the way the conflicts were handled and adjusted the fighting situation. The gun needed

a little effort and talent to be used effectively and could be used far from a safe distance.

This, compared with the way wars have been fought earlier with swords and arrows, has resulted in great exchanges within the guns used in the war. Today, with the advent of nuclear power, future wars could be fought with nuclear weapons. Each new discovery leads to a transition to a one-of-a-kind society. The discovery of steam power allows for the development of economic society and the advent of computer systems has caused the solar eclipse of the data.

### **Technological Drift**

Winner believed that technological change could have unintended consequences. Winner refers to this action as “a flood of technology,” and people are increasingly being swept along by the sea with unpredictable and uncertain consequences. According to the Conqueror, people are slaves to technology because technology is not a slave to people, but is forced to adapt to the technological environment around it.

### **Forms of Technological Determinism**

Another weak point of technological determinism is that technology works as a mediator because technology is actually controlled by people, despite their impact on cultural change. As technology control slowly gets out of the hands of a few people, it completely changes the control of technology itself. This distorted view is called “autonomous technological determinism.”

### **Technological Determinism and Media**

New media is not only an addition to existing media, but also new technologies, so it has a limited feature. Marshall McLuhan made the famous statement, “The media is a message.” This means that the method used to communicate affects the recipient’s mind. The advent of newspapers, television and the internet all show how technological advances are affecting the society in which we live.

### **Criticism of Technological Determinism**

Criticism of technological determinism is that technology does not place itself in the members of society. Man chooses to create technology and use it. He invented television and decided to watch it. There are no obligations for any technology used. Instead, technology requires people to participate or promise to use a car or microwave at some point. Therefore, it is up to the individual to decide if they will use the technology and meet the consequences.

#### **Check Your Progress**

5. What is technological determinism?

### **NOTES**

## NOTES

### 5.5 INFORMATION SOCIETY AND THE INTERNET

The “information society” is used to describe the social, economic, technological and cultural changes associated with the development and spread of Information and Communication Technology (ICT) in modern society, especially since World War II. It’s a broad term. The information society is considered to be different from the industrial society because it treats information, especially scientific and technological knowledge, as assets. Because they employ a large number of “knowledge workers” in their economy. Information and communication technology and productive and widespread channels. And the use of these technologies and channels has given people a sense of “connection.”

This word is controversial in some way. Some experts believe that new computer technologies have created a completely new kind of society. Some think that technology may have changed, but the basic social, cultural, and economic systems look the same as in the industrial age. Some have criticized the idea as “knowledge” as a vague term used in a variety of ways by different people (e.g., texts, programs, ideas, data, information, etc.). Myth, mathematical proof, or one of the twelve (12) clauses. Therefore, as Frank Webster points out in *Theory of the Information Society* (1995), it is difficult to see or measure what distinguishes the Information Society from other types of societies. Is France an information society because it has extensive, well-developed networks? Is Japan an information society because it produces more literature now than it was in 1950? Is the United States an information society because its companies employ more “knowledge workers” than “industrial workers”? Despite these difficulties, many observers would agree that many aspects of daily life, including workplace, family life, leisure and entertainment, teaching and learning, income and spending, have been somehow influenced by the availability of new technologies and advances, the methods people use. The “information society” may be an incomplete label, but it is the one most widely used to address these complex changes. From the 1950s to the 1970s, economists, sociologists, and other researchers began studying the effects of communication and computer technology in highly industrialized societies. The two concepts of this age, the “knowledge economy” and the “industrialized world,” are still important aspects of the information society. Recent research has focused on whether the information society is a real departure from the industrial community and the cultural impact of ICT.

#### The Information Economy

Economists often divide the world economy into three categories or “sectors”:

1. Basic or Primary (e.g., agriculture, mining, fishing, forestry).
2. Secondary or production (e.g., production of raw materials).
3. Higher education or services (e.g., education, health, legal and government, banking and finance, marketing, storage and maintenance, entertainment, tourism, etc.).

## NOTES

Only the primary and secondary industries are considered “productive”. In other words, it contributes to the actual list of goods and services that can be purchased and sold. The services of the higher education industry are not important in themselves, but are “extra value” or support the production or distribution of real products. At this point, communication and information have no real value in itself, as they are not tangible unless they are converted into tangible products such as movies, books and computers.

### **Critiques of the Information Society Thesis**

The general perception of the information society has gradually attacked many public servants, but it has not been challenged in school. Some of the conflicting ideas were philosophical and others were social. In addition, some of the left have maintained the stubborn behavior of the back guard due to the central needs surrounding information technology and information society. To them, this dissertation is nothing more than the smoke of modern capitalism. The next section shows the main criticisms and general responses. First, philosophy, or perhaps the most complex, is about breaking up. He asks when the industrial community will turn into a knowledge society and think that information cannot be forgiven. This seems to be a confusing version of the “pile”. For example, 100 stones are piled up. If you take one, it’s a lot. Take two, and obviously there is still more. However, it got worse as it came down, and the Greeks finally said that the rock was a mountain or that they were forced to decide for themselves when to stop. The answer to this is simple. In the context of computer programming, converting points is a controversial standard for many. Countries that can be trusted to have more than half its employees in information organisations have become information organisations, and many Western countries have reached that point. If the opposition is justified, this is contrary to the ideology of industrialization, which states that the pre-industrial economy will eventually become an industrial economy. But if no one disagrees with the Industrial Revolution, why does everyone disagree with the Industrial Revolution? Another criticism is that the papers of the information society mean nothing, if not at all tautological. Important variable information is said to be vague and very broad. The information sector can create an economy of more than 50 percent, but only if it is defined in such a way that it loses its meaning. In fact, sociologists joke about fortune-tellers and even “naked” dancers because they are so comfortable defining them. But what needs to be counted is a careful and sudden analysis of Machlup, Porat, and their schools. Which of those sections is the exact opposite? Isn’t education really? Is R&D uncertain? Indeed, you are a person who owns computers and other information devices. In other professions, was Patorat wrong in assembling half the nurses? Anyone familiar with the complexities of modern nursing should have no problem with this. Alongside the whole entertainment industry, dancers in the Machlup Communication Media category certainly use something bolder than the brain. However, even if this gains points in numbers, it rarely destroys the entire paper of the information organisation, if not the decent trade. Since the collection of evidence-related information related to the above communication and other

## NOTES

significant vector explosions, as well as the workforce, is very strong at the moment, the legitimate question about a particular input is their basis. Success should not be blinded to us.

Another serious criticism is that the representatives of the information organisation are guilty of exaggerating and lying. Incomplete computer claims are acceptable, but those that claim to be social reform, that is, say that they are a complete change in society, are flawed and dangerous. I have to admit that some people talk this way. "The information age is brought about by computer technology," says Yoneji Masuda of Japan. It does not simply mean that there will be significant social and economic consequences for today's industrial society. Demonstrates the power of social change strong enough to transform society into a whole new kind of people and knowledge of society. Probably themselves. The lessons are simple. When reviewing an information organisation paper, it is important to make a clear distinction between the contextual requirements and the required components. Bell's core message about the arrival of post-industrial societies is now being identified in terms of job structure and a few other aspects of the socio-economic system. In that sense, the title "The information society has arrived" is not an exaggeration. Some of his accompanying claims about scientific discovery driving social policy, or the rise of a new political class, are also either explicitly or premature. The same drug can be used in other information society theories. Many on the left view the use of information society as ideas or propaganda. After the technological revolution, for example, the "computopia" issues, but if they exist, there are consecutive economic conditions. Most of Bell's first enmity toward the United States was openly criticized politically, such as "a highly compelling advertiser for advanced capitalism," according to the transformation of Marxists to social democracy. According to the so-called "Neo-Luddite" dissertation, the entire knowledge society is simply a "snowball" of organized forces organizing the capitalist system. All of this culture of criticism has recently been incorporated into Scott Lash's reluctance that the information society is a system in which the "public" system is replaced by the "information" system, and society itself is lost. When right-wing politicians evoke post-industrialism ideology as an excuse to close mines and factories, they are naturally outraged. And they argue that the information economy is a naturally weak business, and that, after all, information is not everyone's dinner. The basic analysis of the information society book contains part of the context, but the left, as part of it, its social analysis needs to be acquainted with a new reality. Intellectual socialism begins to interpret the world before attempting to change it.

- (i) **Social Networks:** Services that connect people of the same recreational periods of the past to share statistics and interactions. This is the most popular of all the different genres and the most unusual local players in this area are Facebook, Myspace, and LinkedIn.
- (ii) **Bookmarking Sites:** As in our general booking view, this helps to manage statistics on unusual websites and portals with the help of using a bookmark to save and deal effectively with an unfamiliar repository.

## NOTES

Bookmarks can be tagged in addition to make them cleaner in order to be needed and shared. Ordinary players in this region are Fun and Stumbling.

- (iii) **Social News:** A forum for sharing news and external links, users determine the relevance of an article by using a specific type of voting. Harvest posts are displayed in bold, allowing users to know which message is most watched. Therefore, this is primarily a user-driven service that determines the end of the information. The most common players in this area are Digg and Reditt.
- (iv) **Media Sharing:** An information sharing platform where information is primarily in the form of photos and videos. Media sharing forum is one of the most popular third-generation media tools. From here people can use the much-needed video service to express their concerns. The most common players are YouTube, Picasa and Flickr.
- (v) **Minor Blogging:** Forums to immediately send status updates in the form of short messages, and those who subscribe to receive updates receive real-time updates. Popular players are Twitter and various data feeds like RSS and Atom.
- (vi) **Online forums:** It is simply a meeting place, which allows members to discuss specific topics and resolve specific technical issues through discussions. Famous players include Google+, Hangouts, and more.

All of the above types have one thing in common. It's the people, the people who drive the service, but instead the people who drive the media at large. People are beginning to see the potential for real-time collaboration, and different information management tools are gaining the ability to direct different types of information. In this third-generation media journey, many websites and sites have begun to mark content so that when search engines are active and functional, search engines can find content early in search. Another information analysis framework, commonly known as "search engine optimization," has been launched and invested heavily to make search engines and websites easier to use. This is an important event in the third generation of media as people have become more aware of metadata to provide accurate information according to their needs. In this study, SEO made two revisions, the first to move to websites and the second to multimedia, social media, monetization, and image optimization for content delivery networks. Third-generation media types evolve naturally, as websites and sites are constantly evolving with technology that provides much-needed information to users around the world. Speed has become a necessary concern for all information providers throughout the website. Slack websites and search engines are not even considered by search engines, even if they have extensive knowledge. As a result, there is an ongoing effort to treat people kindly, and some commercial organisations play a key role in achieving that. Third-generation media development was also supported by a few other features. Without these factors, we would not be able to cope with the current situation:

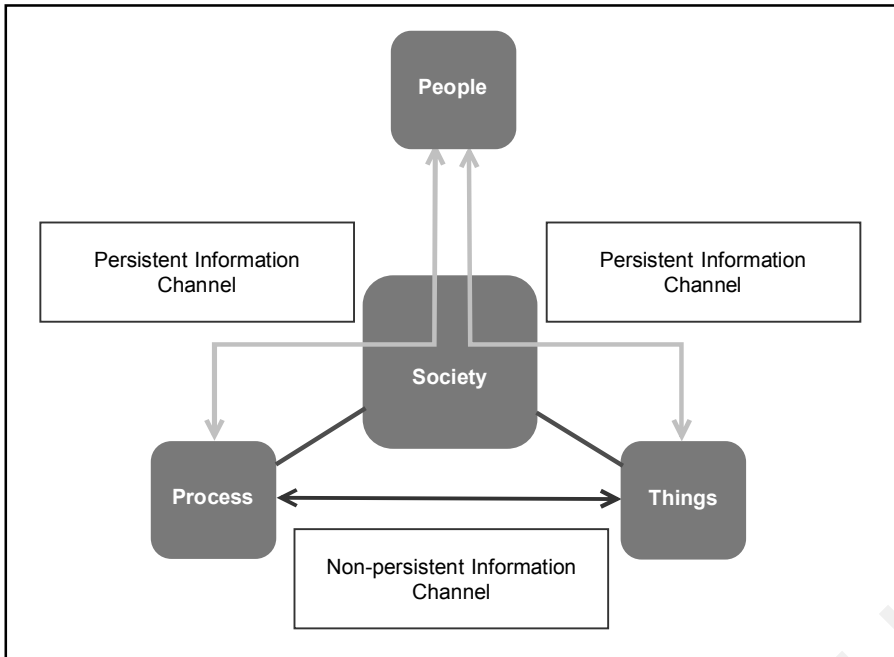
## NOTES

- (i) **Faster Hardware:** Lower hardware has made significant changes in speed, volume, measurement, power consumption, and price. As capacity and speed increase, hardware has become cheaper, providing a great third generation media effect.
- (ii) **Fast Coding:** Different types of software and firmware have been created to take advantage of basic hardware at high speed. The application and functionality of the website has greatly improved, and the performance of the application has improved by tens of thousands.
- (iii) **Fast Networks and Extra Bandwidth:** Network bandwidth has also significantly increased to multiple GBPS, supporting faster information sharing with more people. Increased bandwidth has enabled interactive video streaming, online games, and a few other multimedia features.
- (iv) **Secure Network:** Not only does it fast and fast, but it also protects your network while sending sensitive information. With some hardware and software changes, it has been determined that the network is more secure than before.

Third-generation media is still evolving to better manage information, and the rise of fourth-generation media is not far off. So far, we have seen the growth of the media and the state of change as the media has followed the path from the first to the third generation. This section highlights the social structure of the information industry and its various abstracts from different media generations. We will also try to disclose the changes our community has experienced in the use of information during this period due to changes in the types of media. Society is, by definition, a group of people connected by lasting relationships and cultural similarities. The community can be present in all areas without being bound by local boundaries. A society is made up of three invisible entities: human beings, social processes, and the ordinary things that make up society as a whole. People and processes are easy to understand in a social context, but things play a very important role in the context of people and processes. This section is briefly described in the next section. Here is a quick guide to drawing. The figure below represents the public in terms of the production and use of information. According to the diagram, there are three main information channels that move between people, processes, and objects. These channels are shown twice, i.e., information flows in both directions, two of which are permanent. That is, you need to save information by using these links. People and information channels can create processes, and one process can use different sets of information to activate a few other processes. The results of the final process can affect both people and things.



## NOTES



### Internet

The Internet is a building program that has changed the way we communicate with commerce by enabling global communication between various computer networks. The Internet, sometimes called the “network of networks,” began in the United States in the 1970s, but was not open to the public until the early 1990s. It is estimated that by 2020, about 4.5 billion people, or more than half the world’s population, will have access to the Internet. The Internet is so powerful and commonplace that it can be used for almost any information-based purpose and accessible to anyone who connects to any of its established networks. It supports social networking through social media, email, “chat sites”, and newsgroups, audio and video streaming, enabling people to interact in a variety of places. Supports access to digital information through a wide range of uses, including the World Wide Web. The Internet has developed into a “electronic business” (which includes subsidiaries of “real-time” companies) that sell and service most of the internet.

### Origin and the Development

The first computer networks were special purpose programs such as SABER (aircraft booking system) and AUTODIN I (Defense Command and Control System), both of which were designed and implemented in the late 1950s and early 1960s. In the early 1960s, computer manufacturers began to use semiconductor technology in their commercial products, and both traditional cluster processing systems and time-sharing systems were available to many major technology leaders. The time-sharing program has allowed us to quickly and consistently share computer resources with multiple users. Although many other users were attempting to access the system “simultaneously,” the user line is moving so quickly that it appears the computer is exclusively focused on each user’s job. This gave rise to the concept of sharing computer software across a network using host computers (sometimes known as simply hosted). Hosted interaction with

## NOTES

homeowners was considered, as well as access to specialized services (such as large computers and multiple storage systems) as well as interoperable user remote access to computer systems for time-sharing programs. These ideas were first seen on the ARPANET, which established the network of the first participatory network on October 29, 1969. It was created by the US Defense Department's Defense Advanced Research Projects Agency (DARPA). ARPANET was one of the most popular computer networks. Connecting timeshare computers to government-funded research facilities, especially US universities, soon became an important infrastructure for the US computer science research community. Tools and applications such as the Simple Mail Transfer Protocol (SMTP, commonly referred to as email) for short messaging and the File Transfer Protocol (FTP) for longer transfers came up quickly. ARPANET uses new package switching technologies to enable low-cost interactive interactions between computers that normally communicate with short data. In packet exchanges, large messages (or pieces of computer data) are broken down into smaller, manageable pieces (called packets) that are individually transmitted in their place with available links, where the pieces are reconstructed. Therefore, unlike conventional voice communication, package switching does not require a single rental line between each pair of users. Commercial packet networks were introduced in the 1970s, but were designed primarily to provide effective access to remote computers with dedicated terminals. In a nutshell, we have replaced long-distance modem connections with cheap "visible" connections through packet networks. In the United States, two such packet networks were Telenet and Tymnet. Nothing supports host communication to the host. By the 1970s, this was still a place for research networks and will continue to do so for years to come.

DARPA (Defense Advanced Research Projects Agency, formerly ARPA) has supported the Ground and Satellite Packet Network Initiative. Supported packet radio systems provide mobile access to computer services, and packet satellite networks connect the United States with several European countries, providing connectivity to widely distributed remote locations. With the advent of packet radio, it has become possible to connect mobile devices to computer networks. However, the timeshare systems at the time were very large, heavy, expensive, motionless, and could not even exist without computer-controlled computer locations. Therefore, there has been a strong incentive to connect wireless networks to ARPANET to make it possible for users of portable terminals to connect to the proper time-sharing systems. Similarly, the DARPA satellite packet network is used to connect the USA, Norway, Germany, and Italy through satellite terminals in the United Kingdom. To connect to the end user, these terminals had to be connected to other networks in European nations. Therefore, it has been necessary to connect both satellite packets.

### **Foundation of the Internet**

The Internet was born in an effort to link different research networks across Europe and the US. DARPA initially created a communication programme for "various networks." This program, called the Internet, is based on the idea of

**NOTES**

building a newly launched open network, in which networks with normal connections are connected through “gates.” There was planned a live demonstration of the idea. New objectives had to be continually defined for this idea to succeed. In fact, we also needed a system structure. When the author was working for DARPA in 1974, Vinton Cerf, who was at Stanford University in California at the time, was able to move and integrate data packets into such agreements and system structures: networks around the world. Different types of equipment have been used. TCP was originally built with Internet Protocol (IP). It is a global communication system that allows routers to reach their destination data packets, making the US Department of Defense adopt the TCP/IP standard in 1980. Many more researchers adopted and endorsed the TCP/IP “open building” strategy in the early 1980s, and soon engineers and businesspeople from all over the world followed suit. Throughout the 1980s, other US government agencies such as the National Science Foundation (NSF), the Department of Energy, and NASA were heavily involved in communications and connectivities. Although DARPA has played a key role in creating smaller online versions among researchers, the NSF has worked with DARPA to expand access to the entire scientific and academic community and TCP/IP. It has become the standard of all government-sponsored research networks. From 1985 to 1986, NSF funded the first five computer centers at Princeton University, University of Pittsburgh, University of California, San Diego, University of Illinois, and Cornell University. In the 1980s, the NSF also funded the development and operation of NSFNET, a national “backbone” network that connects these institutions. In the late 1980s, the network was operating at millions of bits per second. NSF also funded various local and regional non-profit networks to connect other users to NSFNET. A few trading networks also began in the late 1980s; these were soon joined by others, and the Commercial Internet Exchange (CIX) was established to allow for transit between trading networks that would not be allowed in the NSFNET core. In 1995, after a comprehensive review of the situation, NSF decided that support for NSFNET infrastructure was no longer needed, as many commercial providers were now willing and able to meet the needs of the research community, and its support was withdrawn. At the same time, NSF has promoted a competitive online business network linked to each other Using ‘Network Access Points’ (NAPs). From the early 1970s, when the Internet first appeared, Internet control has gradually shifted from public administration to private corporate governance, and lastly, private regulation under government oversight and approval. Thousands of individuals who are interested and currently part of the Internet Technology Commission, are participating in a process to improve the quality of the internet at grassroots level. Internet standards are maintained by the Non-profit Internet Society, an international organisation headquartered in Reston, Virginia. Another non-profit organisation, the Internet Corporation for Assigned Names and Numbers (ICANN), oversees various aspects of the Internet domain name and numerical policy.

## NOTES

### Commercial Expansion

The expansion of internet commerce platforms and tools has contributed to promote faster online sales. This situation also resulted in a few other factors. A key feature was the introduction of personal computers and workstations in the early 1980s. These developments have been powered by unheard-of advancements in integrated circuit technology and the effect of declining computer prices. Another very important feature was the development of Ethernet and other local network systems for connecting personal computers. However, other units also worked. Following AT&T's 1984 reorganisation, NSF implemented a number of digital backbone service options at the national NSFNET level. In 1988, the National Research Initiative Corporation was authorized to test a link between the online commercial email service (MCI Mail). For a commercial supplier that wasn't a member of the scientific community, this application marked the first internet connection. The instantaneous clearance to grant access to other email providers started a big initial rise in traffic on the Internet. State law permitted the NSF to make the NSFNET backbone available to commercial users in 1993. Before this, the NSF, who created and oversaw the Acceptable Usage Policy, governed how the spine might be used. This is used for limited trading in programs that serve the research community. The NSF has recognized that with the availability of commercially available network services, it will ultimately cost more than the ongoing support of dedicated network services. Then in 1993, the University of Illinois unveiled Mosaic, a brand-new category of software known as Browser. This may be done on a variety of systems, which makes it simpler to access, retrieve, and view files using the "pointing and click" interface. Most accessible internet, Mosaic included a set of access agreements and display standards developed by Tim Berners Lee of the European organisation for Nuclear Research (CERN) for a brand-new internet service known as the World Wide Web (WWW). In 1994, Netscape Communications Company (formerly known as Mosaic Communications Corporation) was established to upgrade Mosaic's browser and server software for commercial use. Shortly thereafter, software giant Microsoft Corporation became interested in supporting Internet applications on personal computers (PCs) and upgraded the Internet Explorer web browser (based on Mosaic) and other applications. These new commercial features have accelerated the growth of the internet. By 1988, the Internet was already growing at a rate of 100% annually on average. There were more than half of the world's 10,000 Internet service providers (ISPs) in the United States by the end of the 1990s. The majority of these ISPs, however, only offer local services and rely on regional and global ISPs for a variety of connections. Throughout the second half of the decade, major ISPs began integrating small and medium-sized providers or purchasing them. These leading suppliers include businesses like America Online and Inc. (AOL) started out as an offline dialing service, but grew to become one of the world's leading Internet service providers in the late 1990s. In 2000, it had over 25 million registrars and offices in Australia, Europe, and the South America and Asia. AOL, Yahoo! Popular online "sites" such as, Excite, may charge advertising fees based on the number of "eyes" that visit the site. In fact, in the late 1990s, advertising revenue

became a major concern for many Internet sites, some of which offered a variety of free or low-cost advertising-related services. He started to guess. In 2001, this guessing bubble collapsed.

### **The 21st Century and Future Directions**

The burst of the Internet bubble was followed by the so-called “Web 2.0,” an Internet that emphasizes social media and user-generated content, in addition to cloud computing. Because they enable users to share their content with friends and people all over the world, social media websites like Facebook, Twitter, and Instagram have grown to be some of the most well-liked websites online. With the advent of smartphones like Apple’s iPhone (debuting in 2007), mobile phones could access the Web, and by 2020, more than half of all people in the globe will be internet users, up from just under a sixth in 2005. enhanced wireless accessibility for hitherto underserved applications. Global Positioning Systems (GPS) and wireless internet connectivity, for instance, make it easier for mobile users to locate alternate routes, record crashes accurately, start recovery efforts, and enhance traffic management and traffic control. In addition to smartphones, personal digital assistants (PDAs) with voice inserts and unique display glasses are also being produced. Although the precise form of the internet in the future is not yet known, it appears that there are numerous potential growth possibilities. Another is to increase the access speed of the spine and network. More than 1 trillion (1 Terabit) bits of data per second will someday be able to trade, up from the current rate of 100 billion bits (100 gigabytes) each second. As computer hardware, software, applications, and location access change, users can access networks at a speed of 100 Gigabits. Of these data rates, high-definition video (actually streaming multiple videos) consumes a very little amount of the bandwidth that is available. Information about the data being transported can be carried using the available bandwidth. This allows for quick display and quick fix for specific location queries. A lot of public and private research has been invested in integrated broadband systems that can simultaneously transmit multiple signals such as data, voice and video. In particular, the US government is funding research to build new high-speed network capabilities dedicated to the scientific research community. As more and more devices and equipments are connected, it seems obvious that in the future, communication will be a key component of the internet. The Internet Engineering Task Force issued a new 128-bit IP address objective in 1998 following four years of research, aimed at closing the standard 32 bit standard. By allowing for a significant increase in the number of available addresses (2<sup>128</sup>, as opposed to 2<sup>32</sup>), this level makes it possible to assign different addresses to almost every electronic device imaginable. Thus, “with the Internet of Things,” where all equipment and devices can be connected to the Internet, the term “wired office”, home, and car may have new meanings, even if the entry is not really wireless. Information has been disseminated as a result of the Internet’s abundance of digital texts, photos, audio, and video recordings, which are mostly accessible today via the World Wide Web. It goes without saying that strong tools are required to control network-based data. Without careful consideration of archiving, the material accessible on the

### **NOTES**

## **NOTES**

Internet now would not be available tomorrow. Infrastructure and management of such infrastructure are crucial for making information accessible. Online archives will soon be completely filled with digital items. These collections may at first be predominated by digital items generated and formatted specifically for the World Wide Web, but as time goes on, they will include items of all types in formats that may be resolved instantly by computer users. Duplicate digital objects in different repositories will offer options for users who are more adept at interacting with particular aspects of the Internet than others, while moving digital items from one area to another will still make them accessible to authorised users. The data is a “first class citizen” online and has its own identity.

### **Society and the Internet**

A realm of technology that was initially off-limits to most designers and users has evolved into one of the most significant forms of media in the late 20th and early 21st centuries. In the United States, it takes 46 years to manage 30%, as the Pew Charitable Trust discovered in 2004. The internet’s level of connectedness equaled that of American cities in just seven years. 90% of American youth and 68% of adult Americans utilised the Internet in 2005. It was at least as connected in Europe and Asia as it was in America. The European Union’s population is online to some extent, about half, with very high prices in Scandinavian countries. There are significant differences between Asian countries. For example, in 2005, at least half of the population was online in Taiwan, Hong Kong and Japan, but less than 10% in India, Pakistan and Vietnam. South Korea leads the world in connecting people online with high speed connections. While such statistics may expose the growth of the internet, they provide little insight into the changes that occur when users (individuals, groups, businesses, governments) integrate technology into their daily lives. The Internet today is a living experience, a tool to perform specific tasks, a place or a physical reality where people can work, engage with others and possibly go about living.

### **History, Community and Communications**

#### **Two Agendas**

Two distinct technology problems came together to create the Internet: the US military network during the Cold War and the advent of computers (PC). The first agenda was created in 1973 by the Defense Advanced Research Projects Agency (DARPA) to allow the movement of huge data sets between federal and state-funded educational facilities. The ARPANET, a reliable and distributed network, is the outcome that supports various computer hardware. Initially, the ARPANET was reserved for companies and provide access to automated timeshare mainframe computers for business researchers. Computers were bulky and costly. Several computer specialists were unable to figure out who needed it, let alone own their own “computer”. Yet, Joseph Licklider, a key figure in the development of DARPA’s computer networks, has declared that Internet connectivity “will change the nature and value of communication even beyond printers and receivers.”

**NOTES**

The second agenda started the first readily available computer for people and small enterprises, the Apple II, was introduced in 1977. The Apple II, created by Apple Computer, Inc. (now Apple Inc.), was well-liked in classrooms in 1979, but was accused of being a gambling machine in corporate markets. IBM has been tasked with cornering the business market. The IBM PC was introduced in 1981, and soon after that the fundamental PC hardware and operating system were implemented. Hence, I started by referred to a personal computer made like an IBM PC, the first compatible PC and then a PC. The San Francisco Bay Area is a major computer-assisted transformation center, with a number of large DARPA-funded research centers such as Silicon Valley's most advanced technological foundation is provided by Xerox PARC, Stanford University, and University of California, Berkeley. It was no accident that the two new Apple founders, Steve Jobs and Stephen Wozniak, interned at the adjacent Hewlett-Packard Company and Stanford University's Artificial Intelligence Institute. The Bay Area's counterculture played an important role in the history of PCs. Electronics enthusiasts have openly rebelled against the "priesthood" of mainframe computers and worked with a group of computer enthusiasts to bring computing to the people. Why is it important? While the military has played a key role in shaping the structure of the internet, counterculture has unveiled a wide range of modern life practices online. A good example is the first "BBS" electronic notification board system like WELL (Whole Earth "Lectronic Link"). WELL was founded in 1985 by American publisher Stewart Brand, who saw BBS as an extension of the Whole Earth Catalog, and was the first to be organized in an area focused on specific topics such as Parenting and the Thanksgiving Dead Concert. It was one of the first electronic communities. The latter was a very popular topic in online chat, but the parent forum initially revealed a strong sense of belonging and purpose. For instance, when a participant's child was identified as having leukaemia, forum participants made every effort to find appropriate medical care and comfort their distressed parents. In this case, you can see some of the most common features of the Internet. At first, geography did not matter. MEMBERS from California and New York were able to gather information inside the stadium. In many cases, we have been able to gather information in addition to the information available from local doctors and clinics. This collection of shared resources continues to this day as more and more people utilise the Internet to research their ailment, discover others with a similar illness, and learn about medicine, doctors, and other treatments. Another feature that made WELL's forum stand out was the use of presidents who allowed the conversation to be interrupted and focused, while at the same time disciplining users who had violated loose rules. A "flaming war" (a critical, irritating or disgraceful situation) could happen, but anyone who is dissatisfied with one forum can arrange another. In addition, WELL was very democratic. The WELL forum was originally a forum for discussion. An online site where people with similar interests can meet, chat, share real estate and meet in person. Last but not least, WELL provided a template for other online communities working on a variety of themes, including Catholicism, free politics, gardening, and car types.

**NOTES**

**Instant Broadcast Communication**

Individuals now have more options for communication because of the internet. Traditional “snail mail” has significantly decreased as a result of email. Text messaging, often known as instant messaging (IM), is particularly common among young people because of the convergence of mobile phone access to the Internet and the Web. In fact, IM is a particular problem in the classroom, as students often secretly exchange notes via wireless communication devices. Over 50 million American adults use IM, 11 million of whom are at work. From mailing lists to “friends’ lists,” we’ve used email and IM to produce “smart mobs” that congregate in the real world. Protest planning, impromptu performance art, and shopping are among examples. Of course, gatherings took place before the Internet, but the speed at which they were organised changed due to the volume of email. As an illustration, protesters against the World Trade Organization (WTO) Conference in Seattle, Washington, in November 1999 started organising in February 1999. More than 50,000 people from all around the world were recruited by organisers using the Internet, and some of them occasionally engaged in violent protests that successfully altered the WTO agenda. More than ten years later, in June 2010, Egyptian computer developer Wael Ghonim started an anonymous Facebook page called “We Are All Khaled Said,” and was killed by a 28-year-old Egyptian. Announced the death of a man. Die by the police. The site has amassed millions of subscribers and developed into a discussion platform for the atrocities committed by the Egyptian police. Ghonim and a number of other online democracy activists published a message on their website in January 2011 urging for Egypt to follow Tunisia’s lead. Her social media marketing campaign sparked a large-scale demonstration that forced the Egyptian president Hosni Mubarak from power. After a devastating calamity, people made an extraordinary number of charitable donations online. Some utilise the Internet to reconnect with their families and owners of missing pets. It is unknown whether the Internet can truly operate in the impacted areas when most of the infrastructure is destroyed, hence the role of the Internet in responding to natural and intentional disasters is still up for dispute. I am. In fact, after the 9/11 terrorist attacks, many discovered that email made it simpler to get in touch with loved ones in New York City than over a congested phone network. Electronic media became a practical means of communication following the earthquake that hit Haiti in January 2010 to connect people separated by the earthquake and coordinate rescue efforts. Survivors with internet access, as well as friends and family who live abroad used social networking sites like Facebook to get information about those who went missing after the disaster. Feeds from these sites also helped aid organisations map affected areas and decide where to direct their resources. Many Haitians with no internet access were able to provide up-to-date information via SMS on their mobile phones.



### NOTES



The most fundamental aspect of online social interaction is one-to-one or one-to-one communication. Because of how the internet works, the apparent distance has little to do with social media. Online games have changed from just playing with friends to a much sophisticated form of public life where the bodily realism of the game meets the real world. An example of this is World of Warcraft, an electronic game popular with millions of players. In-game properties can be sold online, but such second savings are not recommended by World of Warcraft publisher Blizzard Entertainment, as it violates the terms of use of the game. What does it mean, though, to be able to own a physical asset that someone is prepared to purchase with actual cash? These economies, some of which have recently surpassed the national output of Asian and African nations, are being studied by economists. In fact, the visible economy has given economists the ability to conduct controlled experiments. The exciting new Tiguan stands out on the outside and has a new ingenuity on the inside. His ingenuity gave him amazing skills. Some of the highlights of the new Tiguan 2.0 liter TSI engine, 7 speed DSG, 4 MOTION with drive mode selector switch, 25.4 cm high resolution TFT digital cockpit, ambient light and 20.32 cm touch screen infotainment system. Skip Boredom. For pleasure, millions of individuals have made actors for online games. The game fosters an online community by obfuscating the boundaries between the physical and virtual worlds. With the recognisable sword from Legend of Mir 3, one gamer in Shanghai fatally stabbed and murdered another. Police had lost before being killed because the law did not allow the presence of tangible property, despite

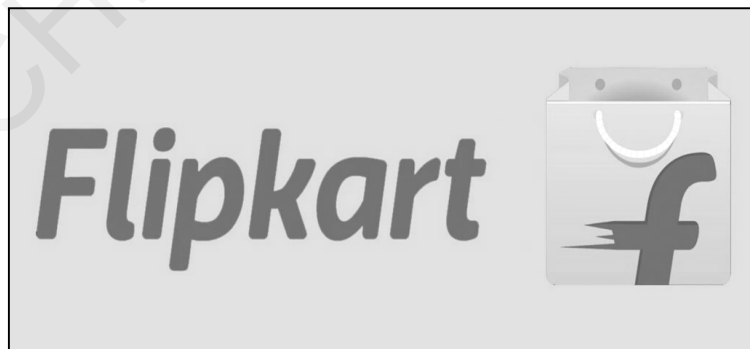
## NOTES

attempts to get involved. authorities in the first dispute. Police call the killings an “offline PK” as a result of South Korea’s online game-related violence. Allows or promotes player kill (PK) indicators or deadly player-to-player competition in other games. In 2001, genealogy-related crime forced South Korean police to set up computer-based crime units to monitor the game’s online and offline activities. The potential dangers of such games are not limited to crime. Physical health is habit-forming. Stories of players ignoring their families, schools, jobs, and even their own deaths are becoming increasingly common.

### The Internet

The Internet was born with the support of the US Defense Advanced Research Projects Agency (ARPA) and later renamed Defense Advanced Research Projects. Social Networking Sites (SNS) compiled a “internet bubble” in the early 2000s. It has been around since it became a major online event. SNS uses software to share files, photos, videos, music, create blogs (online diaries) and chat groups, send messages and participate in conversations, and provide ideas for members with similar interests. See an online community that can be changed. Classmates.com and Yahoo! linking former classmates were two of the earliest social networking platforms. 360° and Six Degrees have built a network of social networking. The main social networking sites after the bubble included Myspace, Facebook, Friendster, Orkut, and LinkedIn. LinkedIn has become a useful resource for hiring corporate experts. Companies are starting to exploit these networks for business purposes, utilising social networking and theory research to find key “influential” personal networks available to gain access and reliability across the network.

### Advertising and E-commerce



## NOTES

Nichification not only provides a platform for advertisers to reach potential customers while also enabling consumers to acquire what they want. For instance, several search engines profit from comparing advertisements with specific search queries from people. One of the biggest challenges to online development is balancing advertising and marketing needs and the freedom of internet users to not be subjected to spam and “pop-up” attacks. Moreover, nichification creates significant e-commerce prospects. Bookstores are limited to bringing a limited amount of creativity to the shelves, and the collection is limited to a variety of attractive books. Online bookstores can display almost anything published so far. Traditional bookstores usually have a special order door, but shoppers browse the online store to place orders for the convenience of their home or office. Books can only be converted into digital art, but “e-books” are not for sale as well as digital music. Part of the reason for this difference is that e-readers need larger, brighter screens, increase the cost and weight of the displays, and increase the frequency of changing the battery. Comparing the straightforward construction and low price of ancient paperbacks. Interestingly, listeners to online music providers have found that they download many obscure songs such as large recording label hits. Few people like obscure songs, and it is advisable to keep them online so that consumers can sell them online. The internet’s unique capacity to quickly and affordably connect consumers and sellers with one another, as well as the prosperity of games, people, music, etc. through the internet and the digital economy? The Internet has undoubtedly had a significant impact on trade and commerce, but what about fundamental public institutions involved in education and information production? Here, the internet has many implications, a few of which are quite unsettling. Despite having more computers than ever before in the classroom, there is little proof that they improve basic literacy and numeracy skills. Access to most digital information is easy, but it has also been shown that the majority of readers today consider libraries as outdated and are more widely used in computer terminals than in textbooks. As evidenced by teachers of all levels of education, students often prefer to study online and learn their work rather than trample on libraries. In this regard, the Internet has brought cheating to the computer age in two ways. First, electronic texts have made it easier for students to “cut and paste” published sources (such as encyclopedias) into their work. Second, students can find someone to write their semester book, but they can also find and purchase an anonymous semester published book on their website, or send an actual research book for a fixed fee. It’s very simple. Ironically, what the internet offers is looted. Teachers will now have access to an online workspace, making it easy to compare their students’ work with a large archive. Even a simple search engine might be used to locate where a well-crafted sentence comes from. College students are at the forefront of raising awareness about the importance the digital age’s treatment of intellectual property. Shawn Fanning, a college student from the United States, founded Napster in 1999, he began the ongoing digital process. Electronic music files could be shared online using the file-sharing application Napster. The issue was plain to see. The recording company suffered a loss because the official copy of the song was shared with many. The recording company was able to shut down

## NOTES

Napster, but had to come up with a new file sharing system, P2P (“interpersonal”). With P2P, you do not need to turn off the central controller as you do with Napster. First, the music business filed a lawsuit against some of its most productive users, often college campus students with access to fast music streaming and movie files will come after. I made millions of attempts to deter folks. I frequently used the programme. Some P2P programmers are responsible for the losses incurred by copyright holders, but complex programs have been put in place to avoid concerns. Due to the inability to stop file sharing, recordings and film industry improving advanced copy protection on CDs and DVDs. In a particularly controversial issue, Sony Corporation released a CD-protected CD in 2005 containing a virus-like special code hidden in a user’s computer. However, this code can also be used by hackers to control a user’s computer.

### Electronic Publishing

The internet has become an unchanging place, transforming the landscape for academics and scientists. Google started digitising non-commercial and public domain content from a number of cooperative libraries in North America and Europe, notably the University of Michigan Library, in 2004, which has distributed nearly 7 million books. For fear of losing control of the protected work, some authors and publishers have raised concerns about the proposal, but Microsoft Corporation and its online bookstore Amazon have launched a similar digital making project. However, the latter company offered to trade and share each electronic page for a small fee. Many scientific journals are now being searched online. This has led to modifications in academic papers, particularly those in science and engineering. For instance, arXiv.org has altered how quickly new theories and experimental evidence are published by scientists. arXiv.org, which was established in 1991, is an online repository where physicists, mathematicians, computer scientists, and computer biologists can post their research articles well in advance of when they are published in printed publications. Instead of just one or two reviewers chosen by the journal editor, the manuscript will thereafter be peer-reviewed by the entire scientific community. This manner, researchers from all around the world may see their study as soon as it is loaded onto the treasury. If the summary is impressive to the reader, you can download and read the entire article. Cornell University in Ithaca, New York and the National Science Foundation in the United States support arXiv.org as an international resource. The exciting new Tiguan stands out on the outside and has a new ingenuity on the inside. His ingenuity gave him amazing skills. Some of the exciting things about the new Tiguan 2.0-liter TSI engine, 7 speed DSG, 4 MOTION adjustable operating mode selector, high resolution 25.4 cm TFT digital cockpit, ambient brightness and 20.32 cm screen infotainment system. While arXiv.org addresses issues that may end up being published, it also represents a significant shift in the nature of professional publications. Several companies in the printing industry are in charge of publishing the most well-known periodicals, and institutional subscriptions are often quite expensive. This has led to the growth of the movement to create only free online journals available to the general public. The general public often supports real

## NOTES

research on taxes. For instance, in order to compete with traditional print journals, the Public Science Library offers online biology and medical periodicals. Their papers are vetted for publication in the same manner each time. The distinction is that goods are provided free of charge. Unlike other content creators, academic publications and review papers published by scholars are not compensated. On the other hand, the scientific community has long provided benefits to journalists, but they also place high value on their work in their communities. Although some business journals have a reputation for improving the work of publishers, the United States government favors “open” publishers, and after publication, taxpayers use government-sponsored research. The Internet not only serves as a place to exchange articles, but it can also conduct academic research discussions long before they appear in print. Science blogs, or online journals maintained by academics alone or in groups, have become popular forums for debating current studies. Yet, these methods have their drawbacks. Astronomers, who published a summary of the possible 10th planet discovery in 2005, found that some researchers were using their acronym to discover new discoveries. Significantly, while the first group waited to present their findings at academic conferences and peer-reviewed journals, they hurried to hold a press conference.

### **Politics and Culture**

Political participation has expanded, thanks to the internet, in the general public, especially through blogging. Many blogs are diary and online magazines, but some are sources of information and ideas that do not agree with official government statements and mainstream media. In 2005, there were about 15 million blogs, and that number doubled every six months. The United States rules the blogging world, the “blogosphere,” and uses English as a common language, but blogging in other languages is on the rise. With remarkable development, the traditional Iranian language, Persian, has become the most widely spoken Middle Eastern language in the blogosphere. Unless the Iranian government tries to restrict access to the Internet, about 60,000 active Persian blogs are run by a single service provider, Persian blogs. The internet creates a special dictatorial problem that limits access to private sources. The Chinese government has been very successful in controlling public access to the Internet, starting with China’s Great Firewall, which automatically blocks access to unwanted websites. The government is also actively monitoring China’s website to ensure that it complies with the country’s restrictions on acceptable language and acceptable opposition. The Chinese government outlawed nine categories of information in 2000, including works that were “detrimental to national dignity and interests” or “disturbing public order.” To access the Internet at Cybercafé, users must enter their national ID numbers. Your Internet Service Provider is also responsible for the content on your server. As a result, providers do a good amount of self-assessment to avoid legal problems. This can lead to internet losses and imprisonment. After all, the authorities are ready to shut down the website immediately without consultation. The government’s efforts aren’t entirely successful, of course. DVDs can be used to smuggle information into China, and knowledgeable Chinese users can use hosting servers to pass through

## NOTES

home walls. This allows users to disconnect firewalls and go to websites where they can connect to other worlds where the Internet can connect. Some individuals use the internet to propagate different political messages. In Ukraine, the Orange Revolution of 2004 had an important feature of the internet. Of even greater concern is the fact that terrorist groups like Al-Qaeda use the Internet to gather members, target sleeping cells and remember their awful deeds. Al-Qaeda employees used certain websites to recruit supporters for jihad during the Iraq War. Password-protected chat rooms are used by Al-Qaeda as its primary rental site and screens potential employers before using its website to provide access to a real group network. Online posting, however, carries a high level of risk. Access to the group's Jihad Encyclopedia allows security analysts to learn about possible tactics, and Arabic-speaking investigators learn how to break into chat songs and access hidden objects in other ways. I was shocked.

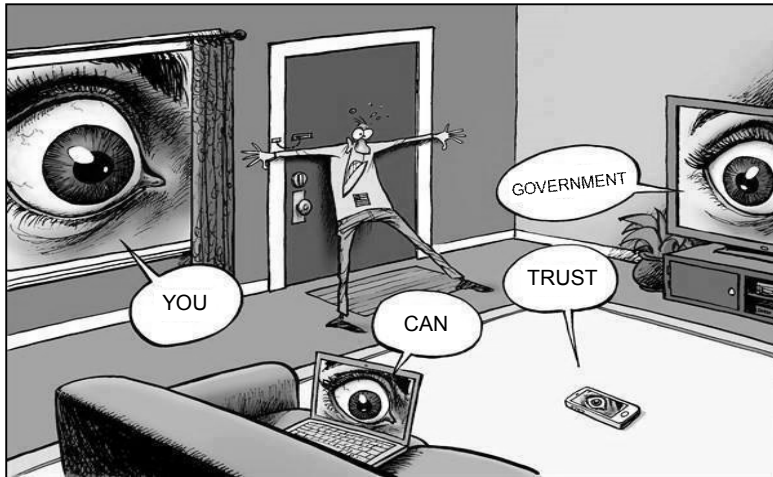
### Political Campaigns and Muckraking

Blogging became a contentious issue during the 2004 US presidential election, with candidates debating it extensively. In reality, to generate money and network, the elect themselves utilise blogs and websites. Howard Dean was one of the initial founding members. the first Democratic primary pioneer. During the campaign, he used the site to raise money and hold a local meeting. Dean has demonstrated in particular how contemporary presidential campaigns may use the Internet to organise volunteers and generate significant amounts of money through numerous modest donations. In an astute move, Dean's campaign started a blog to respond to his supporters and to key suggestions, such as his unwillingness to accept public money for elections. Democratic and Republican candidates for president, as well as the campaigns of George W. Bush and John Kerry, all adopted the strategies Dean and his aides had put out. Additionally, changes to the US Election Funding Act will allow for supporting the creation of independent organisations like Moveon.org, which raise money online to enlist support for particular causes and candidates. Politicians required to address this new phenomenon, the blogosphere, and the mainstream media, it was widely acknowledged in 2005. (newspapers, magazines, radio, television, etc.). Blogs do not have editors or reviewers of facts, but benefit from common media scandals, where a lot of readers are sceptics about everything. Bloggers have additionally compelled traditional media deal with issues that they may ignore. Some experts predict that online blogs and media outlets will replace traditional media, but these different sources are far more likely to complement each other. Indeed, due to low enrollment rates, many newspapers focus on the electronic version and include editorial blogs and student response forums. As a result, some differences between the media are already obscure.

### Check Your Progress

6. Name the various spheres in which internet is used nowadays.

## Privacy and the Internet



Concerns about cyberspace privacy are internationally debated. As literacy, health care and shopping, as well as sex and gossip abound on cyberspace, citizens around the world are often misunderstood as more in-depth information about their daily lives is seen, looked up, documented, saved, and preserved. The largest concerns to privacy, in the opinion of many, come from e-commerce platforms themselves, relying on unprecedented methods of recording and sharing sensitive personal information.

“Get over it.”

The new internet era's threat to privacy was DoubleClick, Inc. in 2000. DoubleClick, a major online advertising company, has been installing “cookie” files on your computer database for a number of years in order to gather comprehensive data on the surfing behaviours of millions of users on the World Wide Web. Cookies are small electronic identifiers that give websites and ad networks the ability to precisely track users' online activities, such as the search keywords they typed, filtered articles, and time spent browsing. As long as users are sure that their visual IDs are not linked to their real IDs, many users are happy to accept DoubleClick cookies in order to successfully navigate the web. Then in November 1999, DoubleClick purchased Abacus Direct. Includes the world's largest direct mail catalog and a 90 million home address list, addresses and offline shopping habits organized by merchants. Two months later, DoubleClick began developing a profile that linked the real person's name with the address and detailed record of Abacus' online and offline purchases. Purchases that once appeared anonymously archived in personal documents. In 2000, under pressure from privacy advocates and dot-com investors, DoubleClick declared it would delay the implementation of its profile plan until the US government and the e-commerce sector reached an agreement on privacy rules. Two years later, we redesigned an integrated multi-district class process, paid legal fees up to \$ 1.8 million, informed consumers of data gathering practises in our online privacy policy and given the go-ahead before entering any personal information. Customer information is linked to their web filtering history. Moreover, DoubleClick agreed

## NOTES

## NOTES

to pay ten government attorneys who were investigating the data collection, hundreds of thousands of dollars to resolve their disputes. DoubleClick's withdrawal may seem like a victory for privacy, but it was the first battles of a very big battle for many viewers who feared that privacy would be violated. In 1999, Sun Microsystems CEO Scott McNeely answered a concern raised during a product demonstration of Sun's innovative and practical technology dubbed

Gin, saying, "Privacy is already zero. The exciting website Sun announces a connected home for the future," and its "gateway" software enables "consumer devices to communicate intelligently and assist each other with external networks." In the world of new electronic communications, home refrigerators and coffee makers can connect your TV and monitor all three of you in your office computer. Every day, new evidence seems to support McNeely's firm decision regarding the ubiquity of tracking equipment online versus privacy. An examination of almost 1,000 large corporations by the American Association of Business Owners found that more than half of all large companies surveyed monitor employee communication. Two thirds of businesses have been monitoring only a third of the previous year's worth of emails, computer files, or phone calls. Companies deploy Orwellian computer programmes with names like Spector, Assessor, and Investigator that can record and monitor every keystroke you make on your computer with a level of precision that would rival a video camera. These virtual snoopers are designed to scan names and phrases that are prohibited from all emails sent and received, such as discrimination, body parts, and manager's name, and to alert the manager to any questionable messages so they can be checked.

### Issues in New Media

The distinction between work and home has become more hazy as a result of changes in how books, music, and television are distributed. The same technology that allows digital books, songs, and movies to be downloaded directly to your computer or mobile device allows publishers and entertainment companies to record and monitor everyone's browsing habits with incredible accuracy. Televisions are also redesigned to accurately record viewing habits. For example, a digital video recorder can save hours of TV programs, enabling ad-skipping and customizable programme scheduling for viewers. The information produced by these acts could be used to create viewer profiles, make viewer suggestions, and record future shows. Mobile phone while BlackBerry smartphone maker RIM was responding to a 2010 call for security forces from the United Arab Emirates (UAE), Saudi Arabia and India should be given the power to block such communications. Telecommunications privacy has also become a problem. BlackBerry users inside the boundary instant messages. Later, the United Arab Emirates asserted that it had made a deal with RIM to repeal the planned BlackBerry services ban and refused to disclose talks with foreign governments. The request was part of a growing need for security from governments due to the necessity to use wireless communications to keep an eye on criminals and terrorists. These conflicts do not involve the United States. The administration of Barack Obama stated in 2010 that it wanted Congress to require all Internet services to comply with authorized telephone calls to prevent



**NOTES**

terrorism and to identify criminals. Social networking sites, Internet phone services, and other types of Internet communication are typical requirements. Even encrypted messages can be coded and readable. It takes a lot of time and work to do this. Opponents have claimed that the proposed surveillance programme violates privacy laws and has a history of undermining online authority. Photos and videos have also become an unexpected threat to privacy. "Geotags" are created when an image or video containing geo-location data is integrated with the camera's GPS chip, including a mobile phone. Once the image has been uploaded to the Internet, geo tagging can be used to identify homes and other personal places in the photo to people viewing the image online. However, security risks are not always understood by the general public, and in some situations, it is difficult to disable geo tagging in specific versions of digital cameras and cellphones equipped with a camera. Street View, Google's image mapping service, raises concerns about privacy issues when a company discloses that it was recording a certain location and data on an unprotected home network while taking a photo. According to the company, the data was collected incorrectly. German authorities have protested against Google's actions under strict German privacy law, and although German courts have ruled in our favor, Google has already filmed the Street View service in Germany in a few cities. It did not spread beyond the center. This controversy has led to further investigation of Street View services provided by many US states and international governments (including the Czech Republic). In the end, the Czech Republic declined to offer Google Street View services. Facebook, a social networking site, has become a hotbed of online privacy issues. The default privacy settings for Facebook user information over the site's existence have changed to make it accessible to everyone, since most content is accessible only to your friends or acquaintances. In December 2009, Facebook released a new update to the privacy setting that gives users control over "the best" personal information they share or display. However, an environment like the maze of various privacy control menus does not recommend using new privacy settings. Users often revert to Facebook default settings. This is a low level of security due to Facebook's "exit" policy extension, which requires users to "consent" to keep information confidential. In response to criticism, Facebook revised its privacy policy in May 2010 to adopt a simplified system that integrates privacy settings into a single page. Another secret concern is cyberbullying. Use the Internet to intimidate or demean others with words, pictures, or videos. The incident gained attention in 2010 after a male student at Rutgers University committed himself as a result of two friends sharing an online video of another student having sex with a man. To discourage bullying and alert others to the danger, Donna Witsell, the mother of a 13-year-old Florida girl who committed suicide in 2009 following an episode of internet abuse, founded Hope's Warriors in 2010. Most US states have laws against bullying, but a few include cyberbullying.

## NOTES

### 5.6 ANSWERS TO 'CHECK YOUR PROGRESS'

1. Mass communication theories are explanations and predictions of social phenomena that attempt to relate mass communication to various aspects of our personal and cultural lives or social systems.
2. The five fundamental theories of mass communication are:
  - (i) The Magic Bullet Theory,
  - (ii) Two-step Flow Theory,
  - (iii) Multi-step Flow Theory,
  - (iv) Uses and Gratification Theory,
  - (v) Cultivation Theory.
3. The six theories of Normative Press are:
  - (i) Authoritarian Theory Libertarian Theory,
  - (ii) Social,
  - (iii) Responsibility Theory,
  - (iv) Soviet Media Theory,
  - (v) Democratic Participant Theory,
  - (vi) Developmental Theory.
4. Social constructionism is the theory that people develop world knowledge in a social context, and much of what we perceive as reality relies on shared assumptions.
5. Technological determinism is a reductionist theory that aims to establish a causal relationship between technology and the nature of society.
6. Other than connecting with people, Internet is used in multiple ways such as Electronic publishing, Advertising and E-commerce, Social gaming, Political campaigns and muckraking.

### 5.7 SUMMARY

Communication theories are an important source of information which helps us understand the basics of communication and how media works. They explain how the process of communication through various mediums influence the public which can be misleading at times. We studied various theories such as Magic Bullet Theory, Two-step Flow Theory, Multi-step Flow Theory, Uses and Gratification Theory, and Cultivation Theory. Each of these theories explain how media plays an active role in spreading the information and how even the audience is an equal participant when it comes to consuming information. This chapter also explores the concept of Social Constructionism which believes that meaning and knowledge are socially created. Along with the changes, this chapter talks about normative theory which explains how media should be operated and controlled. Along with theories the emerging concepts of media are supported with the rise of technology which is a blessing for the generation with its multi-faceted features but also a curse with the

## NOTES

loopholes such as breach of privacy, cyber-crimes and creating fake images. It is mandatory to understand as important it is for us to gain an in-depth knowledge on different communication theories, it is equally important to understand the new emerging trends in society and how to manage them.

### 5.8 KEY TERMS

- **Hypotheses:** A supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation.
- **Determinism:** The doctrine that all events, including human action, are ultimately determined by causes regarded as external to the will.
- **Normative:** Establishing, relating to, or deriving from a standard or norm, especially of behaviour.
- **Authoritarian:** Favoring or enforcing strict obedience to authority at the expense of personal freedom.
- **Libertarian:** Sending something out or passing something on from one person, place or thing to another.

### 5.9 SELF-ASSESSMENT QUESTIONS AND EXERCISES

#### Short Answer Questions

1. Define communication theories.
2. What are the five fundamental theories of mass communication?
3. Name the Normative theories of press.
4. What are six main types of mass media?
5. What is technological determinism?
6. Name the various spheres in which internet is used nowadays.

#### Long Answer Questions

1. Explain Mass Communication theories in detail.
2. Explain Normative theory and its six theories of press.
3. Discuss the Communication Technological Determinism with Winner's hypothesis and some examples.
4. Explain the concept of Information Society.
5. Explain Privacy and Internet.

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