PROCESS OFCOMMUNICATION AND MASS MEDIA

Communications is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings, etc. among the people to reach a common understanding. Communication is the key to the Directing function of management.

A manager may be highly qualified and skilled but if he does not possess good communication skills, all his ability becomes irrelevant. A manager must communicate his directions effectively to the subordinates to get the work done from them properly.

Communications Process

Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

1. Sender

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

2. Message

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

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3. Encoding

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

4. Media

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender..

5. Decoding

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

6. Receiver

He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

7. Feedback

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

8. Noise

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.

Importance of Communication

1. The Basis of Co-ordination

The manager explains to the employees the organizational goals, modes of their achievement and also the interpersonal relationships amongst them. This provides coordination between various employees and also departments. Thus, communications act as a basis for coordination in the organization.

2. Fluent Working

A manager coordinates the human and physical elements of an organization to run it smoothly and efficiently. This coordination is not possible without proper communication.

3. The Basis of Decision Making

Proper communication provides information to the manager that is useful for decision making. No decisions could be taken in the absence of information. Thus, communication is the basis for taking the right decisions.

4. Increases Managerial Efficiency

The manager conveys the targets and issues instructions and allocates jobs to the subordinates. All of these aspects involve communication. Thus, communication is essential for the quick and effective performance of the managers and the entire organization.

5. Increases Cooperation and Organizational Peace

The two-way communication process promotes co-operation and mutual understanding amongst the workers and also between them and the management. This leads to less friction and thus leads to industrial peace in the factory and efficient operations.

6. Boosts Morale of the Employees

Good communication helps the workers to adjust to the physical and social aspect of work. It also improves good human relations in the industry. An efficient system of communication enables the management to motivate, influence and satisfy the subordinates which in turn boosts their morale and keeps them motivated.

Types of Communication

1. Formal Communication

Formal communications are the one which flows through the official channels designed in the organizational chart. It may take place between a superior and a subordinate, a subordinate and a superior or among the same cadre employees or managers. These communications can be oral or in writing and are generally recorded and filed in the office.

Formal communication may be further classified as Vertical communication and Horizontal communication.

Vertical Communication

Vertical Communications as the name suggests flows vertically upwards or downwards through formal channels. Upward communication refers to the flow of communication from a subordinate to a superior whereas downward communication flows from a superior to a subordinate.

Application for grant of leave, submission of a progress report, request for loans etc. are some of the examples of upward communication. Sending notice to employees to attend a meeting, delegating work to the subordinates, informing them about the company policies, etc. are some examples of downward communication.

Horizontal Communication

Horizontal or lateral communication takes place between one division and another. For example, a production manager may contact the finance manager to discuss the delivery of raw material or its purchase.

Types of communication networks in formal communication:

- **Single chain:** In this type of network communications flows from every superior to his subordinate through a single chain.

- **Wheel:** In this network, all subordinates under one superior communicate through him only. They are not allowed to talk among themselves.

- **Circular:** In this type of network, the communication moves in a circle. Each person is able to communicate with his adjoining two persons only.

- **Free flow:** In this network, each person can communicate with any other person freely. There is no restriction.

- **Inverted V:** In this type of network, a subordinate is allowed to communicate with his immediate superior as well as his superior's superior also. However, in the latter case, only ordained communication takes place.

2. Informal Communication

Any communication that takes place without following the formal channels of communication is said to be informal communication. The Informal communication is often referred to as the 'grapevine' as it spreads throughout the organization and in all directions without any regard to the levels of authority.

The informal communication spreads rapidly, often gets distorted and it is very difficult to detect the source of such communication. It also leads to rumors which are not true. People's behavior is often affected by the rumors and informal discussions which sometimes may hamper the work environment.

However, sometimes these channels may be helpful as they carry information rapidly and, therefore, may be useful to the manager at times. Informal channels are also used by the managers to transmit information in order to know the reactions of his/her subordinates.

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Types of Grapevine network:

- **Single strand:** In this network, each person communicates with the other in a sequence.

- **Gossip network:** In this type of network, each person communicates with all other persons on a non-selective basis.

- **Probability network:** In this network, the individual communicates randomly with other individuals.

- **Cluster Network:** In this network, the individual communicates with only those people whom he trusts. Out of these four types of networks, the Cluster network is the most popular in organizations.

Barriers to Communication

The communication barriers may prevent communication or carry incorrect meaning due to which misunderstandings may be created. Therefore, it is essential for a manager to identify such barriers and take appropriate measures to overcome them. The barriers to communication in organizations can be broadly grouped as follows:

1. Semantic Barriers

These are concerned with the problems and obstructions in the process of encoding and decoding of a message into words or impressions. Normally, such barriers result due to use of wrong words, faulty translations, different interpretations, etc.

For example, a manager has to communicate with workers who have no knowledge of the English language and on the other side, he is not well conversant with the Hindi language. Here, language is

a barrier to communication as the manager may not be able to communicate properly with the workers.

2. Psychological Barriers

Emotional or psychological factors also act as barriers to communication. The state of mind of both sender and receiver of communication reflects in effective communication. A worried person cannot communicate properly and an angry recipient cannot understand the message properly.

Thus, at the time of communication, both the sender and the receiver need to be psychologically sound. Also, they should trust each other. If they do not believe each other, they cannot understand each other's message in its original sense.

3. Organizational Barriers

The factors related to organizational structure, rules and regulations authority relationships, etc. may sometimes act as barriers to effective communication. In an organization with a highly centralized pattern, people may not be encouraged to have free communication. Also, rigid rules and regulations and cumbersome procedures may also become a hurdle to communication.

4. Personal Barriers

The personal factors of both sender and receiver may act as a barrier to effective communication. If a superior thinks that a particular communication may adversely affect his authority, he may suppress such communication.

Also, if the superiors do not have confidence in the competency of their subordinates, they may not ask for their advice. The subordinates may not be willing to offer useful suggestions in the absence of any reward or appreciation for a good suggestion.

FIVE TYPES OF COMMUNICATION

In preparing for my Fall course: *Communications for Professionals*, I've been thinking more and more about the different types of communication. In previous years, I have outlined four types of communication, but I believe there are actually five types of communication: verbal, non-verbal, written, listening, and visual.

VERBAL COMMUNICATION

Verbal communication occurs when we engage in speaking with others. It can be face-to-face, over the telephone, via Skype or Zoom, etc. Some verbal engagements are informal, such as chatting with a friend over coffee or in the office kitchen, while others are more formal, such as a scheduled meeting. Regardless of the type, it is not just about the words, it is also about the caliber and complexity of those words, how we string those words together to create an overarching message, as well as the intonation (pitch, tone, cadence, etc.) used while speaking. And when occurring face-to-face, while the words are important, they cannot be separated from non-verbal communication.

NON-VERBAL COMMUNICATION

What we do while we speak often says more than the actual words. Non-verbal communication includes facial expressions, posture, eye contact, hand movements, and touch. For example, if

you're engaged in a conversation with your boss about your cost-saving idea, it is important to pay attention to both the their words and their non-verbal communication. Your boss might be in agreement with your idea verbally, but their nonverbal cues: avoiding eye contact, sighing, scrunched up face, etc. indicate something different.

WRITTEN COMMUNICATION

Whether it is an email, a memo, a report, a Facebook post, a Tweet, a contract, etc. all forms of written communication have the same goal to disseminate information in a clear and concise manner – though that objective is often not achieved. In fact, poor writing skills often lead to confusion and embarrassment, and even potential legal jeopardy. One important thing to remember about written communication, especially in the digital age, is the message lives on, perhaps in perpetuity. Thus, there are two things to remember: first, write well – poorly constructed sentences and careless errors make you look bad; and second, ensure the content of the message is something you want to promote or be associated with for the long haul.

LISTENING

The act of listening does not often make its way onto the list of types of communication. Active listening, however, is perhaps one of the most important types of communication because if we cannot listen to the person sitting across from us, we cannot effectively engage with them. Think about a negotiation – part of the process is to assess what the opposition wants and needs. Without listening, it is impossible to assess that, which makes it difficult to achieve a win/win outcome.

VISUAL COMMUNICATION

We are a visual society. Think about it, televisions are running 24/7, Facebook is visual with memes, videos, images, etc., Instagram is an image-only platform, and advertisers use imagery to sell products and ideas. Think about from a personal perspective – the images we post on social media are meant to convey meaning – to communicate a message. In some cases that message might be, look at me, I'm in Italy or I just won an award. Others are carefully curated to tug on our heartstrings – injured animals, crying children, etc.

We communicate continually throughout each and every day. We do it without thinking – we operate on communication autopilot. However, I encourage you to think about how you communicate. How do you communicate verbally? What nonverbal cues do you use when you are disinterested? Excited? Nervous? Are you a good listener? Can you write a concise, clearly articulated message? Are there barriers to how you communicate effectively?

Understanding how you communicate is the first step to communicating more effectively. You can easily look online for communication courses. There are a variety of credit and non-credit course available to help you improve your communication skills, including our non-credit series.

Social Media, Social Problems.

That's not FaceTime, the video calling app, but actual face time, the in-person social interaction in which people talk directly with one another the way they have for thousands of years.

"The iPhone was introduced in 2007, and that's when things really started changing because people could be online through their mobile device all the time," said Caplan, an associate professor of communication at the University of Delaware, who conducts research on

problematic internet use. "I'm certainly not saying that technology is bad, but technology can be used in ways that magnify a lot of social problems."

Caplan said he became interested in the connection between internet use and well-being by reading early research on the subject that began in the late 1990s. He was especially intrigued by reports that people who said their internet use had negative effects on their lives also said they particularly used interpersonal features such as chat rooms and instant messaging.

He began studying the issue after earning his doctorate in 2000 and has written a new book on the subject, *The Changing Face of Problematic Internet Use*, published in June by Peter Lang International Academic Publishers.

One finding that Caplan wanted to explore was why people who were lonely, depressed and socially anxious were more likely to have problems with their internet use. His question: Did overuse of the internet lead to these problems, or was it a symptom of them?

"People's social skills do predict their problems with these devices," he said. "They use technology to compensate for other interpersonal communication problems."

Although some observers have called various types of problematic internet use addictions — the World Health Organization recently defined a new type of addiction called "gaming disorder" — Caplan said he thinks that's the wrong approach.

"Throughout my research, I've tried to view problematic internet use, not as a disease but as a condition related to people's interpersonal skills," he said. "I do have a chapter in my book on addiction, but there's a bigger picture."

Problems that result from the way the internet and mobile devices are used can include difficulties in relationships of all types, Caplan said. More extreme examples occur when people are victimized by such online behavior as cyberbullying or cyberstalking.

But even in everyday life, Caplan said, the use of smartphones and other mobile devices that allow people to be online wherever they are has created new and different problems with interpersonal communication.

For example, he said, it wasn't long ago that professors would walk into a classroom, announce the start of class and wait for the chatting to die down. Today, he's noticed that most classrooms are silent even before the instructor arrives: Students are on their phones, not interacting with their classmates.

"They're very connected to people, but not to the people they're physically with," Caplan said. "They not really with each other; they're with someone else, the person on their phone."

He noted that some experts believe this reliance, especially on texting, will inhibit teenagers' conversational skills over time.

Another example of new types of problematic internet use can be termed "distracted parenting." Caplan cites studies in which observers note the large number of parents accompanying their children to a playground who spend the time on their phones rather than interacting with the youngsters.

Children need face time and social interaction with their parents in order to develop in a healthy way, he said. They also need to learn interpersonal skills that they will use throughout life in making friends.

People naturally like to do things that are fun, and video games are no exception, Caplan said. And people in an earlier generation worried that television would distract people from more useful pursuits.

"But the problems we have with technology and our social problems have changed," Caplan said. "One thing that's different is that with 'old tech' like TV, you can watch together and you can talk about what you're watching.

"With new tech, your phone takes you into your own world. If everybody is on his phone, everybody is in his own silo."

Social Media and Democracy

India in the time of digitalization utilizes the most remarkable weapon – Social Media. In the current situation, a great many people come to think about news from web-based social networking more than some other type of media. The media administration has changed much after the rise of the online system. It makes an effect on social and social majority rules system. Web-based life is the primary focal point of the current occasions. It is an undeniable fact that the largest platform for democracy ideologies to be shown is social media. Social media makes it easier for the information to be transferred to the people to maintain the transparency of the government. Social Media makes it simpler for the data to be moved to the individuals to keep

up the straightforwardness of the legislature. Certain NGOs and different associations educate about the strategies taken government for the nation's improvement.

Individuals having various thoughts express it on the informal organizations for the policy centered issues that are concerning the country and help to discover arrangements. The sites or hash labels inside a fixed limit are utilized by the young people of our nation to add to the political choices in the nation. A few ideological groups have their pages in the online networking locales whereby they impart the normal mass where they examine about assignment surveys and spreads dissents around barely any issues.

The fierce rape case that occurred in Delhi in 2012, called as the **Damini Case** got a huge reaction all through India and World through the assistance of Social media. The online life bunches went about as a voice of the thousands and individuals participated in the dissent to improve the wellbeing laws and work on the women rights. Recently, a case of objectional remarks and obscene pictures of girls were released over Instagram Thus, **Bois Locker Room** came into the public light soon with the help of Internet. Social media spread awareness regarding such issues that occur over the Internet.

Nonetheless, critics say that as social media has bright sides but it has dark sides as well. Some bogus and fake news spread out around about various issues and if individuals live inside the information cocoon they at last will in general trust it. The disdain that goes through online networking sites like Facebook, Instagram and WhatsApp may disinfect the psyches of thousands and remain as a danger to the thoughts of majority rules system. The significant issue individuals face in the internet-based life is that while setting up their political audits or any analysis against the administration, they face issues of provocation.

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