

Communication & Instructional Technology

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CHAPTER – 1 Concept of Communication

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Origin

The term communication is derived from the Latin word 'communis' meaning common. Basically the word communication means sharing of ideas. Information and feelings between individuals, so that a common understanding is established between the person sending the information and the person receiving the same. Therefore communication is a conscious attempt to establish communication modality.

Concept

Since time immemorial man has been communicating. However, on account of technological and scientific changes, the nature and forms of communication have undergone tremendous change. Early man communicated through symbols and gestures and later spoken word was used. Earlier communication was mainly oral and face to face. However, in complex societies of today, the process has become more complex. The process has become more complex and indirect which depends more on machines such as computers, telephones, satellite and printing technology etc. Communication can take place between man and man and man and machine or vice-versa. Human beings, have a unique quality of selective communication. They can think in abstract terms, plan, store information, recall information as and when needed, express emotions, describe events and combine sounds and gestures in the communication process. Communication involves speaking, reading, writing and listening.

Definitions

1. Communication is anything that conveys meaning that carries a message from one person to another.

Brooker (1949)

2. Communication is the mutual interchange of ideas by any effective means.

Thayer (1968)

3. Communication is a purposeful process, which involves sources, messages, channels and receivers.

Andersch et al. (1969)

4. Communication is the process by which two or more people exchange ideas, facts, feeling or impressions in ways that each gains a common understanding of meaning, intent and use of message.

Luagans(1960)

5. Communication is the process by which the messages are transmitted from the source to the receiver.

Rogers (1983)

6. Communication is the exchange of knowledge, skills and attitudes among persons.

Wilbur Schramm (1956)

7. Communication is a process of relaying or transmitting a sign or symbol from a specific source to a specific audience by means of a media.

Steinberg (1958)

8. Communication is an act which answers the following questions:

Who

Says what

In what channel

To whom

With what effect?

In short communication means that a sender and a receiver are tuned together for a message

Laswell (1960)

Communication is the process of transmitting common meaning to messages between individuals.

Importance of Communication

- Communication establishes a favourable climate in which development can take place.
- Communication has multiplier effect.
- Communication raises the aspiration of people.
- Communication is essential for all human activities.
- Communication is essential for good leadership.
- Communication is necessary for progress of people.
- Communication is vital to every individual in order to have a pace with the changing technology.
- Communication is essential for integration of the country.
- Communication is necessary to cope up with advanced technology.
- Communication is essential to maintain human relationship.

Functions of Communication

Human Communication must perform many functions.

These are as follows

1. **Information function:** Communication is performed in order to pass on information in the form of information, facts, news, stories etc.
2. **Persuasive function:** Communication influences people's attitudes, values and actions.
3. **Command or Instructive function:** People who are higher in hierarchy in family, organisation, society as grandparents, parents, principal, teachers, leaders etc. communicate for giving instruction to juniors, subordinates about what to do, how to do, when to do etc.
4. **Integrative function:** Communication takes place in order to energise, organise and channelize the behaviour of individuals in society. These become embedded in the social system, art, literature, folk lore, beliefs and Institutional practices.
5. **Entertainment function:** Communication besides providing information to the individual also is a source of entertainment.
6. **Decision function:** The outcome of communication is reaching a decision. We often communicate with others to help us to decide.
7. **Confirmation functions:** The final function of communication involves continuation or discontinuation of an idea, belief, behaviour, practice, product, decision etc. Thus through communication, we attempt to rationalize.

Nature and Characteristics of Communication

1. **Communication is a dynamic process:** Dynamic means something which is changing from time to time and is not static. So communication is an ever changing process means when two persons communicate their role and relationships change according to situation.
2. **Communication is a semantic process:** Communication depends upon symbols and rules.
3. **Communication is a neurobiological process:** Meanings for particular symbols are recorded in the memory functions of the individual. The central nervous system plays a key role in the storage and retrieval of internal meaning of experiences.
4. **Communication is a psychological process:** Meaning of words and symbols are acquired through leaning.
5. **Communication is a social process:** Human beings are able to interact in meaningful ways. Thus through symbolic interchange, human beings can play roles, understand the norms of a group, apply can play roles, understand the norms of a group, apply social sanction and appraise each other's actions within a system of shared values.
6. **Communication is an interactional process:** In this process, interaction of message takes place between people involved in the process. Suppose I want to buy a car, T.V., or washing machine I interact with the salesman and upon being convinced of a particular brand, decide to buy one.
7. **Communication is cultural process:** Language is a set of cultural conventions i. e. the language of any society is a set of postures, gestures, symbols and their arrangement that have shared or agreed upon interpretation.

8. **Communication is a continuous process:** Communication is an ongoing continuous process as the sender and receiver interacts with each other.
9. **Communication is reciprocal:** In a face to face communication whenever there is communication, there is reciprocal gestures from receiver. Communication is not like unloading a bundle physically but involves physical and mental ability both of source and receiver.

Forms of Communication

1. **Verbal oral communication:** Oral communication has sound as a medium and is generally accompanied by non verbal communication. Symbols used have universal meanings for those involved in the process.
2. **Non verbal communication:** Symbols other than written or spoken words are known as non verbal symbols. These include gestures, body actions, tone of voice, use of space and touch etc.
3. **Written communication:** Written communication uses symbols that are written or printed. Compared to oral communication which is as old as human beings, written communication is of recent origin. Printing has made written communication a very powerful tool.

Types of communication:

1. **Formal and Informal communication:** Formal communication is restrictive and controlled. Language selected is more precise with careful selection of words such as in formal meetings or official communication.
2. **Intrapersonal:** In this the messages are sent and received by the same individual. It is talking to one's self, listening to self and relating to self.
3. **Interpersonal:** It is the sharing of experience between two or more persons in a face to face situation. A very large portion of our communication is of this kind. Minimum two peoples are must in this communication. When two people are interacting with each other it is called dyad.
4. **Mass Communication:** Where a communicator uses print media. P. A. system, radio or T. V. to communicate to a large audience. He may be in a face to face situation with the audience of at a distance.
5. **Development communication:** Communication in the context of development may be defined as development communication.

Exercises

1. Explain the origin and concept of communication. Give any two definitions.
2. What are the different functions and types of communication?

CHAPTER – 2

Barriers of Communication

Shashi Kanta Varma

A barrier to communication is anything that prevents restricts or impedes the conveyance of meaning, by words or gestures, between two or more persons in a social setting.

The term “barriers”, ”obstacles”, “hindrances”, and “noise” are among the words used by the different authors to describe the distracting stimuli associated with the communication process.

Barriers of communication can be classified under broad headings as follows:

S. No.	According to Phase of Communication	According to nature of problems
(a)	Relating to Communicator	
1.	In-effective environment	Technical problem
2.	Unorganised effort to communicate	Semantic Problems
3.	Standard of correctness	Influential problems
4.	Standard of social responsibility	Physical problems
5.	Inaccurate symbols	Psychological problems
6.	Cultural values and social organisations	Cultural problems
7.	Incorrect concept of communication process.	-
(b)	Relating to the transmission of message	
1.	Incorrect handling of the channels	-
2.	Wrong selection of channels	-
3.	Physical distraction	-
4.	Use of Inadequate channels in Parallel	-
(c)	Relating to Receiver	
1.	Attention of the listeners	-
2.	Problem of cooperation, participation & involvement.	-
3.	Problem of homogeneity.	-
4.	Attitude of the audience towards the Communicator.	-

According to phase of communication

Every communication process has at least three phases. Common problems being faced at each phase of communication are as follows:

(a) Relating to communicator

1. **Ineffective environment:** The environment created by the communicator influences his effectiveness. The physical facilities, air of friendliness, respect for other’s view, recognition of accomplishments of others, permissiveness and rapport in general are all important ingredients of a climate conducive of effective communication.
2. **Unorganized efforts to communicate:** To make sense, the communication efforts must be organized according to some specific form or pattern. Unorganized efforts will distort the message and it will not reach its destination as intended.
3. **Standard of correctness:** This involves proper selection of the message and its level of accuracy. The message must have correct contents or facts. Communicator must be very careful in selecting and testing the local applicability of his message.
4. **Standard of social responsibility:** When one communicates, one assumes responsibility for the effect of one’s communication on the respondents and the society. Awareness of this fact will force the communicator to be more careful, serious and honest.
5. **Inaccurate symbols:** The system of symbols used to represent ideas, objects or concepts must be accurate and used skill full. The crucial points in the use of the symbols to convey ideas is to select those that accurately represent the idea to be conveyed and are understood by the audience. Symbols are meaningful to a person only when he understands what they stand for.

6. **Cultural values and social organization:** Cultural values and the social organizations are determinants of communication. Communicator must have the knowledge of the cultural and social values of his listeners for an effective communication.
7. **Incorrect concept of communication process:** A common mistake committed by the communicator is the identification of the part with the whole or the 'part fallacy'. Successful communication in the programme of rural development is not a single unit. It requires a series of unit acts. The way one thinks about communication will influence its quality.

(b) Relating to the transmission of message

Many obstructions can occur at the interpretation level. These are often referred to as 'noise', that is, some obstruction that prevents the message from being heard by or carried over clearly to the audience. Noise emerges from a wide range of sources and causes which affect the interpretation of the message.

1. **Incorrect handling of the channels:** If a meeting, tour, radio programme or other channels are not used according to correct procedure and technique, their potential for carrying a message is dissipated.
2. **Wrong selection of channels:** All channels are not equally useful in attaining a specific objective. Failure to select channels appropriate to the objective will interrupt the interpretation of the message in a desired way to the intended audience.
3. **Physical distraction:** Failure to avoid physical distractions often obstructs successful message sending, because they create physical barriers between the communicator and the audience.
4. **Use of inadequate channels in parallel:** The more channels a communicator uses in parallel or at about the same time, more chances he has for the message getting through and being properly received. However, use of less number of channels may not deliver a complete and correct message in a single transmission.

(c) Relating to receiver

1. **Attention of the listeners:** Unfortunately people do not give undivided attention to the communicator. This is a powerful obstruction for the communicator which prevents the message from reaching its desired destination.
2. **Problem of cooperation, participation, and involvement:** Both the communicator and the receiver must be brought into act. Hence, the listener must work a little: learning is an active process on the part of the listeners. Unless the respondent is on the same wavelength, the character of what is sent out hardly governs the communication process. So, it takes both the communicator and the listener to make communication.
3. **Problem of homogeneity:** The more homogeneous the audience is, the greater are the chances of successful communication. Likewise, the more a communicator knows about his audience and pinpoints its characteristics, the more likely is he to make an impact.
4. **Attitude of the audience towards the communicator:** An important but little studied factor in the effectiveness of communication is the attitude of the audience towards the communicator. The audience generally has a predetermined mindset about the communication.

According to nature of problems

Communication problems are generally of six types as follows:

1. **Technical Problems:** These types of problems are concerned with the accuracy of transfer of information from sender to the receiver. They are inherent in all forms of communication, whether by sets of discrete symbols (written speech) or by a varying signal (telephonic, radio) transmission of voice or music, or by a varying two dimensional pattern (television). In the process of transmitting the signal, it is, unfortunately characteristic that certain things, not intended by the information source, are added to the signal. These unwanted additions may be distortions in the shape of shading a picture (television) or error in transmission. All these changes in the signal are called 'Noise'.
2. **Semantic Problems:** Such types of problems are concerned with the interpretation of meaning by the receiver as compared with the intended meaning of the sender. This is a very deep and involved situation, even when one deals only with the relatively simple problems of communicating through speech. In the restricted field of speech communication, the difficulty may be reduced to a tolerable size, but never completely eliminated by explanations.

3. **Influential Problems:** The problems of influence or effectiveness are concerned with the success with which the meaning conveyed to the receiver leads to the desired conduct on his part. It may seem at first glance undesirably narrow to imply that the purpose of all communication is to influence the conduct of the receiver. But with any reasonably broad definition of conduct, it is clear that communication either affects conduct or is without any discernable and provable effect at all.
4. **Physical Problem:** The possible disorders affecting communication, fall, generally, in the following categories: speech paralysis, diseases or characteristics of physical appearance which interfere with expressive bodily action or which tend to call forth unfavourable reactions on the part of the audience, lack of skill in the use of background of staging techniques; together with defects such as radio stasis in the means and conditions of transmission.
5. **Psychological Problems:** Accurate adequate communication between groups and people will not in itself bring about the change, but it is a necessary condition, for almost all forms of social progress. Physical barriers in communications are rapidly disappearing, but the psychological obstacles remain. These difficulties are partly a function of the very nature of language; partly they are due to emotional character and mental limitations of human beings.
6. **Cultural Problems:** Cultural differences pose a serious barrier in communication process. Communication of message should be according to the cultural values, beliefs and norms of the audience.

Exercises

1. Give classification of barriers of communication.
2. Explain barriers of communication according to nature of problems or according to phase of communication.
3. Explain the term barrier and make a list of barriers of communication you encounter.

CHAPTER 3

Elements of Communication

Indu Grover

Communication is sharing of ideas and information. This forms a large part of the extension agent's job. It is a process whereby meanings and ideas are being transferred from the extension agent to the farmer. By passing on ideas, advice and information, the extension agent hopes to influence the decision of his clients, the farmers and farm women. The agent also communicates with his superiors and colleagues.

Any act of communication be it a speech, a demonstration, a radio or T. V. broadcast or written folder, includes four important elements.

- The source or where the information or idea comes from.
- The message which is the information or idea being communicated.
- The channel, the medium through which the message is transmitted.
- The receiver, the person for whom the message is intended.

Any communication must consider all these elements carefully, as they contribute to effectiveness. The elements along with their important characteristics are discussed as under.

SOURCE: The first communicator is the source, the originator of the message. The communicator is the person who starts the process of communication. His task is twofold i.e. selection of the message and treatment of the message. He is the first person who gives expression to the message.

Who the communicator is, what he communicates, his status, his credibility, reputation, receiver's expectations and past experience are all likely to influence his communication performance. To be a successful communicator he should know the objectives of his communication, the audience needs and interest, have up-to-suitable channels at his command, possess adequate skills in handling various communication channels and understand his own professional abilities and limitations. It has been recognised that transfer of ideas occurs better between a source and a receiver who are similar and homophonous. The following are the qualities in a communicator that can increase his effectiveness.

1. **Knowledge level:** What a communicator communicates to his audience depends on his own understanding and knowledge of the subject matter. The communicator should tune his message to the knowledge level of the audience for easy comprehension. When a source is highly specialised or knows too much he may communicate in a highly technical manner which is difficult for audience to understand.
2. **Faith of the receiver:** Acceptance of the message by the audience depends upon the credibility accorded to the communicator. The higher the perceived trust and competence of the source by the receiver, the higher the seriousness attached to the message and its acceptance.
3. **Interest:** The success of the communicator depends upon, how much effort he makes for communicating his message. A communicator who has interest in his audience and their welfare takes greater interest.
4. **Communication skill:** Berlo (1960) points out that there are five communication skills namely writing speaking, reading, listening and reasoning. An effective communicator should use these skills to his advantage. Communication skills affect ability to analyse purpose and ability to encode messages which express what the communicator intends.
5. **Understanding language and culture of the audience:** The effectiveness of the communication increases if the communicator communicates in the language of the receiver and treats his communication according to the cultural compatibility of the audience. The communicator is the first person to give expression to the message and his understanding of the audience helps him in designing communication to be understood correctly and have the desirable effect.

MESSAGE: Message is the idea of subject matter being transferred. When a communicator speaks he conveys the message orally and when he writes it is a written

message. Every extension worker has important information and ideas he wants to convey to the receiver. From an extension point of view a message is the facts, feelings, impressions, information etc. that a communicator wishes his audience to receive, understand, accept and act upon. A good message is that which is valid, clear, comprehensive and of utility to the receiver. Messages for example may consist of scientific facts about agriculture, sanitation, nutrition, child rearing practices, saving schemes, operation of a cooker etc.

According to Berlo (1960) three factors need to be taken into account and these are the message code, message content and message treatment. The message code is the symbols, vocabulary, language, gestures used. The message content is the technical material in the message. The message treatment refers to the decisions the communicator makes as to how he should deliver the message e. g. the message to be communicated on radio would be treated in a different manner than the same message being communicated through T. V. or drama. The text and headings of a printed message are treated with different print size for different emphasis. Designing treatment usually requires original thinking. A good message should clearly state what to do, how to do, why to do and when to do. To produce securable changes, the message must be presented in an interesting and motivating manner. Messages that are useful, relevant, timely, credible, complete, presented in a logical manner are likely to motivate the receiver for action.

A good extension message fulfils the following criteria:

1. **Communicableness:** The communicator has full command on the contents of the message and feels confident in delivery of the message. The contents should be relevant and accurate.
2. **Social and economic acceptance:** The message should be in line with the values, beliefs and economic capability of the receivers. Less the risk higher the acceptance.
3. **Simple:** A message that has been made easy to understand and practice will be more easily accepted. It should be in line with the mental capabilities of the receiver.
4. **Divisibility:** A message that can be tried on a small scale is often more acceptable as the receiver may not have sufficient resources or does not desire to take a big risk and desires to try on a small scale.
5. **Relative advantage:** A message that has economic and social advantage over an existing practice has higher acceptance.
6. **Attractive and appealing:** A message that is timely and is presented in an attractive and appealing manner motivates the receiver.

CHANNEL: A channel is the medium through which information flows from a sender to one or more receivers. It is a bridge between the sender and the receiver and may be anything used by the sender to connect him with the receiver. Face to face, word of mouth is the simplest and one of the most widely used means of communication.

As societies change from traditional to modern. The emphasis changes from oral to media systems of communication. The selection and use depends upon the type and purpose of message, the type and distance of audience and the channel characteristics.

All extension methods print and electronic media are channels of communications as they join together the sender and the receivers. Channels can be classified into a number of different ways according to form (spoken and written), according to nature of personnel involved (locality and cosmopolite), according to nature and contact with people (individual, group and mass contact), according to function (telling, showing and doing), according to stages of innovation decision, actionable, according to stages of learning (attention, interest, desire, conviction, action, satisfaction), according to learning objectives (knowledge, skill and attitude) according to adopter's categories (innovators, early adopters, early majority and laggards). It has been found that mass media channels are more appropriate to be used at knowledge function and for early adopters, whereas inter personal channels are more appropriate at persuasion function and for late adopters. Obstructions that enter channels are referred to as noise. This prevents a message from being heard or carried over clearly to the audience.

To minimize channel noises and to select effective ways of sharing information important factors to be considered for selection of channel are:

1. **Availability:** Channels that are readily available and with which the receivers are familiar should be used.
2. **Cost:** The relative cost of the channel in relation to expected effectiveness should be considered.

3. **Preference of communicator:** Channels which can be used with confidence by the communicator should be selected.
4. **Suitable to the content and receiver:** Channels should be selected which are in line with the ability and number of the receivers and be appropriate to characteristics of the message and the contents.
5. **Using more than one channel:** Repetition of the message through other channels enhances the acceptability through reinforcement.

RECEIVER: The receiver of the message is referred to as the audience. An audience may consist of one or more persons present in one place or away from each other. The following characteristics will help in getting desirable response from the receivers.

1. **Needs:** The information needs of the receiver must be taken into account. Without this knowledge a communicator cannot be sure of success.
2. **Knowledge level:** Communicator should start from the existing knowledge level of the receiver. Therefore, he should know how much does the receiver already know about the topic and then introduce new information.
3. **Attitude:** It is important to understand what attitude the receiver holds on the topic being communicated. People cooperate if they have favourable attitude.
4. **Available resources:** Good extension work requires a thorough knowledge about the audience and his resources. If the message is beyond the reach of audience it will not be accepted.
5. **Socio-cultural System:** The communicator should know the local customs, beliefs and values as communication failure occurs when the message is contrary to these.
6. **Past experiences:** New learning is built on previous experience. If previous experience is satisfactory learning becomes fast and easy.

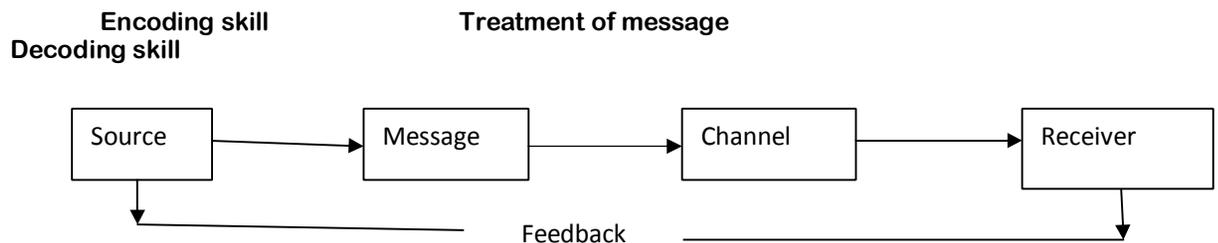
REMEMBER: Communication to be successful must be target oriented. The communicator must know the target location, their needs, interests, resources, facilities, constraints and number. In case the audience feels that the communicator is trust worth, dependable and the message is conveyed through the medium of their choice, they are likely to receive the message provided the contents are timely, appear interesting and comprehensive. It should be remembered that the audience is not a passive recipient of the message but is selective in receiving, processing and interpreting message.

The role of receiver is three-fold:

- Reception of message.
- Decoding the messages to secure meaning.
- Responding to that meaning.

Feedback

Feedback is the reaction given by the receivers in response to the message. It is also called the return process. Feedback means carrying responses of the receiver back to the communicator. This helps to clarify doubts and carries reaction.

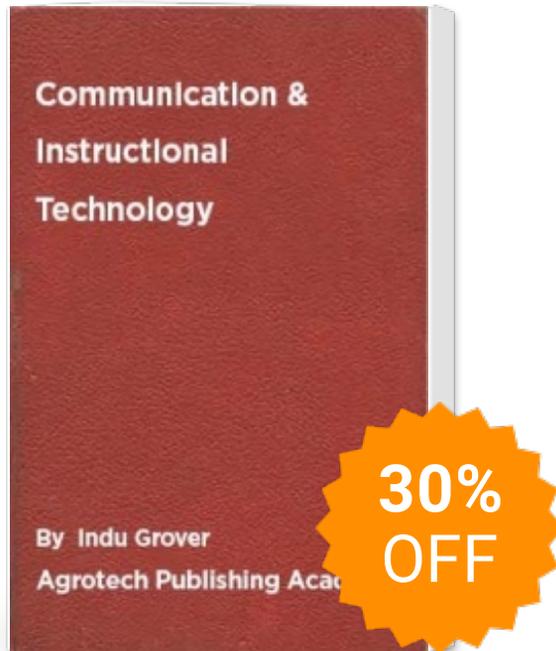


Communication Process

Exercise

1. Enlist the various elements of the communication process and describe each element.
2. Draw the diagram of the communication process.
3. Who is a communicator what are his major tasks?
4. That factors influence communication performance?
5. What should a good message clearly state?
6. What factors determine the selection and use of channel?

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