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Unit: 01 Introduction to Communication Structure 1.0 Introduction 1.1 Unit Objectives 1.2 Definition of Communication 1.3 Basic forms of Communication 1.3.1 Verbal Communication 1.3.2 Non- Verbal Communication 1.3.3 Flow of Communication 1.4 Process and elements of communication 1.5 Summary 1.6 Key Terms 1.7 Check Your Progress 1.0 Introduction

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Communication is a simple process of transmitting information from one place, person or group to another.

The word 'communication' is determined from the Latin word communis, which means 'common' or 'sharing'. So, precisely communication signifies a common ground of understanding which promotes the transmission of facts, ideas, and opinions from one to another. Edgar Dale has quoted that 'Communication is a two-way process, not a movement along a one-way track. To communicate is to make an idea common to two or more persons.' This statement can be perceived as (1) the sender of the message should be clear about the information to be sent in the message, (2) the receiver or the audience should be equally in sync with what the sender is trying to convey through that particular message and (3) the process which is followed for sending the message should be stimulated by the sender in a thorough way. The purpose of this analysis is to enlighten the fact that how important it is to properly communicate at both the ends, the sender and the receiver. Most people are keen to learn more about this fundamental human behavior of appropriate communication so it has become very essential to be aware of it. All types of interactions whether social, educational, official, or personal require extensive use of effective communication. The communication should be effective; otherwise, we will fail to receive what we want. For effective communication, the signs, speech, and writing of expression should be relevant and meaningful. For example, if one sends a message to another "what game school", then the receiver is unable to obtain the clear meaning of this message. Poor communication will only result in a poor response. So, it is essential to have purposeful and relevant communication. Communication combines individuals to groups: by building relationships, developing common interests and concepts, extending cooperation to others, sharing thoughts and experiences. Each of these aspects is governed by a single tool which is Language. Then there are linguistic and non- linguistic symbols that contribute to communication. Linguistic symbols include language spoken and written while non- linguistic symbols incorporate expressive gestures, road signs, telegraphic codes, traffic signs, etc. On the basis of this, there are two basic forms of communication which are discussed later in this unit. In this unit, the focus will be on understanding the basic definition and concept of communication, its various forms, process, and components of communication.

1.1. Unit Objectives After completing this unit, one will be able to: ? Understand the basics of communication. ? Defining communication, its scope, and need. ? Achieve a better knowledge of the process and elements of communication. ? Become familiar with the basic process of communication.

1.2 Definition of Communication "The way we communicate with others and with ourselves ultimately determines the quality of our lives". -Anthony Robbins It implies that adequate communication between two or more individuals improves the quality of life. It can be defined as an essential necessity of humankind to express their opinions, feelings, and thoughts. Communication can be defined with different perspectives. As it is a multidisciplinary concept and can be commenced by distinct disciplines such as education, management, linguistics, psychology, human resources, etc. Let us have a look at what some of the researchers have expressed about the various definitions of communication: Communication may be broadly defined as the process of meaningful interaction among human beings. More specifically, it is the process by which meanings are perceived and understandings are reached among human beings. D.E. McFarland.

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

Allen Louis A. The interchange of thought or information to bring about mutual understanding and confidence or good human relations. The American Society of Training Directors Communication refers to a special kind of patterning: patterning, which is expressed in symbolic form. For communication to take place between or among people, two requirements must be met: (1) a symbolic system must be shared by the people involved (we need to speak the same language or jargon or dialects) and (2) the association between the symbols, and their references must be shared. M.T. Myers and G.E. Myers. From the above definitions of communication, we can observe that each of them is autonomous. Each of the definitions is self- reliant. There are other researchers with similar definitions of communication which gives the idea of the framework within which

their area of research falls. Thus, transmission and interchange of thoughts, emotions, opinions and feelings and process of listening and understanding are the two integral components of communication.

1.3 Basic Forms of Communication

One can communicate in different ways with others: attending lectures in class, listening to a speaker or politician, religious preaching or letters, emails, newspapers, radio, TV, etc. All these distinct forms of communication depict the wideness of this field. Communication can be in any form: oral, written, formal, informal, or gestural. The study of the researcher Albert Mehrabian shows that communication depends on situations, whether it is to be formal or informal. For example, in an organization, the employees are bound to have a formal communication which includes, instructing, suggesting, and managing while informal communication illustrates the sharing of feelings and thoughts personally. So, Mehrabian identified three major parts representing the flow of communication: body language, tone of voice, and words. According to him, how the listener determines any message of the speaker depends upon the following cues: ? 55% of the effect is decided by the body language of the speaker which includes gestures, postures, expressions, and eye contact. ? 38% is decided by the tone of voice. ? 7% is determined by the content or the words used in the speech. Though this criterion may differ according to individuals' perception, the main motive is meaningful communication. Communication is generally universal. Humans use a certain language and what about the other living beings, do animals also communicate through any language? We all know the answer is yes, as animals also communicate in their form of language which is a set of non- verbal symbols such as gestures and body language. On this basis, we can broadly classify communication in two forms as Verbal and Non- verbal communication.

1.3.1. Verbal Communication

Verbal Communication is said to be one of the simplest forms of communication between people. The word 'verbal' is derived from the Latin word 'verbum' which means 'word'. It can be said that verbal communication is communication with words either oral or written. It is the interaction that requires a certain kind of speech or writing. Face-to-face conversation, telephonic, through letters, emails, text messages, fax, chatting, etc. all are various kinds of verbal communications that we are aware of in our day to day life. There is a saying that words alone have no meaning, only people can put meaning into words. The ability to use language is the only gift that segregates them from animals. Verbal communication can be subdivided into types: Oral and Written communication.

1. Oral communication It is the most natural and prevailing form of communication. Both speaker and listener are required to be present face to face. Oral communication follows face to face conversation, public speeches, meetings, discussions, seminars, conferences, interviews, presentations, counseling, audio-visual aids like slides, movies, lectures, voice mail, telephones, radio broadcasts, grapevine, etc.
2. Written Communication It is another form of verbal communication that illustrates writing content in a suitable and justified language. There are various forms of written communication being used nowadays such as letter writing, report, circular, minutes and memos, notice, articles, essays, newspapers, chatting, emails, etc. In order to achieve intellectual written communication, it is required to follow the 5 C's: clear, complete, concise, concrete, and correct. Keynote: Grapevine is a sort of informal oral communication which is defined as an expression of gossip through which unofficial information is spread from person to person.

1.3.2. Non- verbal Communication

This is a sort of communication that is restricted to any speech or content. Eventually, non-verbal communication incorporates all the gestures, cues, facial expressions, signs, signals, etc. that make the communication possible without words. Such type of communication is fundamental for infants, illiterates, deaf, dumb, and blind people. They are restricted to the usage of words and the non- verbal channel can help them to interact with the world. It is also a dominant way to express our internal, emotional feelings and beliefs. Non- verbal messages should be communicable, contextual, and believable. Let us consider the example of road signs or traffic signals. Whenever we cross the signal then the meaning of each road sign or the color of the signal light is not every time announced or written. We can understand the meaning of every color of the traffic signal when to 'stop' and when to 'go' and the meaning of the road sign where we should park the vehicle and much more; as it is already communicated to us through certain signals. Similarly, a wave of the hand, pat on the back, a clap of appreciation, folding hands to greet, all are streamlined expressions of non- verbal communication. There is a difference in verbal and non- verbal communication in terms of fundamentals. Non- verbal communication is less structured and is more crucial to study. We cannot learn any vocabulary of gestures, expressions, and signs of all kinds from any book which we use to convey our feelings. A baby is not taught to cry or smile by anyone, it is self- expressing and natural. Non- verbal communication can be generally categorized as:

1. Facial Expressions and Eye behavior It is said that our face is the reflection of our thoughts. It can reveal both the type and intensity of our feelings.
2. Gestures and Postures With the help of body-movement, we can express both specific and general messages. For instance, there are specific and intentional messages like folding hands is a gesture of greeting, a hand wave is a gesture of saying 'Hello' or 'goodbye'. Bending, leaning, jiggling, etc are general and unintentional expressions.
3. Vocal Characteristics or Paralanguage We can portray our thoughts and emotions in words but the tone of voice can change the meaning of those words. The pace, volume, and pitch of our voice can reveal much about who we are. So, along with the body language, voice characteristics also contribute to effective communication which is termed as paralanguage.
4. Use of Time and Space The amount of distance during interaction of two individuals unveils the degree of intimacy and acceptance between them. It decides the comforts of interaction. The comparison in the distance between our friends and that between office colleagues can be made to have an idea about the closeness in the interaction. Similarly, the value of time demonstrates the nature of the relationship we have with others. Some show their importance by making others wait while some show respect by being on time.

1.3.3. Flow of Communication

There are four basic flows of communication that demonstrate the

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flow of information from the sender to the receiver. The

information can be passed from top to bottom, from bottom to top, at the same level, or can be informal communication. This flow of information is decided according to the channel used for transmission. If the channel considered is a formal communication channel, then the flow of the message can be downward, upward, or horizontal. On the other hand, if the channel being chosen is an informal communication channel, then the information transmitted will be termed as grapevine. 1. Downward Communication: The transmission of the information in downward communication is from superiors to the immediate subordinates in the form of orders and instructions. Communication in any organization, that follows the hierarchical structure of employees, is one of the basic examples of downward communication. Circulars, notices, posters, orders, face to face conversations, etc., are the forms of downward communication, used by different organizations. 2. Upward Communication: Upward communication refers to transmitting information from a low level to a high level. In the organizational structure, the passing of information from the employees to the administration falls under upward communication. This is mainly used to retain the feedback from the receivers. Request, applications, plea, etc., are the forms of upward communication in any organization. 3. Horizontal Communication: Horizontal communication refers to the flow of information amongst individuals at the same level of the hierarchy in any organization. This communication flow helps to promote job coordination or teamwork. For instance, two members of the same team can discuss their reports directly, instead of contacting the administration each time. Departmental meetings, conferences, seminars, etc., are the distinct forms of horizontal communication.

4. Grapevine: Grapevine communication is an informal communication in which the official information is passed unofficially from one person to another. Informal communication is fast and spontaneous amongst the employees of any organization. The message spreads in all directions to all levels. 1.4 Process of Communication As already discussed, communication is a two-way process of transferring information. The basic process of a communication system comprises some vital elements (Table 1.1) of the system. In this process, the idea of sending some message is conceded by the sender which forms the first phase of the mechanism. Then this idea is transformed into a logical message, by choosing proper words, expressions, and style, this is termed as the encoding of the message. After encoding the message, a proper communication medium or channel is decided like by which means a message is to be sent. At the receiver's end, the receiver again decodes the converted words, signs, or symbols into a proper message which he can figure out, as shown in 'Figure 1.1' below. The receiver again sends a response to the sender after receiving the message in the form of feedback. There are certain 'barriers to the communication system' which restrict the flow of interaction which can be present at any element, noise is one of them. We will discuss the barriers of communication in detail later in the second unit of this module. Figure Source: <https://courses.lumenlearning.com/wm-organizationalbehavior/chapter/the-process-of-communication/>

One of the best examples to learn about the communication process in our day to day life is chatting on Whatsapp. We are all aware of this application. One sends a message to another, encoded in his own style of language. When the receiver receives the message, he decodes the message in his own perception. The blue tick or reply back is a sign of feedback from the receiver. Table 1.1 Elements of Communication Elements Definition Sender A person who has an idea of sending some message. Encoding The process of converting facts, ideas, opinions into symbols, signs, words, etc. Message A piece of information that is to be sent can be words, figures, gestures, vocals, etc. Channel It is a transmission medium to send messages. Decoding The process of elucidating encoded messages in the legible form which the receiver can infer. Receiver A person who receives and interprets the message. Feedback It is the response sent back by the receiver to the sender after receiving the message. Noise Unidentified interference in the process which causes hindrance. 1.5 Summary ? Communication plays a vital role in our day to day life. It blends individuals into groups. The transmission and interchange of thoughts, emotions, opinions and feelings and process of listening and understanding are the two key components of communication.

? The basic forms of communication include verbal and non- verbal communication. They depict the nature of the interaction between people whether it is through words or through some special signals and gestures. Oral and written communications are the types of verbal communication whereas facial expressions and eye behavior, gestures and postures, vocal characteristics, and use of time and space are types of non-verbal communication. ? The basic process of communication is such that the sender exchanges facts, ideas, opinions, and feelings in encoded form through a particular channel and the receiver decodes and understands the message and reverts accordingly. 1.6 Key Terms Verbal Communication: Communication through words, either written or spoken, generally over long distances is said to be verbal communication. Non-verbal communication: Communication is carried out through facial expressions, gestures, and certain signals rather than writing or speaking. Grapevine: This is an informal communication channel, where mostly the gossip chain operates. 1.7 Check Your Progress Q1- Define

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Communication. A- Communication is the process of transmitting information from one place, person or group to another.

It combines individuals to groups: by building relationships, developing common interests and concepts, extending cooperation to others, sharing thoughts and experiences. Q2- 'Communication is a two-way process of transferring information.' Explain. A- This statement can be explained as (1) the sender of the message should be clear about the information to be sent in the message, (2) the receiver or the audience should be equally in sync with what the sender is trying to convey through that particular message and (3) the process which is followed for sending the message should be stimulated by the sender in a thorough way.

Q3- What are the basic forms of communication? A- There are two basic forms of communication: Verbal Communication: Communication with words either oral or written, requires a certain kind of speech or writing. Such type of communication is termed as verbal communication. Non- verbal Communication: It incorporates all the gestures, cues, facial expressions, signs, signals, etc. that make the communication possible without words. Q4- Name the types of Non-verbal communication. A- There are four types of non-verbal communication: • Facial Expressions and Eye behavior • Gestures and postures • Vocal characteristics or Paralanguage • Use of time and space Q5- Explain the basic process of communication. A- The basic process of communication can be explained as: The sender sends a message in the encoded form of words or signals through the desired channel. The message is again decoded to obtain the exact message and then it is received by the receiver. The receiver sends a response in the form of feedback to the sender. Certain unidentified interference in the form of noise occurs in the process which causes hindrance in the communication process. Q6- What are the four basic flows of communication? A- Four basic forms of communication are: • Downward communication • Upward communication • Horizontal communication • Grapevine References ? Professional Communication, Aruna Koneru, McGraw Hill. ? Effective Communication and soft skills, Nitin Bhatnagar and Mamta Bhatnagar, Pearson Publication. ? Business Communication, Puneet Gupta, Vayu Education of India. ? <http://shodhganga.inflibnet.ac.in:8080/jspui/handle/10603/21872>
Unit: 02 Types of Communication Structure 2.0 Introduction 2.1 Unit Objectives 2.2 Types of communication 2.2.1 Intra-personal Communication 2.2.2 Interpersonal Communication 2.2.3 Group Communication 2.2.4

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Mass Communication 2.3 Mass Communication 2.3.1 Features of Mass Communication 2.3.2 Audiences 2.3.3 Types of Mass Media 2.3.4 Effects of Mass Communication 2.3.5 Limitations of Mass Communication 2.4

Barriers in the process of communication 2.5 Summary 2.6 Key Terms 2.7 Check your progress 2.0 Introduction Communication is termed as an important but complex, evolving dynamic process of simultaneously exchanging and sharing thoughts by the participants. For effective communication, both the sender and the receiver should be in proper synchronization. Communication has made-up the way for modern civilization and good communication is the foundation for flawless management. No administrative activity is possible without communication of some kind. There is a necessity to communicate with each other in each and every field.

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In the first unit, we have already discussed the basic definition and forms of communication.

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The unit concludes with some basic notions about the types of communication. 2.1

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Objectives After going through this unit, one will be able to: ? Enumerate the

different types of communication. ? Delineate the concept and definition of Mass communication. ? Have a profound knowledge of features, types, effects, and limitations of mass communication. ? Identify various barriers that exist in the process of communication. 2.2 Types of Communication Communication can be between individuals or groups. On the basis of the number of people involved in the interaction, it can be categorized into four types: intra-personal, interpersonal, group, and mass communication. We will hereby discuss each one of them in detail. Figure 2.1 Types of Communication 2.2.1 Intra-personal Communication We all must have communicated with ourselves in some or other way. You must have told yourself "I shouldn't have behaved that way..." or "I made such a fool of myself..." All these are very common situations. We all go through such circumstances. In fact, it's necessary to look at ourselves for self-grooming and enhancing our personality. Such

type of communication within oneself is termed as intra-personal communication. It incorporates an individual's reflection, meditation, and contemplation.

2.2.2 Interpersonal Communication When there is an interaction between two individuals then the communication is interpersonal. It includes the everyday exchange of thoughts, feelings, and emotions, ideas, formal or informal. This type of communication can be face to face using words, gestures, postures, etc. or at some distance for instance over the phone. In interpersonal communication, the sender and the receiver have an equivalent role. The feedback of the process of communication is immediate, i.e. both of them respond without any delay. Due to this, one gets clarity in the views and can encourage another person more adequately. The interpretation of interpersonal communication can be through two aspects: contextual and developmental. In the contextual aspect, any relationship between the people interacting is not required whereas, in the developmental aspect, interaction is between two known persons. For example, interaction with a salesperson is contextual while interacting with friends and family members, is termed as developmental.

2.2.3 Group Communication As the name indicates, when people communicate in a group of more than two persons, then it is known as group communication. The groups can be both formal and informal based on the type and purpose of communication. Different groups have different agendas of interaction. For example, the nature and objectives of a group that gathers for a family function would be different from the one that assembles to attend a national seminar or conference. A mob is also a kind of group which is formed due to lack of communication, for instance, students protesting outside the college when they lack communication with the management of the college. The intensity of the response in this communication process depends upon the group size and the objective of the interaction. Let us assume a small group with members at the same place will have quick feedback as compared to a larger group. As the size of the group increases, the scope of understanding depreciates a little, resulting in a slower response. Group communication supports teamwork. It is helpful while discussing a problem and finding a collective solution to it. The effectiveness of the decision depends upon the nature and distinct point of view of the group members. However, all members of a group may not be of the same nature, some may be leading speakers while others may be reluctant to express, hence affecting the flow of communication.

2.2.4 Mass Communication The primary motive of any type of communication is to acquaint people with knowledge. Sharing thoughts, ideas, and information among a large number of people through certain channels, is known as Mass communication. In this type of communication, the information in the form of a message is transmitted from a particular source to a large and widespread audience or receivers. The transmission channels preferred for this process are newspapers, radio, television, cinema, the Internet, etc. Mass Communication is elaborated in the paragraphs below.

2.3 Mass Communication The process of transferring facts, opinions, feelings, ideas through a broadcasting medium, to a large section of the community, is known to be mass communication. The increased number of receivers in this communication process makes it different from the other three types of communication. The prime objective to study mass communication is, how the content influences the opinions, emotions, reactions of the audience. Mass communication is said to be the abrupt source of transmitting information to many people at the same time. There is a massive audience or receiver in mass communication that is heterogeneous. It means that the people are not directly interacting with each other and the source too. The communicator or source is disassociated from the audience in terms of place and time. As a result, generally, there is a delayed response or feedback in mass communication as compared to that in a group and interpersonal communication. The transmission channels can be print media, mass media, audio, visual, internet, etc. as shown in figure 2.1. According to Emery mass communication is-

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Delivering information, ideas, and attitudes to a size-able and diversified audience through the use of media developed for that purpose. Figure 2.2 Mass Communication

Model Source- <https://www.qsstudy.com/business-studies/what-is-mass-communication>

2.3.1 Features of Mass Communication As shown in figure 2.1, the process of mass communication is similar to the general process of communication, persisting the difference in the number of receivers and different channels of transmission. Some of the basic characteristics of mass communication are explained below:

- ? **Heterogeneous, Scattered, and a Large Number of Audience:** Mass communication aims at a large number of audiences which makes it distinct from interpersonal and group communication. The audience is not only in an increased number but also heterogeneous in nature. It means that the audience may be of different groups, sections, ages, races, cultures, etc and may not be directly connected to the source as well as each other. It is certain that the audience of mass communication is scattered to different geographical areas and not limited to one area. For example, information can be transmitted through television to people who are diversified according to age, culture, and also the area in which they are residing. The news on a TV channel is equally transmitted nationwide or even worldwide.
- ? **Wide Area:** Mass Communication has no limitations in terms of area of transmission. The area covered is wider as compared to other communication systems and the structure of the message is formal and uniform, due to which it is accepted worldwide.

? Use of Channel: Different types of transmission channels are used in mass communication systems including radio, television, newspapers, magazines, the internet, etc. This again differentiates mass communication with other systems in terms of transmission channel used. ? Use of Common Message: This seems to be a unique feature of mass communication that the same message can be sent simultaneously to a large number of audiences residing far away from each other. The only requirement is proper access to the transmission media used by the source to send the message and the audience can easily obtain the transmitted message anywhere in the world. ? No Direct Feedback: There is a delayed response or feedback of the audience in comparison to the other systems. Also, the feedback can't be direct and accurate. ? Outward Flow: There is an outward flow of information in mass communication which means that the message is only transmitted from the source to the receiver. There is less probability of any quick feedback or response. ? Use of Technology: The latest mass communication system uses all the latest technology in the process of circulation of the message. For instance, social media platforms like Twitter are used for the vigorous broadcasting of any message.

2.3.2 Audiences

As already discussed in the above topics, we can say that the audience plays a vital role in mass communication. Here, we are going to learn about how the mass communication audience differs from the general audience. The term 'audience' refers to a group of people who are involved in consuming any kind of information that can be text, audio, or video. These people can be newspaper or magazine readers, radio listeners, or television viewers depending upon the medium of the information being sent to them. Mass communication mainly focuses on the effect of the circulated information being made on the audience. The media seems to be incomplete without an audience. If there is no audience, then there will be no revenue for media organizations. Media audience can be categorized in different forms: ? The elite audience: This category of media audiences includes the top-notch section of the community which is highly educated and interested in particular kinds of media. ? The Mass Audience: They represent the general majority of the average people of society. ? The Specialized Audience: They refer to the significant group of people in the community who are incorporated for some special event or gathering. ? The Interactive Audience: It consists of a group of people who have control over communication flow such as newspaper journalists or Radio or TV broadcasters. Let us consider an example, various companies use distinct methods to promote their product. Some go for advertisements on banners on the roadside, newspaper advertisement, commercials on television or radios, pamphlets distributed manually to people, etc. So, the source for this marketing of the product is the same i.e. the company, but the transmission media used are different and the audience also differs accordingly. If there is no marketing of the product in today's world, then it affects the revenue of the company. Revenue depends on the fact that how much popularity does a product acquire between the consumers or audiences and how much sales that product has made. The medium of transmission i.e. the channel for broadcasting the message is chosen according to the audiences influenced by it. For instance, there is more accessibility to newspapers in comparison to radios or television in a rural area, so the widely used transmission channel for that particular area will be preferred to be newspapers. Thus, we can conclude that for the growth of any organization, the type of audience is the most important factor to be kept in mind.

2.3.3 Types of Mass Media

A general term for the transmission channel for mass communication is Mass Media. It is a medium through which mass communication performs interaction with a large audience. The medium can be oral, written, audio, or visual. In early times, people were limited to radios or newspapers for listening or reading news, but with time, technology has grown long roots. Now, there are various methods of conveying messages to mass audiences like the internet, books, magazines, films, documentaries, etc. The appropriate choice of mass media influences a discrete audience. The audience being heterogeneous i.e. doesn't depend upon age, gender, race, etc. so the impact can be on any type of person. Say, the children watching cartoons or geography channels, elders watching news or movie channels on television, all are kind of mass media. Each media is significant in some or other way. On the basis of different types of information being broadcasted such as religious, social, economic, political, etc., mass media can be majorly categorized into 6 types (as shown in figure 2.3): ? Traditional Media ? Print Media ? Electronic Media ? Outdoor Media ? Transit Media ? Digital Media or New Media

Figure 2.3 Types of Mass Media

- 1. Traditional Media** The need to interact accurately since times led to the development of diverse kinds of traditional media which was obtained through local language, customs, rituals, beliefs, and certain practices of the society. This is the oldest kind of mass media used over time and inherited by generations. It varies from region to region. The distinct forms of Traditional media include folk songs, music, theatres, local dramas, fairs, and festivals.
- 2. Print Media** The media in a printed form is defined as print media through which the information is disseminated to mass audiences. In early age, people generally used handwritten notices or manuscripts to communicate to a bulk audience. The invention of print media boosted the communication systems in an authentic way. It became more convenient to communicate with a wide audience at the same time using print media. Some of the print media used nowadays are newspapers, books, magazines, journals, novels, etc.
- 3. Electronic Media** New inventions are technologies that have given birth to electronic forms of media. The use of audios and videos to broadcast information is considered under electronic broadcasting media. It is the most widely used and suitable method of distributing information. It has a great influence on the large segment of the community including elders, children, illiterates, and even people pursuing listening and eyesight problems, thus making it the most productive kind of mass media. Different electronic mass media include telephone, radio, television, films, movies, etc.
- 4. Outdoor Media** Outdoor media focuses on conveying information to the public when they are outside their home. It is also termed as Out-of-Home Media. The aim of outside media is to publish advertisements about new products or to convey any social message to the mass audience. Outdoor media incorporates billboards or bulletins, banners, posters, signs and placards, brochures, wall space, etc.
- 5. Transit Media** The advertisements displayed on different means of transport falls under transit media. Such media are generally limited to disseminate information when people are on their way or at public places. We can see the advertisements on the sides of buses, subway cars, railway stations, etc.
- 6. Digital Media or New Media** With the invention of the World Wide Web (www) or internet by Tim Berners-Lee in 1989, a drastic change can be observed in the mass communication system. It has

captivated all mass media in terms of speed, accuracy, and easy accessibility to computers and the internet. One can transfer any piece of information to anyone worldwide within a small duration of time. The various digital media forms used nowadays are E-mails, Websites, Social Media and Networking, Blogging and Vlogging, E-forums and E-books, Computer Animations, Digital Videos, E-Commerce, etc.

2.3.4 Effects of Mass Communication The social scientists, Bernard Berelson and Morris Janowitz have compiled the effect of mass media as "The effects of communication are many and diverse. They may be short-range or long-run. They may be manifest or latent. They may be strong or weak. They may derive from any number of aspects of the communication content. They may be considered as psychological or political or economic or sociological. They may operate upon opinions, values, information levels, skills, taste, or over behavior." The advancement in mass media has influenced the behavior and thinking of the society. It has increased the accessibility and efficiency of communication among mankind. It is time-saving, speedy, reduces the monotony of work, and minimizes fraud, accuracy, thus making one dependent on them. However, it is said that science is a developer and destroyer at the same time. Besides the positive values, this advanced communication system has some negative effects too, which are required to be identified and restrained. There are some major areas of concern: Manipulation: Sometimes the more competent use of various electronic devices can manipulate the meaning of any recorded message, concluding to be what it really isn't. Invasion of Privacy: In the present scenario, there are numerous cases of violation of privacy. The expansion in the usage of the latest technologies has invaded the personal lives of people. It has led to various offensive situations for many of them. The circulation of personal audio or videos has become a very common and vexing problem for society. Security: The preservation or protection of the information from being hacked is a great matter of concern. The security for financial transactions, confidential information of military or government, institutional records is very essential. Isolation: We all must be in a situation that despite being in a crowd, we feel isolated and are intending to use mobile phones or other mass media. Though the purpose of mass communication was to bring the community together but simultaneously it also

confines individuals and small groups to themselves. Often people seem to be almost bewitched to such technology, especially children. The study says that children are more prone to mass media instead of indulging with family members. This has led to different psychological issues for people. Thus, it has become essential for people to use technology with open eyes, keeping in mind the positive and negative, effects of this communication explosion.

2.3.5 Limitations of Mass Communication Mass communication has shrunk the world in terms of communication, boosted the dissemination of information, opinions, thoughts, feelings, and ideas; it has increased the accessibility to advanced mass media systems that support communication more actively. It has provided a compelling and ample scope of interaction to massive audiences but also proposes some limitations as well. Though the primary purpose of mass communication is to broadcast the information in such a way that it is comprehensible and acceptable by each and every individual's mindset which is beyond the bounds of possibility. Everyone has their own perspective of understanding the information being shared with them. Designing the message according to every citizen's aspect is quite absurd for the communicator. Sometimes, there are certain advertisements, movies, videos that are designed to share some social message with the society, one section of the society supports them while the other section has certain misunderstandings related to that message due to their distinct mentality. This results in a controversial situation due to which it becomes difficult for the society to be in harmony. Thus, this limitation will always persist in the mass communication system as it is impractical to fulfill the mindset of this diversified society.

2.4 Barriers in the process of communication The hurdles or interference in the communication system are termed as Barriers in the process of communication. The interpretation of successful communication is when the message is communicated from the source to the receiver without any hindrance. Anyhow, it is not always achievable due to the presence of barriers in the two-way process of communication. These barriers cause interference in favorable communication. The barriers can be organizational, semantic or linguistic, technical, cultural, psychological, or due to information overload. Let us discuss these barriers in detail and how to overcome these barriers for adequate communication.

- 1. Organizational Barriers:** These types of barriers occur in organizations when the roles and duties are not clearly interpreted among the employees. The lack of instructions, distance communication, policies, rules, complex organizational structure, work environment, etc. obstructs the flow of communication.
- 2. Linguistic Barriers:** Also known as schematic barriers. The occurrence of such barriers is due to language issues. They are present in both oral and written communication. The main causes of linguistic barriers can be bad expressions, inadequate translation, and use of uncertain and questionable vocabulary, inappropriate assumptions. The understanding capability differs from person to person. This gives rise to conflict between people and thus hinders effective communication.
- 3. Technical Barriers:** Farther use of technology increases complexity in the process of communication. Noise is defined to be an unwanted signal which can corrupt the original message. This alteration in the message leads to a kind of interference in the communication process. The hiss and buzz sound in audio speakers and radio receivers are examples of technical barriers.
- 4. Socio-cultural Barriers:** The distinct culture, art, architecture, behavior, languages, signs, ideas, traditions, rituals of the different sections of society creates socio-cultural barriers in communication. People are segregated according to the geographical area, resulting in diversity. Words, gestures, voice tone and expressions differ in terms of interaction among the people. This causes an obstacle in the communication process.
- 5. Psychological Barriers:** The psychological barriers are observed because of the difference in attitude and interests of individuals. Each person has a different perception and psychology. For example, in a class, a teacher teaches the same thing to every student, however, their level of understanding differs. This creates a certain barrier in interaction for some students as the teacher is not able to convey the real information to them.
- 6. Barriers Due to Information Overload:** Sometimes, the excess of information being transmitted at a time can make the communication inefficient. To exhibit, in an office meeting, a speaker imparts information at a fast pace, which is not adequate for some of the members. This information overload causes barriers in communication, so it is required to deliver a certain amount of information so that the utilization of the message is intact from being missed out.

As we have already discussed all types of barriers which obstruct the process of effective communication. To overcome such barriers and to improve the communication, the following points can be referred:

- ? Eliminate differences in perception: The perception of individuals should be made similar by organizing small events such that more and more people can communicate with each other.
- ? Use of Simple Language: One should emphasize on using simple words and language which is understood by the listener.
- ? Reduction of noise levels: In today's advanced world, where much dependency is on technology, noise is the foremost communication barrier. It has become essential to overcome noise to establish successful communication. The source of the noise should be identified and removed.
- ? Active Listening: It is very much required to listen rather than only speaking. One should develop the habit of good listening i.e. hearing and understanding the meaning of the information given to them.
- ? Simple Organizational Structure: There should be optimum levels of hierarchy in the organizational structure of any system so that complexity can be reduced. The simpler organizational structure makes communication more effective.
- ? Avoid Information Overload: Information overload can be avoided by customizing the flow of communication. The system should be such that one can prioritize and decide the amount of information to be transmitted at a time.
- ? Proper Feedback: The feedback in the communication system is very important whether positive or negative. For a smooth flow of communication, the feedback should be proper at both the ends (source and receiver).
- ? Proper Media Selection: The selection of the medium of communication should be accurate. Both verbal and non-verbal interactions can be used. Simple messages can be conveyed orally while written communication should be encouraged for delivering complex messages.

2.5 Summary ? The above unit explains all the four types of communication including intra- personal, interpersonal, group, and mass communication. Intra-personal communication is when an individual interacts within oneself; interpersonal refers to the interaction between two persons; group communication is when people communicate in a group; mass communication indicates delivering information from one source to a massive audience. ? Mass media is a medium through which mass communication performs interaction with a large audience. Various types of mass media, traditional, print, electronic, outdoor, transit, and digital media are discussed in detail. ? Barriers create hindrances for effective communication. The barriers can be organizational, semantic or linguistic, technical, cultural, psychological, or due to information overload. It is necessary to identify these barriers and to overcome them for a smooth communication process.

2.6 Key Terms Mass Communication: Communication from one source to a large audience is called mass communication. Mass Media: The transmission media used for message transmission in mass communication is generally termed as mass media. Audiences: The term 'audience' refers to a group of people who are involved in consuming any kind of information that can be text, audio, or video. Barriers in Communication: The hurdles or interference in the communication system which need to be identified and overpowered.

2.7 Answers to Check Your Progress Q1- What are the different types of communication? A- On the basis of the number of people involved in the interaction, communication can be categorized into four types: intra-personal, interpersonal, group, and mass communication. Intra-personal communication is when an individual interacts within oneself; interpersonal refers to the interaction between two persons; group communication is when people communicate in a group; mass communication indicates delivering information from one source to a massive audience.

Q2- Describe the features of mass communication. A- Features of mass communication are: ? A heterogeneous, scattered, and a large number of audiences. ? Wide area coverage. ? Use of different channels for transmission. ? Use of common messages. ? No direct feedback and the flow of information is outwards. ? Use of the latest technology.

Q3- What are the categories of media audiences? A- Media audience can be categorized into different forms: ? The elite audience: This category of media audiences includes the top-notch section of the community which is highly educated and interested in particular kinds of media. ? The Mass Audience: They represent the general majority of the average people of society. ? The Specialized Audience: They refer to the significant group of people in the community who are incorporated for some special event or gathering. ? The Interactive Audience: It consists of a group of people who have control over communication flow such as newspaper journalists or Radio or TV broadcasters.

Q4- What is the difference between Outdoor media and Transit media? A- Outdoor media focuses on conveying information to the audience when they are outside their home. It includes banners, posters, brochures, wall space, etc. On the other hand, the advertisements displayed on different means of transport fall under Transit media like advertisements on the sides of buses, cars, and railway stations, etc.

Q5- Name the different types of barriers in the process of communication. A- Types of barriers are: ? Organizational barrier ? Linguistic barriers ? Technical barriers ? Socio-cultural barriers ? Psychological barriers ? Barriers due to information overload

Q6- What are the measures to overcome the barriers in the process of communication? A- Following are the measures to overcome barriers in the communication process: ? Eliminate differences in perception ? Use of simple language ? Reduction of noise levels ? Active listening ? Simple organizational structure ? Avoid information overload ? Proper feedback and proper media selection.

References ? Effective Communication and soft skills, Nitin Bhatnagar and Mamta Bhatnagar, Pearson Publication. ? <http://egyankosh.ac.in/bitstream/123456789/17383/1/Unit-2.pdf> ? <http://egyankosh.ac.in/handle/123456789/8855> ? <https://introductiontomasscomm.wordpress.com/2015/08/10/typology-of-mass-media-audience/> ? <http://egyankosh.ac.in/handle/123456789/33217> ? <http://egyankosh.ac.in/bitstream/123456789/17387/1/Unit-4.pdf>

Unit: 03 Models of the Communication Process Structure 3.0 Introduction 3.1 Unit Objectives 3.2 Types of Communication Models 3.2.1 Linear Model 3.2.2 Interactive Model 3.2.3 Transactional Model 3.3 Aristotle's Model 3.4 Harold Lasswell's Model 3.5 Shannon and Weaver's Model 3.6 Osgood and Schramm Model 3.7 David Berlo's Model 3.8 Summary 3.9 Key Terms 3.10 Check Your Progress 3.0 Introduction In the earlier unit, we have studied communication, the elements, and the basic process of communication in detail. It is said to be an obvious, ambiguous, and complex process at the same time. For a better understanding of the communication system, several structures are designed which are known as communication models. These models allow us to choose different variables for different communication situations. These models comprise structures and variables such that they reduce the complexity of the process. Models provide us with references to study the system better. There is a difference between model and theory, as the former is a representation while the latter is an explanation. A model can be defined as a tool of clarification and determination of any process or system. It can be represented in schematic or diagrammatic form. The following unit deals with the explanation of various communication models and their role

in the development of effective communication. This study aims to examine how different researchers have analyzed the process of communication through their distinct visions. 3.1 Unit Objectives After going through this unit, one will be familiar with: ? Three basic types of communication models. ? Different communication models provide a clear explanation of the communication process. ? Programs that help in enhancing the efficiency of communication. 3.2 Types of Communication Models A systematic and generally symbolic representation of the communication process is known as a communication model. It is the way to depict any idea or concept in a simple manner through diagrams, symbols, etc. These models simplify the complex communication process. However, the models can sometimes lead to stereotyping but they also encourage efficient communication simultaneously. The purpose of communication, methods, and channels should be selected according to a particular communication model. Various business organizations, mass media, other institutes use distinct models as per their needs. With the help of a proper model, one can easily understand the process of communication and can draw conclusions for future communication as well as learn from the previous one. Generally, the communication models are categorized into three types: Linear model, Interactive model, and Transaction model as shown in figure 3.1. However, these models are distinct from each other but there are certain elements that are common. We will discuss them one by one in detail.

Figure 3.1 Types of Communication Models 3.2.1 Linear Model The simplest one- way communication model is termed as a linear model. There is a linear flow of information from the sender to the receiver. Feedback is not included in the linear models. The role of a receiver is limited to receiving a message or denoting the endpoint of the communication process. Radio transmission can be taken as an example of a linear model where the message is transmitted from one source and the people just receive the message without providing any feedback. Despite being the most simplified communication model, there is no way to analyze whether the communication is effective or not as communication is not continuous due to the absence of a feedback concept. This model formed the base for further research in the communication field. The communication process in a linear model is shown in figure 3.2, in which a sender encodes the message and sends it to the receiver through a proper channel in the presence of noise. The message is then decoded and received by the receiver. Figure 3.2 Linear Model of Communication

The models like Aristotle's Model, Lasswell's Model, and Berlo's SMCR Model follow the linear model of communication. 3.2.2 Interactive Model The interactive model of communication depicts the two- way process in which interaction between both sender and receiver occurs. This model overcomes the flaw of the linear model in which the sender only speaks and never listens and also the receiver only listens and never speaks or gives feedback. The interactive model is designed such that the sender and the receiver change their role alternatively. Figure 3.3 illustrates the interactive model of communication. The encoded message is sent from the sender to the receiver through a proper channel. The receiver decodes and receives the message and provides valid feedback to the sender. This feedback now is considered as another message and at this point, the roles of the sender and receiver are interchanged; the receiver now becomes the sender and the earlier sender now will act as a receiver and the communication process will be continued. Although this model is more interaction focused rather than message focused. Figure 3.3 Interactive Model of Communication The interaction model follows the concept of the field of experience, i.e. the sender and the receiver should be in the same frame of experience and context to obtain a meaningful interaction. Another name for the interactive model is the convergence model. It is also observed in this model that more than one message can be sent at a

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time that many of them may not even be received

at the same time. So, it is quite impossible to predict communication to be effective. The feedback can be slow sometimes and the communication becomes linear if the receiver does not provide any response. Schramm's model of communication adapts the concept of the interactive model including the field of experience in the model, which is discussed in detail later.

3.2.3 Transactional Model The interactive model was unable to illustrate that communication is a never-ending and rapidly changing process; on the other hand, the transactional model was successful in establishing this concept. In this model, the sender and the receiver are interdependent on each other which means there is the simultaneous exchange of information and the sender can act as a receiver and vice versa as the process continues. The process of communication and the components may depend upon attitudes, prior experiences, cultural beliefs, background, and self- respect. It relates communication to social, cultural, and relational contexts. Even non-verbal gestures and signals are assumed to be feedback in this system. The transactional model is generally designed to analyze the interpersonal or face to face communication. This model is not restricted to send messages rather it is effective in building relationships and shaping self- concepts. As the roles of the sender and receiver are different from that in other models, they are referred to as communicators in this model, as illustrated in figure 3.4. Figure 3.4 Transactional Model of Communication In the interactive model, the sender and the receiver have to interchange their roles but the transactional model assumes that the participants are simultaneously sender and receiver. The primary assumption for the sender and the receiver is that they should be in the same context and field of experience. The feedback of the system is simultaneous and instant rather it is considered to be a new message. The transactional model deals with more noise as the communication between the communicators is instantaneous.

3.3 Aristotle's Model of Communication A Greek philosopher and writer, Aristotle before 300 B.C., designed a linear model of communication that was best suited for oral communication and public speaking. It is said to be the earliest and most widely accepted model of communication. This model includes five major elements of communication, namely, speaker, speech or message, occasion, audience, and effect. Figure 3.5

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Aristotle's Model of Communication Source <https://www.businessstopia.net/communication/aristotles-model-communication>

In this model, the speaker plays an active role while the audience is in the passive state as it is motivated by the speech of the speaker. The speaker delivers a speech to the audience following the one-way communication process i.e. from speaker to audience. It is sometimes also known as speaker centered model which develops public speaking skills. The speech should be designed according to the occasion. According to Aristotle, the speaker should prepare a different speech for different audiences on different occasions to get the desired effect. Limitation of Aristotle's Model: As this model is illustrated for one- way communication, there is no feedback concept i.e. the audience can never respond directly to the speaker. Another limitation of Aristotle's model is that it is restricted to public speaking and can't be used for other types of communication systems.

3.4 Harold Lasswell's Model of Communication The political scientist and communication theorist Harold Lasswell developed a model of communication in 1948 which is one of the most significant models of communication. This model has a simple concept of a question, '

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Who says what, in which channel, to whom and with what effect.'

The model consists of 5 components that are used in the analysis of the communication process and components as depicted in figure 3.6. Figure 3.6 Components of Lasswell's Model of Communication Source- <https://www.qsstudy.com/business-studies/lasswells-model-communication> According to Lasswell, the communication process cannot be evaluated without analyzing the effect of the message conveyed to the audience. So, he associated a certain kind of analysis to each question in his model as shown in figure 3.7. Message transforms according to the effect of the receiver. Despite being designed for illustrating the mass communication process, it is also utilized for the study of different media hypes. It was also observed that Lasswell's model was well suitable for political communication and analyzing the propaganda. Figure 3.7 Lasswell's model with different fields of communication research Source-

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Communication models for the study of Mass Communication by Denis McQuail &

Seven Windahl, Page-14 An extension to Lasswell's model was proposed by Braddock in 1958, in which two more components were added, namely 'Under what circumstances' a message is sent and 'For what purpose' the sender has sent the message. Braddock also emphasized the fact that Lasswell's formula tends to mislead the research to different fields although the components are interrelated to each other to a great extent. Limitation of Lasswell's Model:

Like Aristotle's model of communication, Lasswell's model was also designed for one-way communication and it was unable to include feedback/response and ignores the possibility of any barrier (noise) in the communication system. 3.5 Shannon and Weaver's Model of Communication Claude Shannon and Warren Weaver in 1949 composed the most influential model of communication which has been considered as a reference model for many other models. Shannon designed this model to improve technical communication, focusing on telephonic communication. The aim was to maximize the capacity of the telephone system with minimum noise. Later on, it was applied to all kinds of communication systems by Weaver to establish effective communication and then the model was acclaimed as the Shannon Weaver model. The signal is used for the transmission of the message from the source to the receiver. The process of this model is such that a message is being prepared by the source out of the distinct set of possible messages, which can be oral or written. The message is then transformed into a suitable signal and is transmitted over the channel. There is an inverse operation of reconstructing the message from the signal, at the receiver end and lastly, the message is received at the destination. Figure 3.8 Shannon and Weaver's Model of Communication This model cultivates the limitation of both Aristotle and Lasswell's model. The concept of noise or errors and feedback is introduced in this model. A mathematical theory is associated with this model to make communication more effective. The entropy of the system is calculated by a mathematical formula which depends upon the noise in the

system. The greater the noise in communication, the more is the need for repetition/redundancy of the message. Limitation of Shannon and Weaver's model: This model is limited to interpersonal communication and not much applicable for group and mass communication. It was criticized by some researchers for being based on the mathematical context more and not for human communication. 3.6 Osgood and Schramm Model of Communication Charles Osgood's Model of Communication C.E. Osgood, in 1954, developed a different communication model than the earlier models as he describes communication to be a dynamic process which is not limited to the conventional pattern of source-channel-receiver, rather it describes an interactive relationship between the sender and the receiver. The roles of the source and the receiver can be interchangeable, i.e. the sender can act as a receiver when needed and vice versa. This model focuses on real-world interpersonal communication instead of the one which is proposed by the earlier researchers. The concept of interpreter explains the evaluation of encoder and the decoder of the message (M) at both the states (source and receiver) as shown in figure 3.9. This model was applicable for interpersonal communication where the source and the receiver were physically present. For example, when a professor delivers a lecture in the class, the learners communicate by raising queries and answering questions. Figure 3.9 Charles Osgood's Model of Communication Source:

<http://egyankosh.ac.in/handle/123456789/8855> Wilbur Schramm's Model of Communication Wilbur Schramm, a communication expert, specified how the elements of the communication process operate practically in all forms of communication- interpersonal, intra-personal, group, and mass communication. Wilbur Schramm considered the communication process to be a complex process with respect to

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personal, social, and cultural aspects. He anticipated communication as a process of sharing of message and

information, and how it is molded and remolded. Schramm contributed to developing thought of a more acceptable communication process. His first model was based on the Shannon- Weaver model, where the message is transmitted to the destination through a certain signal (channel) using encoder at the source and decoder at the receiver, as shown in figure 3.10. Figure 3.10 Schramm's first model of communication Source: <http://egyankosh.ac.in/handle/123456789/8855> Schramm adapted Shannon- Weaver and Osgood's model to human communication, along with the theory of encoder, decoder, redundancy, and feedback into his model. In his second model, he used a circular representation, unlike other linear models, indicating the engagement of two individuals in the communication process, as shown in figure 3.11. Figure 3.11 Schramm's second model of communication Source:

<http://egyankosh.ac.in/handle/123456789/8855> The circles here imply compiled experiences of the two individuals trying to interact.

The encoder encodes the message at the source while the decoder decodes the message again at the destination, depending upon the experiences they share. The primary analogy is that communication is effective when both circles have a large common area. If the circles do not coincide at all, there has been no scope of communication. The source and the receiver should have identical situations, resources, and constraints, i.e. the same frame of reference for a smooth flow of communication. Limitation of Osgood and Schramm's model: The limitation of Osgood- Schramm's model is that it does not illustrate Schematic or linguistic noise and it assumes that the source and the receiver are in the same frame of reference. Schematic noise causes hindrance while encoding and decoding. 3.7 David Berlo's Model of Communication David Berlo, an American theorist in 1960, with reference to the Shannon and Weaver model of communication, postulated another model to study individual components of the system in detail. The main objective was to illustrate the factors affecting the process of communication and to increase the efficiency of the system. It is also known as Berlo's SMCR model of communication, where the acronym SMCR represents the basic components of the model, i.e.

Source/ Sender, Message, Channel, and Receiver. This is the extended form of the Shannon and Weaver model in which each component is discussed in detail as shown in figure 3.12. The concept of encoder and decoder is also included in this model which enhances communication efficiency. Berlo assumed that the sender and the receiver are identical in terms of communication skills, attitude, knowledge, social system, and culture. It is considered that effective communication will develop only when both the sender and receiver are in sync. Figure 3.12 Components of Berlo's SMCR Model of Communication Source:

[https://www.communicationtheory.org/berlos-](https://www.communicationtheory.org/berlos-smcr-)

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model-of-communication/ Components of Berlo's Model of Communication 1. Sender/ Source The sender prepares the message

to be sent to the receiver. Following factors decide what message is to be sent to the receiver: • Communication Skills : Communication skills differ from person to person and they highly

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affect the communication process. The better the communication skills of the sender, the better is the quality of the message and the better will be the communication. These skills include the skills to speak, read, write, listen, etc. • Attitude: The effect of the message is dependent on the attitude of the sender. If the sender's attitude

is positive then the effect of the message will be positive whereas if the sender keeps a negative attitude then the effect of the message will be negative. The effect of the message decides the response of the receiver. • Knowledge: Knowledge of the subject of the message helps the

sender to develop a productive message. • Social Systems: Various social factors like values, laws, beliefs, laws, religion, rituals, traditions, places, etc can bound the productivity of the message. • Culture: The cultural differences between people influence the message in the communication process. Some things are offensive in one culture while acceptable in the other. 2. Message A message can be a set of components in the form of audio, video, text, combined with distinct gestures and signs.

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The basic factors influencing the message are • Content: Content is the basic information that the message contains. The whole message

depends on the content; if it is not meaningful then the communication will be senseless. • Elements: The non-verbal signs, gestures, and signals generate the elements of the message in the communication process. •

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Treatment: The way in which the message is transmitted to the receiver is called treatment. The response of the receiver depends upon the treatment of the message. • Structure: The arrangement of the content and elements, form the structure of the message. • Code: Coding is related to the way in which the message is sent

to the receiver. It is done for the security of the message. Certain codes are designed to encode the message at the source and decode the message at the receiver end. The codes of the sender and receiver should be identical to obtain the complete message accurately. 3. Channel The sender and the receiver need a medium to transfer the information, known as a channel. In general communication, the five senses of the human being i.e. hearing, seeing, touching, smelling, and tasting, act as a channel for the communication process. For other types of communication the channel used can be a telephone, internet, TV, radio, etc. 4. Receiver The receiver collects the message from the sender. As discussed earlier, according to this model, adequate communication is achievable when the aspects of the sender and receiver are in sync. The receiver should have a very good listening skill to make the communication more favorable. Limitations of Berlo's Model of communication This model focuses on the individual components of the communication system. The primary limitation of the SMCR model is that it assumes the sender and the receiver to be on identical grounds, which is quite not possible in the real world. This model was also not able to include a feedback system so the effect of feedback is not considered. The concept of barriers to communication is also not present in this model. 3.8 Summary The complexities and representation of the basic communication process are highlighted through various models, such as

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Aristotle's model, Lasswell's model, Shannon- Weaver model, Osgood and Schramm model, Berlo's model of communication.

Models reflect the fundamentals of the theory and instructions of the communication process. Different models are designed for different types of communication processes and with different perspectives of the researchers. Some models are linear in nature and depict one-way communication while some are transactional and are suitable for two-way

communication. The prime objective of all the models was to design structure for efficient communication. Table 3.1 represents a comparison of different communication models. 3.9 Key Terms Entropy: It is the relative degree of unpredictability. The higher the noise in the system, the higher is the entropy and more errors in the signal. Redundancy: The repetition in the communication system is termed as redundancy. Generally, the back-up of every message/ feedback is kept so that it can be repeatedly sent if some errors occur. The basic telephone system is an example of redundancy in communication. Interpreter: Generally the term interpreter refers to the person who can translate one language to another. But here in the Osgood model of communication, interpreter refers to the process of translating the message of the sender in the language understandable to the receiver and vice versa. Table 3.1 Comparison of Communication Models Model Name Components Flow of Communication Designed for Limitation Aristotle's model Speaker, Speech, Occasion, Audiences, and Effect. Linear One- way communication No feedback concept Lasswell's model

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Who says what, in which channel, to whom, and with what effect.

Linear One- way communication No feedback and noise concept

Shannon- Weaver's model Sender, encoder, signal/ channel, decoder, and receiver. Noise and feedback are also included. Linear/ Interactive Two- way communication 1) Limited to interpersonal communication. 2) The mathematical calculation is not suitable for general human interaction. Osgood- Schramm's model Source, encoder, signal, decoder, and destination. Transactional/ Circular Two- way communication Complex and does not include schematic noise. David Berlo's SMCR model SMCR- Source, Message, Channel and receiver Linear One- way communication No feedback and noise concept 3.10 Check Your Progress Q1- What is the difference between a model and a theory? A- A model can be defined as a tool of clarification and representation of any process or system. It can be represented in schematic or diagrammatic form. On the other hand, a theory gives an explanation of the process. Q2- What are the five major elements of Aristotle's model of communication? A- The five major elements of

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Aristotle's model of communication are Speaker, Speech, Occasion, Audience, and Effect. According to Aristotle,

the speaker should prepare a different speech for different audiences on different occasions to get the desired effect. Q3- What is the limitation of Harold Lasswell's model of communication? A- The limitation of Harold Lasswell's model of communication was that it was designed for one- way communication and it was unable to include feedback/ response and ignores the possibility of any barrier (noise) in the communication system.

Q4- State the advantages and disadvantages

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of Shannon and Weaver's model of communication. A- The main advantage of Shannon and Weaver's model of communication is that it includes the concept

of both noise and feedback. The model is based on the mathematical formula. The model is limited to interpersonal communication and not much applicable for group and mass communication. It was criticized by some researchers for being based on the mathematical context more and not for human communication. Q5- What is the basic assumption of Osgood and Schramm's model of communication? A- The main assumption of Osgood and Schramm's model is that the source and the receiver should be in the same frame of reference. It gives a circular representation of the communication process unlike the linear concept followed by the other models. Q6- "David Berlo's model is also known as the SMCR model." Explain. A- David Berlo's model of communication has four basic elements, namely: Sender, Message, Channel, and Receiver (SMCR). It assumes that the sender and the receiver are identical in terms of communication skills, attitude, knowledge, social system, and culture. The message is influenced by its content, elements, treatment, structure, and code. References ? Effective Communication and soft skills, Nitin Bhatnagar and Mamta Bhatnagar, Pearson Publication. ? <https://pressbooks.bccampus.ca/professionalcomms/>

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[chapter/3-2-the-communication-process-communication-in-the-real-world-an-introduction-to-communication-studies/ ?](https://www.businessstopia.net/communication/communication-process-communication-in-the-real-world-an-introduction-to-communication-studies/)

<https://www.businessstopia.net/communication/aristotles-model-communication ?>

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Unit: 04 Other Communication Models Structure 4.0 Introduction 4.1 Unit Objectives 4.2 Theodore M Newcomb's Model 4.3 George Gerbner's Model 4.4 Westley & Maclean's Model 4.5 Dance's Helix Model 4.6 Maletzke's model 4.7 Summary 4.8 Key Terms 4.9 Check Your Progress 4.0 Introduction We have already discussed various communication models, which formed a base for future research and analysis in the field of communication. Different models correspond to different types of communication processes; they were not confined to be used for one particular type of communication process. With their distinct vision, researchers have tried to design such communication models with minimum flaws and that can be used in any type of communication system. Apart from the basic models, discussed in the previous unit, many other researchers have made great contributions to analyze distinct perspectives of communication. The analysts try to overcome the flaws and drawbacks of the other models by changing the shape or other components of the basic models. Some of the contributions are highlighted in this unit. 4.1 Unit Objectives

This unit illustrates: ? Different communication models which were obtained from modification in the basic models. ? Researchers' contribution to the field of communication. 4.2 Theodore M Newcomb's Model Theodore M Newcomb was an American social psychologist, author, and professor who introduced a model of communication in the year 1953. Unlike other models, this model was not linear rather it acquired a triangle shape. Newcomb's model was designed to establish social communication and relationships. It depicted the idea of change in attitude, opinion, and aspects of the two individuals due to social attributes. The model comprises three components A, B, and X, where A & B are communicators (sender or receiver) and X is supposed to be an object in their common environment. All three are oriented to one another, as shown in figure 4.1. The process of communication is according to the orientation structure and maintaining the symmetry in the relationship between all three. Suppose A changes its opinion for X then B will also have to change its relationship accordingly either with A or with X. Let's say A and B are two individuals, which can be attracted to each other or can differ in opinion; both can have a favorable or unfavorable attitude towards X. To make the system in equilibrium, both A & B should have the same opinion towards object X otherwise it will cause dissonance (psychological disagreement) in the opinion and attitude of both A & B. This disagreement between A & B in their opinion for X will promote communication and consequently this will help in regaining the equilibrium balance of the system of relationships. Figure 4.1 Illustration of ABX system in Newcomb's model of communication Source- Introduction to Communication Studies by John Fiske, Page no.-31

Later in 1959, Newcomb added that communication can be observed in certain conditions such as: ? When A & B are strongly attracted to each other. ? When X has a good relationship with at least one of A & B. ? When X has combined relevance to both A & B.

4.3 George Gerbner's Model An attempt to design a general-purpose communication model was made by an American researcher, George Gerbner in 1956. He emphasized on rapidly changing communication processes and factors affecting its consistency. This model is based on the act of "Perception". It consists of a triangular relationship between E (event), E 1 (percept of event E), and SE (the statement about event E). M is the perceiver of the event E in the form of E 1 . M can be a human or a machine according to the requirement. If M is a machine then the event is perceived according to the properties of the machine and if M is a human then the event's perception is more complex. Figure 4.2 depicts the basic elements of Gerbner's model of communication. Gerbner assumed that the communication process is just transmission of messages and he related the message to its "reality" and to the "perception" behind that message. The working of the model was divided into two dimensions: Perceptual dimension and Means & control dimension.

Figure 4.2 Gerbner's basic model of

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communication Source: Communication models for the study of Mass Communication by Denis McQuail &

Seven Windahl, Page-24) ? Perceptual Dimension: The process of perceptual dimension also termed as horizontal dimension of the model, starts with E. E is considered to be a real event whose content is being perceived by M and termed it as E 1 . E and E 1 are different from each other as any human or machine (M) cannot observe the complete event and can perceive only a part of it i.e. E 1 . There are three factors that are involved in the perceptual dimension between E and M that are Selection, Context, and Availability. M (human or machine) perceives a part of the whole real-life event E by selecting and filtering the required content from it. The context is present in the event and the attitude, culture, mood, and personality of M decide the availability of the content in the event. For instance, when a teacher has to deliver a lecture in the class, he/ she first selects or filters out the required information to be taught to the students from the whole content of the book or web. The content of the lecture should be in the context of what is needed to be taught. The selected content may not be the

same as that of the main book as the teacher may edit the information on the basis of his/ her attitude and personality. This selection of the content may vary from teacher to teacher. It is not possible that each teacher may have the same sense of selection. ? Means and Control Dimension: For the vertical study of this model, E or SE is the content of the event obtained through M. Gerbner considers SE as the statement or message about the event. The circle consists of two parts S & E, where S represents the Signal or the form, and E refers to its extracted content. This content E which is formed (S) by M can be communicated in different ways. It is a tedious task to find out the correct signal (S) for communicating E. There are again three factors involved: Channels, Media, and Control. S decides the channel/ media through which E is to be transmitted over which it has more or less control. For example, if a verbal channel is used in communication, then it becomes necessary to use good vocabulary. This process of transmission of information can be extended to more receivers (M1, M2, etc.) with distinct perceptions (SE1, SE2, etc.) of the event. Let's take an example of news reporting where E can be any incident or event and M is a reporter, who selects particular news (E1) from the event. This SE obtained from M is broadcasted through a medium to the audiences. Then one or more people from the audience (M1, M2, etc.) will forward the message of the news (SE) to another person by adding their viewpoint and interpretation to it and the process continues. 4.4 Westley & Maclean's Model As already studied about the Newcomb's model of communication, it was proposed generally for interpersonal communication between two individuals. Later, there was a need for such a communication model, especially for mass communication. In accordance with that, Westley and Maclean (1957) provided an influential model that can deal with the complex scenario of mass communication. It was considered by Westley and Maclean that communication is much dependent on the surroundings. One more fact to be kept in mind was that for mass communication, the feedback concept is minimum. This model also adapted the ABX concept of Newcomb's model, where A represents Media source, B is an audience, and X is an object in the environment such as an event that can affect A & B both.

The first modification of ABX model by Westley and Maclean is shown in figure 4.3 in which A is the source of information (media), B is the audience and X is ranging from X1 to X • can be any objects or messages which are to be communicated to B. It was also noted that X 1 can be directly oriented to B and B can have its own perception for X (X 1 B). X 1 A, X 2 A, X 3 A are the orientations of A from X 1 . It can be observed that X' is the main message that is communicated to B from A and as a response or feedback fBA is provided from B to A unlike in Newcomb's model. Figure 4.3 Westley and Maclean's first modification of ABX model Source:

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Seven Windahl, Page-39 Later in the second modification, also known as Westley and Maclean's conceptual model of mass communication, an additional element C was added to the model which represented a mass communicator and acted as a gatekeeper for message transmission in the system as represented in figure 4.4. In this version of the model, A is a source in the society; B is a part or member of the society. Here, some of the events are directly accessible by the communicator C (X 3 C, X 4 C). Figure 4.4 Westley and Maclean's second modification in ABX model Source-

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Seven Windahl, Page-40 The primary components of the model are: ? A: It refers to an individual or an organization which acts as a sender or communicator of message about the object X to the society. ? X: It represents any event or object in the social environment for which any communication is required by means of any media sources (such as election results, price changes, etc.) ? B: It refers to the audience or receiver in the form of a group or an individual which requires information about social events. ? C: It acts as a gatekeeper or communicator for A, who filters the appropriate information to be transmitted. It can be an individual or any media organization. It acts according to the perception, needs, and interest of both A (sources) and B (audience). It may be directly approachable to B. ? X': It is the selected information generated by A from all the X which is sent to C while X'' represents the final information to be broadcasted to the audience (B)

and selected by the communicator (C). It can be modified by C according to the needs and interests of the audience. ? FBA: It is the feedback from the audience (B) to the main source (A). ? FBC: It is the feedback from the audience (B) to the communicator or organization (C). ? FCA: It is the feedback of communicator (C) to the main source (A). This model was successful in including the feedback concept in the complex mass communication system. It is favorable for both interpersonal and mass communication. It can be accountable for two or more sources at a time but this will increase the complexity of the module. Also, this model fails while orienting towards other social issues like family, friends, and other informal relationships. There is no excess of dependency over media as described in this model. 4.5 Dance's Helix Model The Helical model was proposed by Frank Dance (1967) which supported circular arrangements of the communication models, inspired by Osgood and Schramm's circular model of communication. Considering the fact that circular models give more clarification for the communication process, Dance used a helix structure to represent the model for communication. A Helix is defined as a three- dimensional structure in the shape of a smooth curve like a spring which when moving upwards also comes back downwards as illustrated in figure 4.5. It is more than a circle and it can also overcome the limitations of using a circular structure for the models such as the starting and the ending points are the same in a circular model. Figure 4.5 Dance's Helical Model Source-

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Seven Windahl, Page-21

The Helical model explains the dynamic, continuous, and non-linear characteristics of the communication process. The working of the model follows by starting with a small bottom and gradually increasing circular loops while moving upwards. It is a time taking process. In other words, small information is shared by the communicators that expand itself to the next level in a particular time duration and the process continues. In order to explain the evolutionary nature of the communication process, Dance considered an example of a child. It is believed that the attitude of a person towards its relationships, depends upon past behavior and experiences. Just like

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when a child is born, the only mode of communication for it is crying.

With the growth of the child, crying is associated with the demand for anything and the communication is through words. Later, when the child becomes an adult and learns a certain language, then it communicates using the same words and their pronunciations that it has learned in the elementary classes at school. That means communication is dependent on past behaviors but can be modified with time. In the form of a helix, the communication process started with crying and later it increased and took the shape of a more complex process. The communication process evolves in a simple form at the beginning and then develops on the basis of past experiences. The concept of time also played an important role in the helical model, for instance, if a child gains any experience in a particular situation then it is possible that it treasures it for a lifetime. Different shapes are acquired by the helix in different situations and for different persons, for some helix expands rapidly because of having some prior knowledge of that field while for some the expansion of helix is moderate. However, various researches were carried out on this model and most of them were very clear but the model was considered to be oversimplified. Due to the presence of fewer elements and non-systematic representation, this model was not taken to be a valid one by some critics. This model emphasized the continuity of the communication process while in reality there may also be some breaks in the process.

4.6 Maletzke's model The German scholar and researcher Maletzke (1963) believed that the process of mass communication explains certain behaviors or effects of a message over large audiences. He designed a model to overcome the false belief of other analysts that mass communication is dependent on a single or two factors while he focused on multiple factor dependency. According to Maletz, the process of mass communication is complex in terms of social psychology. The model was formed on the standard basis of having a sender/ communicator, message, channel/ medium, and the receiver. Maletz modified the model by including two more components between the medium and the receiver, i.e. pressure/ constraint and the image of the receiver for medium. ? At the communicator end, two components influence the transmission of the information, choice of the communicator, and the way of drafting the message. There is a variety of information to choose from for the communicator, especially in the process of mass communication. The sender has to make an appropriate choice of the content to be transmitted to the mass audiences. While selecting and drafting any message, an important factor is a pressure or constraint that influences the effective communication. The sender is bound to draft and shape the message according to the content required, this is said to be constraint from the message. For example, the news of a funeral is drafted differently from the news of some government announcements. The self- esteem and personality of the communicator affect the communication in terms of individual understanding and viewpoint. The major factors of communicators affecting the communication process in this model are self-image, personality structure, working team, social environment, communicator organization, and the pressure or constraints caused by the public character of the media content. ? At the receiver's end, the factors affecting the communication process are self-image, personality structure, the receiver as members of the audience, and the social environment. The image of the medium in the receiver's perception develops expectations for the content of the media and can influence the receiver in choosing the content, experiencing, and responding to it. Apart from this image and constraint to maintain this image, the audiences also give importance to their self- perception, and self- image as an individual level. It is a fact that the audiences accept and reject the information according to their values and attitudes. The surrounding community and groups can also affect the receiver's views towards information. As a whole, while looking at the complete model, as illustrated in figure 4.6, the communicator already has a picture of the mindset of the receivers. We already know that in mass communication, the audience is heterogeneous in nature and the feedback concept is very weak, so it becomes necessary for the communicator to understand what the audiences want. The model is a detailed representation of the process of mass communication and it combines social psychology with mass communication. Figure 4.6 Maletzke's complete model for Mass communication process Source-

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Seven Windahl, Page-52 4.7 Summary This unit highlights the distinct vision of researchers through various models to explain the communication process. These models depict the changes in shapes, concepts, and perceptions of the traditional models. The oversimplified Dance's helix model, the complex Maletzke's model, the triangular Newcomb's model, the detailed model given by Gerbner, and the modified version of Newcomb's model given by Westley and Maclean; all contributed in the evolution of communication and different types of communication processes. These models helped in analyzing the communication process in different environments and formed the basis for various communication theories that are discussed in the upcoming units.

4.8 Key Terms Helix: It is a three-dimensional curved structure in the form of a spiral, formed by a straight line on the plane and the plane is wrapped around a cone or a cylinder. The bottom of the helix is small and it gradually increases while moving upwards.

Communicator: The person who communicates the message in a communication process is known as a communicator. It can be an individual or a group of people, depending on the type of communication process. Social Psychology: The study of social behavior, attitude, and opinion in a psychological context analyzed during the interaction of two individuals or in a group.

4.9 Check Your Progress Q1- Newcomb's model of communication is also known as the ABX model. Why? A- The Newcomb's model comprises three components A, B, and X, where A & B are communicators (sender or receiver) and X is supposed to be an object in their common environment. The process of communication is according to the orientation structure and maintaining the symmetry in the relationship between all three. That's why it is also known as the ABX model. Q2- What are the three factors of the perceptual dimension in Gerbner's model? A- There are three factors that are involved in the perceptual dimension between E and M that are Selection, Context, and Availability. M (human or machine) perceives a part of the whole real-life event E by selecting and filtering the required content from it. The context is present in the event and the attitude, culture, mood, and personality of M decide the availability of the content in the event. Q3- What are the modifications done by Westley and Maclean in Newcomb's model of communication? A- The Newcomb's model was designed for interpersonal communication, while Westley and Maclean modified it to be used for mass communication. Firstly, the range of the common object X between A & B (Communicators) was increased to infinite and it was also noted that X was directly in orientation with B. The concept of feedback was also included in Westley and Maclean's model. Secondly, an additional element C (communicator/ gatekeeper) was added in the model for selecting appropriate information to be transmitted.

Q4- Dance's Helix model was inspired by which traditional model? A- Frank Dance got inspired by Osgood and Schramm's circular model of communication. Considering the fact that circular models give more clarification for the communication process, Dance used a helix structure to represent the model for communication. Q5- What is a helix? A- A Helix is defined as a three-dimensional structure in the shape of a smooth curve like a spring which when moving upwards also comes back downwards. It starts with a small bottom and circular loops gradually increase while moving upwards. Q6- What are the factors that influence the communicator as well as a receiver in Maletzke's model of communication? A- The factors affecting the communicator and receiver are: Communicator Receiver ? Self-image ? Personality Structure ? Working Team ? Social environment ? Communicator Organization ? Pressure and constraints caused by the public character of the media content. ? Self- image ? Personality Structure ? The receiver as a member of the audience. ? Social environment References ? Communication Models for the Study of Mass Communication, Denis McQuail & Seven Windahl, Published by Routledge, New York, USA, 2013. ? Introduction to Communication Studies, John Fiske, Published by Taylor & Francis e-Library, Routledge, New York, 2002.

? https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/library_and_information_science/knowledge_society/05_theories_and_models_of_communication/et/4305_et_et.pdf ? <https://www.communicationtheory.org/helical-model-of-communication/>

Unit: 05 Early Effect Theories Structure 5.0 Introduction 5.1 Unit Objectives 5.2 Magic Bullet/Hypodermic Needle Theory 5.3 Two-Step Flow Theory 5.4 Diffusion of Innovation Theory 5.5 Cognitive Dissonance Theory 5.6 Summary 5.7 Key Terms 5.8 Check Your Progress

5.0 Introduction As we have already discussed communication models and can determine the need for different models for different communication situations. Apart from models, communication theories are also designed to manipulate our daily communication needs. Though models and theories pretend to be synonyms, there is a difference between a model and a theory. Generally, a model is said to be a representation of reality while theory aims at explaining a particular phenomenon. In some cases, it can be said that a model is an outcome of theory. Here, communication models are designed for different communication situations but the theory on which these models are designed needs to be studied. Communication theories serve us with different functions: ? Shapes and understand the communication experiences of individuals. ? Help us to select what communicative behaviors to study. ? Widen our perception of human communication.

? Predict and command our communication. ? Help us to challenge prevailing social and cultural beliefs and increase the standard of thinking and living. According to Little John 'any conceptual representation or explanation of the communication process'. To design a proper model of communication, it's essential to apply a proper theory for the communication experiences of the people.

Communication theory helps us to illustrate how and why people communicate with each other deliberately. The following unit explains various communication theories, their need, and their contribution to a better communication pattern. 5.1 Unit Objectives After completing this unit, one will be familiar with: ? Various communication theories which contribute to effective communication. ? Early effect theories which form the basis of communication. 5.2 Magic Bullet/

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Hypodermic Needle Theory The Magic Bullet or hypodermic needle theory

was proposed during the second world war in the 1930s. It was designed to study media behavior, its effect on the audience. It is also known as a hypodermic-syringe model. The theory gives an idea about how the media commands and controls the audience's perspective and examines the effect on the audience. The enhancement in mass media propaganda has both positive and negative effects on society. It is quite critical that there is a direct impact on a large part of the community simultaneously. The audience is considered to be passive and is unable to withstand the received message from the media. This gives rise to a uniform perception towards a particular message and creates misconceptions subconscious

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The "Magic Bullet" theory graphically assumes that the media's message is a bullet fired from the "media gun" into the viewer's "head". - Berger, 1995 Figure 5.1 Concept of Magic Bullet/ Hypodermic Needle Theory

Source- https://www.12manage.com/description_hypodermic_needle_theory.html According to this theory, the message is directly fired into the audience head by the media (magic gun), which causes the audience to react immediately, that's why this theory is termed as Magic Bullet theory. In other words, the message is being injected by the media (needle) into the mind of the audience and it results in instant changes in audience behavior, this is known to be Hypodermic Needle Theory. This theory was basically designed to study the impact of media on the audience. The theory does not depend upon any facts of research, rather it is based on the human nature of the massive public. This restricts some researchers to follow this theory of communication. Limitations of Hypodermic Needle Theory ? It follows one- way communication as the flow of the message is always from the sender to the receiver. ? This theory is based on assumptions and not on empirical facts. ? It can be determined from today's scenario that the media has a particular impact on mass. As there are numerous media choices with the development of news sources today, the mindset of the people has also affected. Some people are bound to the media while some do not agree with the information given by the media. So as a result, the impact of the media has become selective and thus this theory is not supported much by the community.

5.3 Two-Step Flow Theory In the 1940s,

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Paul Lazarsfeldn, Bernard Berelson, and Hazel Gaudet proposed the Two-Step Flow theory

of communication. The

theory was included in the book "The People's Choice", which was about how voters are influenced by the presidential election campaign. All three researchers were curious to find out whether the decision of the voters is directly affected by mass media or not. Surprisingly, they found that interpersonal communication was dominating the mass media communication among the people. As a result, they concluded that the hypothesis on social impact, which explains the influence of the media on society, is indirectly established through the personal judgment of the opinion leaders. The two-step flow theory states that instead of approaching the audiences directly there should be some interpersonal connection with the audiences and this connection can be maintained by some Opinion Leaders who have a direct influence on the people. The advantage of having opinion leaders as the mediator is that instead of changing and controlling the mindset of the audiences, opinion leaders can manipulate the message according to their perception and then forward it to the audiences as the opinion leaders know the perception of the audiences. The theory varies from the one-step flow of the magic bullet theory, in terms of direct and indirect influence of media on the audience. In accordance with the two-step flow theory, the flow of information is

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from mass media to opinion leaders, and from them to

the audience. The opinion leaders add on their personal interpretation with the main media information which affects the audience indirectly. On the other hand, there is a direct flow of media information to the audience in magic- bullet theory of communication. Figure 5.2 Two-Step Flow Theory of Communication Source- <https://www.communicationtheory.org/two-step-flow-theory-2/> Limitations of Two- step flow theory Some researchers found, with strong evidence, that initially the mass media message reaches the audience directly and is not received by the opinion leaders. The specific flow of learning and the influence of the media message is not adequately explained in this theory. 5.3 Diffusion of Innovation Theory of Communication The Diffusion of innovation theory was given by Everett Rogers, an educator of communication studies, in his book "Diffusion of Innovations" in the year 1962. This theory illustrates how, why, and what information and beliefs spread across society. According to Roger, socially, new innovations can be spread through the process of diffusion. Diffusion can be defined as the process of transmission of new ideas, thoughts, and innovations, among the audiences through assured channels. The main objective of this theory is to investigate the influence of new innovations and to what extent they are accepted by society. It involves both interpersonal and mass communication and the dependency on human capital is massive. The primary concern relies on the fact that new technology should be heavily accepted and adopted by the society for better development and feasibility.

There are four essential features of diffusion of innovations: 1. Innovations: A new idea, practice, or technology observed by any person. 2. Communication

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Channel: The medium through which the information is transmitted from the sender to the receiver

is called the communication channel. Here, it is the medium to spread the new innovation to the mass, which can be verbal, non-verbal, or written channels. 3. Time: It specifies the instant in which society adopts the new innovation. For example, it took a while for people to adapt to the wide use of the internet even for online business. 4. Social System: Social system refers to the interconnected group of people to solve common issues. It includes all kinds of components of society like religion, institutions, culture, etc. Considering that people take their own decisions and implement them, Roger suggested three ways according to which decisions are taken: ? Optional- People make their decisions on their own. ? Collective- When the decision is taken collectively. ? Authority- Only a few individuals take the decision for the whole social system. The process followed for the diffusion of innovation theory: The primary concern of this theory is that the decision to adopt the innovations taken by society should be sustainable. In accordance with the theory, the process of diffusion takes place in five stages. 1. Knowledge/ Awareness: It is essential for people to be aware of the new innovation for its acceptance. Lack of knowledge leads to delay in the decision- making process. In this stage, individuals are exposed to innovation but due to lack of awareness, they show less interest in that innovation. 2. Persuasion: In this stage, individuals become prone to new inventions and ideas. They tend to find out more about that idea in detail. 3. Decision: Roger states that it is "

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one of the most difficult stages to identify the evidence".

In this stage, the individuals analyze the pros and cons of the innovation and decide accordingly, whether to accept or to reject the new invention. As the decision is dependent on individual perception, thus making this stage the most difficult one. 4. Implementation: The individuals further evaluate the usefulness of the innovation and accumulate more information about it. 5. Confirmation/ Continuation: In this last stage, the decision of the individual is finalized to continue using the innovation. Figure 5.3 Five stages Limitations of Diffusion of Innovation Theory of communication ? The process of diffusion is hard to measure, due to complexity in the human network. It is extremely difficult to find out the main causes of the adoption of innovation. ?

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Diffusion theories can never represent all factors, and in this manner may miss basic indicators of adoption. This diversity of variables has additionally prompted inconsistent outcomes in research, reducing

the analytical value. ? Absence of feedback system and one- way communication is another weakness of this theory. 5.4 Cognitive Dissonance Theory of Communication Cognitive Dissonance, with respect to psychology, is the feeling of stress which arises when an individual has some contradictory beliefs, values, and ideas. It also occurs due to involvement in an action that is against one's thinking. For example, if one wants to drink beer, it is cognition that means just a thought; but if one wants to drink beer but knows that drinking is injurious to health, then this is termed as cognitive dissonance. The theory of Cognitive Dissonance was proposed by Leon Festinger in 1957.

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This theory states that when two actions or thoughts are not psychologically compatible with each other,

then there is discomfort in a person's thinking and belief. People try to overcome this inconsistency to reduce the stress level in any manner. A psychological nuisance develops due to this internal inconsistency and the person tends to find out ways to reduce this cognitive dissonance. They manage to make changes to defend this stressful behavior. Some add new things in the mind while some avoid the situations and contrary information. For existence and living in the reality of this modern society, people have to adjust

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their mental perceptions and personal actions thus resulting in one of three relationships: ? Consonant relationship: when two actions are compatible with each other. (e.g. eating lunch in a restaurant and ordering your favorite dish) ? Irrelevant relationship: when two cognitions are irrelevant to each other. (e.g.

eating lunch in a restaurant and thinking of work) ? Dissonant relationship: when two actions are conflicting with each other (e.g. eating lunch in a restaurant, but preparing lunch at home afterward) According to Festinger, human beings sustaining an inconsistent thought will try to maintain an emotional balance to overcome this psychological discomfort.

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This balance is achievable in three primary ways. First, the individual may minimize the significance of the dissonant thought. Second, the person may try to dominate this dissonant thought with uniform thoughts. Lastly, the person may include the dissonant thought into his present belief system.

It is shown in figure 4.4 that the dissonance increases when there is a conflict between action and belief while it decreases when changes in belief, action, and perception are made. Although this theory was first introduced through psychology, later it became very popular in communication studies. It has a great impact on the public relations sector. It is quite a typical task to be able to change the audience's stereotype beliefs and actions.

So, it becomes essential for the public relations expert to have a grip on cognitive dissonance to be successful in the industry. Figure 5.4 Representation of Cognitive Dissonance theory Source: <https://sites.psu.edu/eganser/the-cognitive-dissonance-theory-and-its-function-in-public-relations/> Limitations of Cognitive Dissonance Theory of Communication In accordance with the theory, persuasion is dependent on dissonance. Concerning this persuasion of the people, they must experience dissonance as it urges them to change their thoughts and beliefs to minimize the discomfort. Although this change of thoughts is not guaranteed. So, this theory fails in such cases where there is no dissonance resulting in no persuasion; as without feeling displeasure in the thoughts, people will not be motivated to change. 5.6 Summary ? In the magic bullet theory, the message is directly fired into the audience head by the media (magic gun), which causes the audience to react immediately. ? In accordance with the two-step flow theory, the flow of information is

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from mass media to opinion leaders, and from them to

the audience.

? Diffusion can be defined as the process of transmission of new ideas, thoughts, and innovations, among the audiences through assured channels. ? The cognitive dissonance theory states that when two actions or thoughts are not psychologically compatible with each other, then there is a discomfort in a person's thinking and belief. People try to overcome this inconsistency to reduce the stress level in any manner. 5.7 Key Terms Hypodermic: The term hypodermic refers to the introduction of medicine or drugs under the skin. Opinion Leaders: A well-known individual or organization that is capable of influencing public opinion is known as an opinion leader. They can be political, business, educators, community leaders. Diffusion: Diffusion is a process through which new innovations, ideas, technologies, products, or processes spread among the members of the social system through particular communication channels. Cognitive Dissonance: It arises when an individual has two or more contradictory beliefs, values, and ideas at a time which leads to psychological discomfort. 5.8 Check Your Progress Q1- State the functions of communication theories. A- Communication theories serve us with different functions: ? Shapes and understand the communication experiences of individuals. ? Help us to select what communicative behaviors to study. ? Widen our perception of human communication. ? Predict and command our communication. ? Help us to challenge prevailing social and cultural beliefs and increase the standard of thinking and living. Q2- Explain the concept of the 'Magic Bullet Theory' of communication. A- According to the magic bullet theory, the message is directly fired into the audience head by the media (magic gun), which causes the audience to react immediately. This theory was basically designed to study the impact of media on the audience. It is also known as Hypodermic Needle Theory. Q3- What is the difference between the magic bullet and the two-step flow theory? A- The two-step flow theory varies with the one-step flow of the magic bullet theory, in terms of direct and indirect influence of media on the audience. In accordance with the two-step flow theory, the flow of information is

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from mass media to opinion leaders, and from them to

the audience. The opinion leaders add on their personal interpretation with the main media information which affects the audience indirectly. On the other hand, there is a direct flow of media information to the audience in magic- bullet theory of communication. Q4- Describe the process of Diffusion of innovation theory. A- The process of diffusion of innovation theory takes place in five stages: ? Knowledge/ Awareness: In this stage, individuals are exposed to innovation but due to lack of awareness, they show less interest in that innovation. ? Persuasion: In this stage, individuals become prone to new inventions and ideas. They tend to find out more about that idea in detail. ? Decision: In this stage, the individuals analyze the pros and cons of the innovation and decide accordingly, whether to accept or to reject the new invention. ? Implementation: The individuals further evaluate the usefulness of the innovation and accumulate more information about it. ? Confirmation/ Continuation: In this last stage, the decision of the individual is finalized to continue using the innovation. Q5- What is the basic postulate of Cognitive Dissonance theory? A- The cognitive dissonance theory states that when two actions or thoughts are not psychologically compatible with each other, then there is a discomfort in a person's thinking and belief. In accordance with the theory, persuasion is dependent on dissonance. Concerning this persuasion of the people, they must experience dissonance as it urges them to change their thoughts and beliefs to minimize the discomfort. References ?

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<https://www.communicationtheory.org/magic-bullet-or-hypodermic-needle-theory-of-communication/> ? https://www.businessstopia.net/mass-communication/hypodermic-needle-theory-communication ?

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<https://www.communicationtheory.org/diffusion-of-innovation-theory/> ? https://en.wikipedia.org/wiki/Diffusion_of_innovations ? https://en.wikipedia.org/wiki/Cognitive_dissonance

Unit: 06 Limited Effects Theories Structure 6.0 Introduction 6.1 Unit Objectives 6.2 Selective Processes 6.2.1 Selective Exposure 6.2.2 Selective Retention 6.2.3 Selective Perception 6.3 Cultivation Theory 6.4 Uses and Gratification Theory 6.5 Dependency Theory 6.6 Agenda Setting Theory 6.7 Gate Keeping Theory 6.8 Summary 6.9 Key Terms 6.10 Answers to Check Your Progress 6.0 Introduction In the previous unit, we came across the early effect theories of the communication system that investigated the effect of media on the audience in early times. This unit focuses on the limited effect theories of communication. An Austrian–American sociologist Paul Lazarsfeld proposed the Limited effects theory, which states that there is a limited or minimal effect of media on the opinions and thoughts of the society. According to Mc Quail, there are distinct eras of theories that postulate the effect of media in these years. In the first era, that ended around the 1930s, the early effect theories were dominant as it was observed that the media had a direct influence on the people’s thoughts, ideas, and opinions. For example, the magic bullet theory can relate to this generation of theories. Multiple studies were carried out to interpret the media effects but some were profitable while some were unable to manifest these effects on the society. In

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the second era of theories, the researchers were able to establish the fact that the media can be considered as a reinforcer/endorser of pre-existing ideas and opinions

rather than being a forceful entity for the people. In this generation, the limited effect theories emphasized a person's ability to control his opinions and learning on his own rather than being controlled by

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the media. It also considered that the media’s influence is indirect and functioned through an interrelated network. The main difference between the first two

generations of theories is

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that the first era theorists focused on how the media affected the individuals while the second era researchers focused on another fact that how did people use the media. “The

all-consuming question that has dominated research and the development of contemporary theory in the study of the mass media can be summed up in simple terms —namely, ‘what has been their effect?’ That is, how have the media influenced us as individuals in terms of persuading us?” -Melvin DeFleur (1970) In the 1940s, Paul Lazarsfeld’s organized and factual study about US voters in the presidential elections

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showed that interpersonal effect was much stronger than that of the mass media

effect on the society, thus making him develop the Limited Effects Theories. According to Lazarsfeld, the flow of information in such a theory is from Media Gate Keepers Opinion leaders Opinion followers. The higher and educated class of the society are assigned to be the primary gatekeepers whose partial beliefs can affect the consumers with a minimum approach to media. Opinion Leaders can mitigate the media effects by their personal interpretations. Today the concept of investigating

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media effects is not bound to any specific theory but is rather a combination of two or more theories.

So, let’s study these theories in detail. 6.1 Unit Objectives After studying this unit, one will be familiar with: • How communication evolved from a simple to a complex process.

- Trends of communication studies.
- Limited effect theories that will help to understand the media effects on the audience.

6.2 Selective Processes In early effects theories, we have studied Cognitive Dissonance theory which states that when two thoughts or actions are not compatible in one's mind, then the person can feel a certain psychological discomfort (dissonance) and then to achieve consistency in thoughts, the person changes his opinion and attitude. "If a person knows various things that are not psychologically consistent with one another, he will, in a variety of ways, try to make them more consistent". -Leon Festinger The approaches to overcome this cognitive dissonance are collectively known as Selective Processes. According to some psychologists, these are defense mechanisms that are followed for protection from threatening information while others claim that they are routine procedures for handling the sensory information. In other words, the selective processes are complex and highly refined filtering mechanisms that are used to evaluate useless sensory data. In support of the fact that media alone is not responsible for such dissonance, Klapper (1960) observed that- "Reinforcement is or may be abetted by predispositions and the related processes of selective exposure, selective perception, and selective retention." He also added that- "By and large, people tend

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to expose themselves to those mass communications that are in accord with their existing attitudes and interests.

Consciously or unconsciously, they avoid communications of the opposite hue. In the event of their being nevertheless exposed to unsympathetic material, they often seem not to perceive it, or to recast and interpret it to fit their existing views, or to forget it more readily than they forget sympathetic material." The researchers prepared three forms of selectivity: (1) exposure, (2) retention, and (3) perception.

6.2.1 Selective exposure Selective exposure can be termed as the people's inclination to expose themselves to media messages that are relevant to their pre-defined attitudes and interests, along with the tendency to avoid the dissonance of creating messages. There are various explanations for why people are motivated to select compatible messages. Five different possibilities can be taken into consideration for the same. 1. The first and earliest explanation for selective exposure is cognitive dissonance. Selective exposure acts as one of several tools for the reduction of the dissonant state. 2. The second explanation is the need for seeking supportive information and facts. People can be motivated to select messages by accuracy and directional goals. For directional goals the person should go for like-minded information and for accuracy, the person should go for valid and authentic information. 3. As per the third explanation, less psychological efforts are required to process like-minded information, rather than processing incompatible information. This is achieved by selective exposure as it is more consistent. 4. The fourth explanation is about the influence of attitude and emotions on information search. Specifically, a negative mood can enhance selective exposure. Emotions like anger and fear also affect the information search. A person in anger can have a different opinion than the normal one. 5. The fifth explanation for the selective exposure to appear is that people may make select information based on the quality of the information. They prefer high-quality information more than the low-quality one. However, researchers say that these explanations can help us to understand the occurrence of selective exposure but it is not possible to obtain the best reports for its occurrence. Different circumstances demand different explanations for selective exposure. 6.2.2 Selective Retention Selective retention can be defined as the process by which the person can manage to remember the best and longest information which is compatible with their pre-existing opinions, attitudes, and interests. For example, if we try to remember the subjects in which we had great scores and also the subjects in which we almost failed. The good

subjects can be clearly recalled without any doubt but often we remember disturbing information too. With the help of selective retention we could have forgotten what we don't want to remember, resulting in forgetting our problems easily. Although it is easy for some people while others are unable to forget the disturbing memories. Contemporary thinking on selective retention bounds the person to set the level of importance for the information to be recalled. The process of retention is not discrete in nature which means that a person cannot retain that to which he had not been exposed. So, selective retention is the psychological recalling of a message so that it is in sync with the person's beliefs and attitudes. Factors that influence selective retention

- Sleep: It is studied that the more sleep an individual gets, the more information is retained and vice versa.
- Education and schooling: The way of gaining education significantly influences the retention of the individual. The methods of pictorial learning and visual aids are helpful in retaining information about a particular subject or concept. The involvement of the students affects the magnitude of retention. More involvement of students increases the retention while less engagement of students decreases the retention factor.

6.2.3 Selective Perception Selective perception is defined as the tendency to ignore and more quickly forget the situations that cause emotional uneasiness and are incompatible with our prior beliefs. In this process, people observe the media messages as per their particular frame of reference and ignore the opposing factors. According to psychologists, this is an automatic process. The person becomes biased towards the information which is congruent with its pre-existing beliefs and interests. The information is being categorized and interpreted accordingly in a way that it favors the person's own thoughts and values. For example, some parents are biased for their child and ignore his poor behavior and attainment. Another example could be of an organization, where some employees are favored by the boss and their negative attributes are ignored. Conversely, the progress of other employees is also ignored by the boss. Selective perception refers to a set of biases that can distort decision making and human judgment. People tend to choose the information according to their own needs and attitude. The selective perception created an issue for the advertisement industry, as

consumers get biased towards some ads which are compatible with their beliefs and ignore other brands. It becomes quite difficult for advertisers to influence the beliefs of people for some particular brand and make their brand compatible with their perception. Similarly, for the stock market, people are biased toward some stocks and ignore the progress of other stocks as they do not tend to change their beliefs and opinion.

6.3 Cultivation Theory In the late 1950s and early 1960s, there was an increase in the usage of television by the audience; the researchers shifted their focus to television and its effects on society. There was a backward and forward shift in media research such as the direct and powerful effect of media moved to the long term cumulative effect to large exposure towards media. Cultivation theory is considered to be one of the most well-known theories of long-term cumulative effects. The cultivation theory was developed by George Gerbner in 1967. It was based on the belief that mass media has indirect effects on audiences. According to this theory, the common belief of the world can be cultivated through long and constant exposure to TV. Gerbner believes that reality in society was not shown by the messages of television. He strongly suggested that the molded society is the result of the powerful effect of mass media. A survey named Cultural Indicators was conducted by Gerbner, in the mid-1960s, to observe the effect of television on the viewers. The viewers are categorized in three ways, light viewers, medium viewers, and heavy viewers. The people who watch TV for less than two hours fall under the first category of light viewers; the one watching TV for two to four hours are under the category of medium viewers and the people who view TV for more than four hours daily are considered to be heavy viewers. He argued that heavy viewers generally develop such opinions that are being presented on TV rather than what they undertake in real life. According to him, TV overpowers other types of media sources, virtually. The heavy viewers start believing in the information being shown on the television. Numerous research is carried out to investigate the cultivation effects of media in a distinct manner, such as the effect of advertisements on adolescents, playing games on the internet, watching movies, etc. It was reported that excess exposure to TV developed an unhealthy lifestyle and poor nutritional state among youngsters, they demanded products which were shown in the advertisements.

Later, the researchers applied this theory to other forms of media as well i.e. newspaper, radio, internet, mobiles.

6.4 Uses and Gratification Theory The satisfaction experienced by the audience after the use of media is known as gratification. For years, the focus of researchers was on why and what the audience uses media instead of what influence does media create on the audiences. The main focus of uses and gratifications theory is on the audience. Katz (1959) stated that other effect theories, aimed primarily on what media does to people but the uses and gratification theory focuses on what people do with media. The basic assumption of this theory is that the audiences are active in nature and experience satisfaction when their needs are fulfilled from the media. The audience chooses the media according to their need and requirement. On the basis of media literacy, the needs of an individual for which he is dependent on the media, are categories in five types:

- Cognitive Needs: Such type of need of media occurs when an individual wants to enhance knowledge, information, and understanding about a particular matter.
- Affective Needs: These are connected to the emotion, pleasure, and feelings of an individual.
- Personal Integrative Needs: They are linked to integrity, stability, and status of the individuals
- Social Integrative Needs: are relevant to family and friends.
- Tension Release Needs: when an individual wants diversion in thoughts or routine life.

The idea behind this theory was different from that of the other traditional theories of media- effect as it presents the audience's point of view towards media not only media's views towards audiences. It was shown by Davison (1959) that the influence of media can be illustrated according to their act of influencing people to experience satisfaction within themselves and the world around them. Media is one of the prominent ways to establish an intrapersonal and interpersonal connection and disconnection among the people.

The Uses and Gratification Theory is used by the researchers in distinct situations. The excess use of multimedia has allowed the use of the latest technologies prominently and therefore supports this theory. It is also observed that attain complete satisfaction; people choose the particular mass medium intentionally. The impact of varying communication technologies can be easily determined by adopting the uses and gratification theory. The strength and stability of this theory make it eminent to be used with changing times as it can refine its perspective with time. In comparison to traditional media, new media provides human beings with a variety of media platforms and content. Therefore, Uses and Gratification theory is considered as one of the most suitable perspectives for finding out why individuals choose different media (Larose, et al. 2001). The basic assumption of Uses and Gratification is that the audience uses media to satisfy different needs. The present study of the theory is applied to examine the relationship between the media and adolescents. The analysis is based on the hypothesis that adolescents use different media for different needs such as communication, entertainment, and information.

6.5 Dependency Theory The dependency theory was proposed by Melvin De Fleur and Sandra Ball-Rokeach in 1976, to study the mass media effect. In this theory, they observed that various psychological and social factors affect the media which minimizes their control over the audiences. According to both the researchers: "

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Mass media not only lack arbitrary influence powers but their personal lack of freedom to engage in arbitrary communication behavior. Both the media and their audiences are integral parts of their society. The surrounding socio-cultural context provides controls and constraints not only on the nature of media messages but also on the nature of their effects on audiences".

The theory argued about the extreme dependency of society over the media to satisfy their different needs. The dependency can be in any form such as to seek information about the world, to gain knowledge, for entertainment, to diverse routine and stressful thoughts. The media dependency of individuals is categorized under three different levels, Micro, Meso, and Macro level. All these levels are interconnected to each other and the needs of the individuals. Micro-level displays the individual characteristics, Meso level, depicts the

interpersonal network of the individual, and the Macro level is based on the social environment which surrounds the individual. The theory enlightens the fact that media dependency results in various cognitive and behavioral effects on society. It also presents the relationship between media, society, and audiences. It is also observed that the dependency over media is greater in urban areas as compared to suburban areas. It depends on the needs of the individuals of urban areas, as their routine lives urge them for more use of media. Similarly, if we talk about adolescents with distinct socio-economic backgrounds, they differ in terms of their needs too. They are more dependent on television, the internet, and mobile phones than newspapers and radio. To explore more about media dependency, especially among adolescents, various studies have been carried out. Ricciardelli et al. (2000) claimed that the younger generation is obsessed with using the media to seek information about changes that take place in their bodies during the teenage years. The dependency theory is applied to the present studies also. According to the researchers, there can be three basic needs of adolescents, i.e., entertainment, information, and communication. The analysis was limited to these basic needs. Further, these needs were applied to other forms of media to critically investigate the health status and lifestyles of the youngsters.

6.6 Agenda Setting Theory McCombs and Donald Shaw in 1976, coined the name agenda setting for this theory. Agenda setting theory argues that it is the media who sets the agenda for the people, which helps them to bring out thoughtful changes in them. The media affects the audiences indirectly by focusing on particular issues and ignoring the other issues. People lean more towards those highlighted issues set by the media and pay less attention to the issues which are ignored by the media. The theory has the agenda that the media guides the people for what to think about. For example, if a piece of news is shown frequently and prominently, then the audience will regard that issue to be important. The theory was designed in the context of the election campaign carried out by some political party, in which only important prospectus of the party is discussed and voters are being influenced accordingly. The theory analyzes the priority of the issues set by the

media and the significant facts related to those issues, also the reaction of the public to the issues. The people get indulged with these priorities of issues with time and start acting according to the media. There is wide use of this theory in political campaigns, business news, advertisements, PR (public relations), etc. Agenda-setting is established due to the media's influence on viewers. The media sets the priority of the news, and the viewers get affected according to that priority list. Most of the researchers have underlined two basic assumptions about agenda-setting theory: 1. The media filters and shapes the real news. 2. The emphasis of media on certain issues and subjects, urge the public to consider them more important than other issues. Agenda- setting theory arises through a consistent process called "accessibility". Accessibility means the more regularly and apparently, an issue is highlighted by the media, the more accessible that issue becomes in the audience's mind. Researchers have introduced certain levels of agenda-setting theory: •

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The first level is used to study media objectives or the most immediate thought that people have on exposure to media messages. • At the second level, the media aims at how people should think about the

issues. **6.7 Gate Keeping Theory** The process through which information is filtered before transmission is known as Gatekeeping. Kurt Lewin (in 1943), a social psychologist, proposed this theory of gatekeeping that appears at almost all levels of the media system i.e. from a reporter to editors, to outlet owners, and even to advertisers. Earlier this theory was

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widely used in the field of psychology and now it is considered to be one of the essential theories of communication studies. The

gatekeeping theory is responsible for selecting the information spread by the media. The powerful authority or the person who ensures that the right content is transmitted to the audience is known as 'gatekeeper'. For the news selection, the editors are the main gatekeepers, who selects the proper information to be sent to the audiences, decides what events and contents should be displayed to the viewers. The gatekeepers are biased with their own opinion about social, political, cultural, and ethical aspects. They filter the information based on their personal or social influences. The advantage of using gatekeeping theory is that the unwanted and controversial information is filtered out by the gatekeeper which improves the quality of the information that is to be moved to the audience and this shows the right track to the people. The model of the gatekeeping theory is designed according to the following factors: 1. The movement of information is step by step through channels. The number of channels may vary and accordingly time is distributed among each channel. 2. The information then passes through a "gate" to move from one channel to another. The gatekeepers filter the information which is to be transmitted. 3. After going through more small processes, the information is finally broadcasted and reaches to the audiences through various types of media.

6.8 Summary • The limited effect theories emphasized on how people use the media instead of focusing on how the media affects the audience. There are various limited effect theories, as discussed above including, selective processes, cultivation, uses and gratification, dependency, agenda-setting, and gatekeeping theory. • Selective Processes are used to overcome cognitive dissonance and act as defense mechanisms that protect an individual from critical information. They include selective exposure, selective retention, selective perception. • Cultivation theory is based on the belief that when the audiences have long and continuous exposure to television, molds their common perspective on any matter. • Uses and gratification theory refers to the satisfaction experienced by the viewers after accessing the media. It focuses on what people do with media instead of what the media does to people. • In the dependency theory, the extreme dependency of the people on the media was studied. The various psychological and social factors influence the media which minimizes media's control over the audiences. • Agenda setting theory argues that it is the media who sets the agenda for the people, which helps them to bring out thoughtful changes in them.

• The process through which information is filtered before transmission is known as Gatekeeping. Gatekeepers are responsible for selecting the information spread by the media. 6.9 Key Terms Selective Processes: These are processes that help in overpowering cognitive dissonance. They include selective exposure, selective retention, and selective perception. Gratification: The satisfaction experienced by the audience after the use of media, is known as gratification. Agenda- setting: It refers to the process of setting a priority of information being spread to the audiences. This priority or agenda is set by the media. Gatekeeping: Filtering the useful information from a bulk of the information is known as gatekeeping. This is done by a certain group of people referred to as gatekeepers. It helps in controlling the transmission of unwanted information to society. 6.10 Check Your Progress Q1- What are selective processes and why are they used? A- The approaches to overcome this cognitive dissonance are collectively known as Selective Processes. They are complex and highly refined filtering mechanisms that are used to evaluate useless sensory data. The three forms of selective processes are selective exposure, selective retention, and selective perception. Q2- On what survey the cultivation theory was based? A- The cultivation theory was based on the belief that mass media has indirect effects on audiences. A survey named Cultural Indicators was conducted by George Gerbner, to observe the effect of television on the viewers. According to him, TV overpowers other types of media sources, virtually. The heavy viewers who watch TV for more than four hours daily, start believing in the information being shown on the television. Q3- What is the main postulate of Uses and gratification theory? A- The satisfaction experienced by the audience after the use of media is known as gratification. The uses and gratifications theory focuses on the audience. The basic

assumption of this theory is that the audiences are active in nature and experience satisfaction when their needs are fulfilled from the media. The audience chooses the media according to their need and requirement. Q4- Differentiate between the dependency theory and agenda-setting theory. A- The dependency theory argued about the extreme dependency of society over the media to satisfy their different needs. The dependency can be in any form such as to seek information about the world, to gain knowledge, for entertainment, to diverse routine and stressful thoughts. On the other hand, the agenda-setting theory argues that it is the media who sets the agenda for the people, which helps them to bring out thoughtful changes in them. The media affects the audiences indirectly by focusing on particular issues and ignoring the other issues. Q5- Explain the gatekeeping theory in brief. A- The process through which information is filtered before transmission is known as Gatekeeping. The theory is responsible for selecting and filtering the information spread by the media. The powerful authority or the person who ensures that the right content is transmitted to the audience is known as 'gatekeeper'. They filter the information based on their personal or social influences.

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Unit: 07 Normative Theories Structure 7.0 Introduction 7.1 Unit Objectives 7.2 Authoritarian Theory 7.3 Libertarian Theory 7.4 Soviet Communist Theory 7.5 Social Responsibility Theory 7.6 Democratic Participatory Theory 7.7 Development Theory 7.8 Summary 7.9 Key Terms 7.10 Check Your Progress 7.0 Introduction The researchers in the past few decades have highly contributed to the advancement of the techniques and functions of mass media communication. So far, we are already familiar with the early effect theories and the limited effect theories of mass communication. These theories depict the influence of media on the audiences according to different aspects of different researchers. In addition to these theories, Normative theories were introduced especially to investigate the relationship between the media and the government authorities. Normative theories are different from the other traditional communication theories as they do not provide any scientific explanations and predictions; in fact, they are more focused on the relationship of the press and the government instead of the press and the audience.

Normative theories were first introduced in the book "Four theories

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of the Press" by Fred Siebert, Theodore Peterson, and Wilbur Schramm in 1956. They are also known as the Western Theories of Mass Media.

Later, Denis McQuail, in the 1980s, added two more theories in this category, as acknowledged by him about the two new theories, "

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these theories may not correspond to complete media systems but they have now become part of the discussion of press theory and provide some of the principles for current media policy and practice".

These theories describe an optimal way in which the media system is controlled and regulated by the government authorities. They explain how the media 'should' or 'expected to' operate under the supervision of political situations of the country. As each government tries to have control over the media system in accordance with their policies and requirements, the normative theories were designed to study the press-government association, ownership of the

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press and how that kind of press affects audiences. The theories also enlighten the control and censorship of

the press on what information is to be moved to the audiences. There are three basic functions of media, information, education, and entertainment. "

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The press always takes on the form and coloration of the social and political structure within which it operates". -

Siebert, Peterson and Schramm, 1995 In the nineteenth century, the press aimed to bring attention to social issues, often exaggerating the issues in a shocking or sensational manner to attract the attention of the readers. It was also termed as "Yellow Journalism". So, to overcome this effect of yellow journalism, normative theories of the press were developed to create a guideline for the press showing how the press should coordinate with the government. They also improved the reliability, accuracy, and objectivity of the media.

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Siebert's four theories (the authoritarian, the libertarian, the Soviet, and social responsibility) are acknowledged as the most proper theories to describe how different media systems operate in the world.

Let's study the normative theories of the press. 7.1 Unit Objectives This unit helps the readers to • Study the six normative theories of the press

• Understand the connection between the press and the government authorities. • Examine the ideal guideline for the media to work accurately. 7.2 Authoritarian Theory The Authoritarian theory refers to a provision in which the press acts as a subordinate to the government powers. The theory also justifies censorship and punishment for deviation from the guidelines of the authority. According to Siebert, there is direct governmental control over the media. In an authoritarian system, the media is restricted

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to print or broadcast anything, which could go against the established authority and

has to avoid any offense to the existing political values. The government elite may even go for punishing the offenders. Sensitive issues are mostly denied for publication or are published through press releases. Censorship for a news release is of many kinds like political censorship, military censorship, religious censorship, economic censorship, etc. It is believed that the press is a powerful weapon and the state unfiltered information, when distributed, can be a risk for security. The main assumption of the authoritarian theory is that the government is always efficient and accurate. The theory has its traces from the very beginning of printing. At that time, it was assumed that the governing agencies were very truthful and trustworthy. Thus, the authorities had strict control over the press through the licensing of printers. The ruler opted for censorship only when the information was inappropriate for the audiences, as per his perspective. Therefore, although the press was not necessarily owned by the government, it worked as a defender for the state. Under certain circumstances like an

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emergency, the authorities used the provisions of official secrets act to restrict free access to information, consequently hampering the freedom of the

press.

Figure 7.1 Relation between government and media in Authoritarian Theory

Major features of the Authoritarian Theory of Mass Communication are: • Government and authorities have direct control over the media. • The media has no right to condemn the government's policies and rules. • Government has the power to assign punishment to the offenders • The media is provided a License to work with limited rights. This license can be canceled if any violation occurs. • The publication of media (press) is also confined. The authoritarian approach gives an advantage for sometimes solving social and cultural conflicts. For some situations when the government controls the media, the controversial information stops from being spread among the common people. The theory can act as a gatekeeper and prevent the media from spreading unwanted news. The theory can lack when the media is treated as a mouthpiece of the government, the ruling authority uses the media for their own benefits. Due to this, the freedom of information and expression of the common people is harmed. 7.3 Libertarian Theory In liberal democracies, freedom of expression is a fundamental right of an individual, which is a legitimate principle for print media. Another name for Libertarian theory is given as Free Press Theory. In other words, in this approach of the normative theories, the media is given complete freedom to publish or broadcast anything at any time.

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In contrast to the authoritarian theory, the libertarian approach implies that the individual should be free to publish

or broadcast as per desire. This theory relies on freedom of thoughts and individualism. The authority has no control and censorship on media and everyone is allowed to have their own voice. There is a regular flow of all types of information. The authenticity of the information is decided by the media itself and it also interprets the need of the audience according to its understanding and perspective. The press has no restriction to even criticize the policies and protocols of the government. Despite having enormous powers, the misuse of this power can lead the media for legal proceedings. The traces of the libertarian theory can be founded in the 17th century, since

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the First Amendment to the American Constitution states "Congress shall make no law, abridging the freedom of speech or of the press. It is thus simply an absolute right of the citizen".

John Milton, John Stuart, and Thomas Jefferson defended the concepts of intellectual freedom and asserted that human beings surely choose the best ideas and values. They believed that the function of media is

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to inform, to entertain, to endorse the truth, and to keep an eye on the government.

On the contrary, some researchers criticized the free press theory as well. In accordance with De

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Sola Pool (1973), "No nation will indefinitely tolerate freedom of the press that serves to divided the country and to, open the flood gates of criticism against the freely chosen government that leads it".

Countries like

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the United States, Great Britain, and other western European nations

are practicing libertarian philosophy today. Figure: 7.2 Uncertain relationship between the media and the government in Libertarian theory Major Features of Libertarian Theory of Mass Communication include: • The media has complete freedom to express in any way. • The theory provides freedom of thought, expression, information, and individualism. • Censorship by the government is restricted. • Media is not owned by the government and it functions as an independent body. • Higher competition is seen among alternative ideas and opinions. • The media is accountable legally to the country and it must follow a code of conduct. The libertarian theory persists various advantages as there is no censorship on the media. The press is free from all the constraints of the government. With the help of this theory, the media can transmit authentic information without any control. Individuals can freely express their opinions and ideas. Despite supporting freedom in expressing, the libertarian theory lacks certain aspects. It might be possible that the media cannot always act responsibly, the powers can be misused and the privacy and dignity of the normal people can be defaced. All individuals are not the same; they differ with a difference in their opinions. Some individuals may not always have good ethics and intentions, may lack in making favorable judgments. As the press is privatized, it might challenge the security of the state by publishing some indecent and controversial information. 7.4 Soviet Communist Theory The Soviet Communist Theory states that the media acts as a part of the elite authorities. The state owns the media and controls it with all absolute powers. The purpose to implement this

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theory was to help in achieving the communist goals for the goodwill of the people.

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The Soviet theory is also known as 'The Communist Media Theory'. It is an outgrowth of the authoritarian theory.

However, the difference between the Authoritarian theory and the Soviet Communist theory is in terms of ownership of media. In the authoritarian theory also, the government controls the media but the media is privately owned and self-regulatory while

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in soviet communist theory, the control is with some leaders of the communist party. The government is the most superior, powerful, and important entity above all including

the media. The main purpose of this theory is to make sure that the communist system is successful and to promote the objectives of the communist party.

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The media must serve positive functions for society, related to information, education, and motivation. Progressive movements in the country and abroad

should be supported by the media. According to the communist media theory, the media is subjected to be in ultimate control of the state and maybe molded-in favor of the communist ideology. Within these limits, the media is expected to be self-regulatory. The Soviet Union and other communist countries follow this theory to control the media. The roots of the soviet communist theory are traced from the Russian Revolution in 1917 which was based on the postulates of Marx and Engels. As the theory

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was first used by the Soviet Union (Russia), sometimes it is also known as 'the Soviet Theory of Mass Communication.' The

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example of the Soviet media theory in the present scenario is media functioning in China, where the communist government controls TV, radio, newspapers,

and all other types of mass media.

Figure 7.3 Demonstration of the relationship between the Media and the Government in the Communist Media Theory Main highlights of the Communist Theory of Mass Communication are: • In this hypothesis, the media followed the communist outlook of the government and authorities. • The state has the possession of the media. • Media was used to promote the propaganda of the communist party. • Any kind of criticism of the communist ideology was considered as a crime. • The theory helped in spreading awareness about communism among the common people. • The theory was designed for authentic information and avoid manipulation by private media organizations. • Feedback of the audience was accepted, unlike other theories. Despite having a positive approach for society, the communist media theory can be criticized for some aspects. The theory bounds the media to deliver only propaganda based information which might be false or manipulated by the communist party. Media can't stand against the government, it is considered as a crime. The government can even go for punishment for violation of any kind of rules. It can ultimately, affect the development of the nation. The scope of improvement for the government minimizes as there is no one to oppose the communist ideology and the media is only supposed to be a mouthpiece

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of the government. 7.5 Social Responsibility Theory The Social Responsibility Theory originated from the Commission of Freedom of the Press (Hutchins 1947) in the United States.

According to this commission, the press was unable to meet the informational, social, and moral needs of the society.

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The Social Responsibility theory was based on the belief that media has to serve many essential functions in society

and was intend to fulfill certain obligations to society. To meet these obligations, high professional standards were set up for transmission of information: truth, accuracy, objectivity, and balance. Thus, demanding the media to become self-regulatory within the framework of law and authorities. The theory encourages complete freedom to the press with no censorship, but the social responsibilities should be maintained. The information to be spread is also filtered through public obligations and interference. "

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Freedom of expression under the social responsibility theory is not an absolute right, as under pure libertarian theory. One's right to free expression must be balanced against the private rights of others and against vital society interest." - Siebert, Peterson, and Schramm

In contraction with the libertarian theory, the social responsibility perception is to include different mass media to minority groups.

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The theory signifies the mass media and the government on the same level, where both are allowed to criticize each other. The social responsibility theory is the extension of the libertarian theory.

The only difference between both is that the social responsibility theory acquires the fact that despite being a self-regulatory unit, the media is responsible to accept and fulfill the social obligations. Figure 7.4 Illustrating the theory where the government and the media are on the same level The theory assigns six basic functions to the press: 1. To provide information and debate on public affairs. 2. To instruct and inform the public about self decisions. 3. To protect

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the rights of the individual against the government. 4. Maintain the economic balance of the system by

associating buyers, sellers, and advertisers together. 5. Providing entertainment. 6. To be independent of outside pressures For maintaining the social equilibrium of the society,

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the media should underestimate the news that might lead to crime, violence, social instability or be offensive to religious minorities. The media should reflect the diversity of society,

persisting pluralism.

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The social responsibility theory changed the manner in which press distributed news from objective reporting to analytical reporting. Prior to this theory, facts were introduced without any interpretation.

According to this theory, the press makes a code of conduct to establish a standard in journalism and follow it thoroughly. Some advantages of the social responsibility theory are: • Maintaining harmony in society. •

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Helps in avoiding conflicts during wars • It accepts public opinion and

feedback. • The rules and protocols restrict the monopoly of press and media. • Law and public can question the media, thus minimizing the yellow journalism. • It can provide a power of speech to the voiceless. 7.6 Democratic Participatory Theory The Democratic participatory theory was the latest addition to the Normative theories. The main feature of this theory is related to the needs and interests of the active audience of society. It also advocates media support for cultural diversification at the fundamental level. It is believed that there is a democratic and professional predominance in the media today and the media has become completely commercial. To make the media democratic and easily accessible, all these foul practices should be removed. The press should be pluralistic, decentralized and must have uniformity. The theory

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is involved with the right to information, the right to revert, and the right to apply the communication modes for interaction in the small scale group of the community. The theory also favors the multiplicity of media, operation at small scale and uniformity in communication at all levels. It

is against the centralized, high cost, highly professionalized, and state-controlled media. The basic concern is that the media should primarily exist for the audience and not for the professionals. The democratic participatory theory supports media to empower diverse groups of society. Unlike the social responsibility theory, the democratic participatory theory demands the development of the small media that can be in control of the group members. The theory gives greater importance to the audiences. According to this theory, the media follows legal regulations rather than being governed by any political regulations. The theory encourages the media to revive and conserve the rural and cultural groups that are degrading with time. In the process, the government is expected to provide funds, training, and subsidies if required. It can promote equality between various genders, castes, races, classes, etc. Some primary features of the democratic participatory theory are:

- More focus on the audiences.
- Encourages decentralized, diverse and bottom-up approach in media
- Supports democracy and existing political rules.
- If the media does not act as it should then the government helps by the process of registration, licensing, monitoring, censorship, preparing guidelines for media, etc.
- Encourages the self-regulation of media.
- Supports innovation and creativity in small media
- Substituting big media organizations with smaller ones.
- The needs of the audience are on priority. The democratic participatory theory is advantageous as there is equal participation of the audiences and alternatives are available if not satisfied with one media. The audience can also respond back and can work for themselves as social action. The involvement of the government does not appear unless the media hinders any work of the authorities. The theory follows the concept of equality, inclusion and equal access. It gives strength to the democracy of the country. However, the theory also has some weaknesses in terms of the lack of professionalism and skills of the local media and compatibility of the small local media with the media giants.

7.7 Development Theory A range of communication processes and strategies focused on

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improving the quality of life of people struggling with underdevelopment and

depreciation is referred to as the development communication theory. Development communication includes ease in conceptualization

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and diversity in the application of communication techniques used for different issues. Some approaches include information transmission and education, social marketing, social mobilization,

and participatory communication. The confined application of the four theories of the press

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led to the evolution of a new approach whereby communication is used to carry out development tasks. These tasks are carried out

at the same level that of nationally established policy. The basic idea behind development communication theory is to investigate whether media is for the development of the society or to help the targeted audience. In comparison to the other communication models that followed one-way communication, development communication is about working for local development and creating opportunities. The objective of this theory is to enhance the quality of life of people not only economically but also socially, culturally, politically, etc. by using the features of development communication. "Interpersonal communication is the base for the participation of communities in their liberation from the unjust structures of their societies as part of this radical rethinking of communication and eventually in how communication for social change might be defined". Mc Anany The development communication process can be adjusted according to the needs, which improve the program as a learning process. The development of various digital technologies has made the concept broader and more participatory. The implementation of the development theory plays an important role in the overall development of a country. The development theory concept characterizes systems in which government and media work in coordination to ensure that media support the planned and beneficial development of the nation. This concept is demonstrated by the media systems of most developing nations in Africa, Asia, and Latin America.

Some prime features of development communication theory are:

- Development of roles and objectives.
- No manipulation of the information.
- Generates a genuine response from the audience.
- Two-way communication flow
- Uses development communication tools

7.8 Summary

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Normative theories are more focused on the relationship between the press and the government rather than

the press and the audience. • In the authoritarian theory, the press acts as a subordinate to the government powers. The theory also justifies censorship and punishment for deviation from the guidelines of the authority. • The libertarian theory is also known as free press theory. In this theory, the media is given complete freedom to publish or broadcast anything at any time. The authority has no control and censorship on the media. • In the Soviet communist theory, the state owns the media and controls it with all absolute powers. The media is not private like in the authoritarian theory. • The Social Responsibility theory determines that the media has to serve essential functions in society. The theory encourages complete freedom to the press with no censorship, but the social responsibilities should be maintained. • The democratic participatory theory

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is involved with the right to information, the right to revert, and the right to apply the communication modes for interaction in the small scale group of the community. The

press should be pluralistic, decentralized, and must follow uniformity. • Development communication theory includes ease in conceptualization and diversity in the application of communication techniques used for different issues. There is no manipulation of information and it generates a genuine response from the audiences.

7.9 Key Terms Yellow Journalism- Yellow journalism is also known as the yellow press, is a type of journalism that does not report real facts and news and spreads humor. It uses catchy headlines that grab people's attention to increase the sale of the newspaper.

Censorship- It refers to the abolition of media or public communication if the material is considered objectionable, harmful, sensitive, or inconvenient for society. Pluralism- It is the condition or system in which two or more diverse states, groups, authorities, etc.,

coexist. 7.10 Check Your Progress Q1- What are the normative theories of communication? A- Normative theories were introduced to investigate the relationship between the media and the government authorities. These theories describe an optimal way in which the media system is controlled and regulated by the government authorities. They explain how the media 'should' or 'expected to' operate under the supervision of political situations of the country. The theories also enlighten the control and censorship of the press on what information is to be moved to the audiences. Q2- Differentiate between the Authoritarian and Libertarian theory of communication. A- The Authoritarian theory refers to a provision in which the press acts as a subordinate to the government powers. The theory also justifies censorship and punishment for deviation from the guidelines of the authority.

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In contrast to the authoritarian theory, the libertarian approach implies that the individual should be free to publish

or broadcast as per desire. The authority has no control and censorship on media and everyone is allowed to have their own voice. There is a regular flow of all types of information. Q3- Give the advantages and disadvantages of the Libertarian theory. A- Libertarian theory is beneficial as there is no censorship on the media. The press is free from all the constraints of the government. With the help of this theory, the media can transmit authentic information without any control. But on the contrary, it might be possible that the media cannot always act responsibly, the powers can be misused and the privacy and dignity of the normal people can be defaced. As the press is privatized, it

might challenge the security of the state by publishing some indecent and controversial information. Q4- What is the basic difference between the Authoritarian and the Soviet Communist theory? A- The difference between the Authoritarian theory and the Soviet Communist theory is in terms of ownership of media. In the authoritarian theory also, the government controls the media but the media is privately owned and self- regulatory while in the

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Soviet Communist theory, the control is with some leaders of the communist party. The government is the most superior, powerful, and important entity above all including

the media. Q5- State some advantages of the Social Responsibility theory. A- Some advantages of the social responsibility theory are: • Maintaining harmony in society. •

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Helps in avoiding conflicts during wars • It accepts public opinion and

feedback. • The rules and protocols restrict the monopoly of press and media. • Law and public can question the media, thus minimizing yellow journalism. • It can provide a voice to the voiceless. Q6- What are the primary features of Democratic Participatory theory? A- Some primary features of the democratic participatory theory are: • More focus on the audiences. • Encourages decentralized, diverse and bottom-up approach in media • Supports democracy and existing political rules. • If the media does not act as it should then the government helps by the process of registration, licensing, monitoring, censorship, preparing guidelines for media, etc. • Encourages the self-regulation of media. • Supports innovation and creativity in small media

- Replacement of media from big media houses to small media.
- The needs of the audience are on priority.

Q7- Explain the Development theory briefly. A- The development theory concept characterizes systems in which government and media work in coordination to ensure that media support the planned and beneficial development of the nation. Some prime features of development communication theory are:

- Development of roles and objectives.
- No manipulation of the information.
- Generates genuine response from the audience.
- Two-way communication flow.
- Uses development communication tools.

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theory-mass- communication • <https://www.businessstopia.net/mass-communication/communist-theory-mass-communication> •

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Unit: 08 Understanding the Practicality of Communication Theories Structure 8.0 Introduction 8.1 Unit Objectives 8.2 Magic Bullet Theory 8.3 Two-step Flow Theory 8.4 Diffusion of Innovation Theory 8.5 Cognitive Dissonance Theory 8.6 Cultivation Theory 8.7 Uses & Gratification Theory 8.8 Agenda Setting Theory 8.9 Gate Keeping Theory 8.10 Summary

8.0 Introduction We have already discussed the basics postulates of various communication theories in detail in the above units. This unit aims at understanding the practical use of all the mentioned communication theories in real-life situations. Communication theories widen the human perception of communication. It has been so many years these theories were developed and proposed by the researchers, but they still contribute to the advanced real-life situations. These theories can predict and command human communication in every possible way, whether it is interpersonal or mass communication. They help us to challenge the prevailing social and cultural beliefs and increase the standard of thoughts and living. Some stories or case studies are being discussed in the following unit for each theory to analyze the appropriate usage of these theories for seeking solutions to the difficulties of this advanced world.

8.1 Unit Objectives This unit helps us to: Understand the practical use of communication theories. Analyze different case studies of the theories of communication.

8.2 Magic Bullet Theory During the Second World War in 1930, the media scholars believed that the magic bullet theory was one of the oldest media communication theories and it influenced Germans and Americans both. It caused a change in audience behavior and opinions towards the information being given to them, as in this theory the information is directly injected in the audiences' minds (Fourie, 2008). Stanley B (2009) and Grossberg et al. (2006) analyzed in his findings that the media messages are irresistible by the audiences and the media acts according to certain propaganda of influencing the audience. Taking an example of another renowned incident of Magic Bullet theory was when there was a radio broadcast of the famous fiction novel "War of the Worlds" by H.G. Well, which was first published in 1897. That broadcast generated news that Martins are going to invade northern New Jersey and consequently the people began to panic and relocate themselves out of fear. This incident again proved that media can influence the audiences to such extent that it becomes difficult to separate fiction from the reality of their mindset. Later in 1940, a contradiction to this theory came up when Lazarsfeld conducted a survey about Franklin D. election for the post of the President, known as 'People's Choice'. In this survey, it was observed that during the election campaign, the people were more influenced by interpersonal communication rather than a media message. Thus, Lazarsfeld discarded the Magic bullet theory in such a situation. With the passing years, Magic Bullet theory rendered its worth in the advertising industry. This theory was helpful for advertisements as the message can be transmitted to the mass audiences and directly targets their mindset. The philosophers (Ewen, 1974, Exoo, 1994) advised the advertisers to focus on human fantasies and insecurities so that the audience cannot resist that message. It was considered as following a propagandistic message termed as "Impoverishment of the self" which means the advertisers represented the feeling of self- inadequacy among the people. For example, advertising a product that can cure the natural ill-appearances of the people, crumpled skin, corned feet and teeth, and many more. Later, the advertisers adapted the "if-then" strategy like Jasimeson and Campbell (1997) analyzed with an example, "a certain brand of lipstick is used by a pretty girl and is surrounded by a group of men. That means that if you use this product, then you will look beautiful and if you are beautiful then you can attract more people of the opposite gender if not....then." This strategy thus helps the advertisers' to successfully inject the emotion of becoming beautiful in their targeted audience and force them to be eager to buy the product and increase their sales. With the beginning of the 21 st century, the great scholars like Jowett and O'Donnell (2012) considered that the propaganda of the advertisement should be set such that it can systematically develop perception, manipulate opinions, and control cognitions of the audiences. They define an advertisement to be appealing, framing statements and symbols intentionally to affect the audience's viewpoint and maintain them in their memories for a longer time.

8.3 Two-step Flow Theory As discussed earlier, after discarding the Magic Bullet theory, Paul Lazarsfeldn,

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Bernard Berelson, and Hazel Gaudet (1948) proposed the Two-Step Flow theory of communication on the basis of their survey "The People's Choice". The

flow of communication is not direct in the case of the Two-step flow theory. The message is first transmitted to the opinion leaders and then it is received by the audience. Now, the prevailing new and digital media with a wide use of the internet has become the most accessible and easy source of mass communication. This innovation has degraded the use of two-step theory as now the media and the audiences are directly connected to each other without any mediator or opinion leader (Bennett and Manheim, 2006). The model was criticized for the adverse multi-step flow of information (Himmelboim et al., 2009) and for not differentiating the flow of information from the flow of opinion leaders (Weimann, 1994). Later, to understand the modern dynamics of the flow of information, a broader framework was given by Thorson and Wells (2012), known as Curated Flows which were further divided as strategically, personally, automatically, and socially Curated flows. When the politicians or authorities had a direct target on the individuals then it is a strategically Curated flow; the personally Curated flow is referred to the flow where the information is personally chosen by the individual; the flow of information when managed by the computer algorithms just like search engines, is called automatically Curated flow of information; and when the social networking sites influence the flow of information then it is defined as socially Curated flow of information. It was observed that the two-step flow theory can be pertinent to the socially curated flow of information while the Magic bullet theory was relevant to strategically curated flow like in online political forums or campaigns for particular individuals only. The information exchange on the social networking sites and online public forums by the social opinion leaders can influence the individuals more as compared to the direct influence because today's generation is more dependent on such social networking sites for the authenticity of the information. Unlike the newsgroups and blogs on the internet, social media is more interactive, accessible, and less likely to have discussions with the unknowns (Gaines & Mondak, 2009; Neuman, Bimber, & Hindman, 2011). Recently, a study was carried out by Sujin Choi (2017) to analyze the flow of information and about opinion leaders on one of the most popular social networking sites, Twitter. In this study, two political discussion groups of South Korea named "People's Command" and "Hope Republic" were chosen on Twitter, such that they comprise of ordinary people to form the largest groups. These groups were organized on the website "Twitaddons.com" that allows the users to form groups to have some themed discussions. The study analyzed the flow of information and involvement of opinion leaders in social media-based public forums. Choi used network analysis and statistical measures to observe both the groups and consequently found out that the two-step flow theory still persisted in these online forums and the opinion leaders emerged from these forums, though not being the creator of the content in the discussion. Thus, this has opened routes for various applications of the two-step flow theory in future research as the world is tending towards these social networking sites more rather than being social in real life.

8.4 Diffusion of Innovation Theory The Diffusion of Innovation Theory given by Everette Rogers is considered to be one of the most popular communication theories to analyze the effect of new inventions and technologies on society. The four essential features of this theory are innovation, communication channel, time, and the social system. Every day, several innovations are developed all over the world; some of them attain heights of acceptance in society while some remain confined to the developers itself. The theory aims at building accurate decision-making, acceptance of new technologies in every context whole-heartedly, or rejecting that innovation due to a certain perception.

There are ample instances and examples that show the application of the diffusion of innovation theory. Various organizations have applied this theory to analyze the contemporary practices and the impact of this theory in different fields. Recently, a study was conducted by Raynard (2017) to analyze the usage of e-books among the students and faculties of the university, named "

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Understanding Academic E- books Through the Diffusion of Innovations Theory as a Basis for Developing Effective Marketing and Educational Strategies". The findings of		

this study were used to make marketing strategies for increasing the choice for e-books. Another study named "

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Integrating Mobile Devices into Nursing Curriculum: Opportunities for Implementation Using Rogers' Diffusion of Innovation Model" was done to investigate the inclusion of mobile devices		

in the nursing curriculum. At first, a strategy was planned for the adoption of mobile devices in the nursing education system and then the theory was applied in phases to see the final result that whether this innovation was adopted completely or not. (

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Doyle, Garrett, & Currie, 2014). "An Innovation Diffusion Approach to Examining the Adoption of Social Media by Small Businesses: An Australian Case Study," was		

a study conducted by Burgess, Sellitto, Cos, Buultjens, & Bingley (2017) in Australia to examine the adoption of social media by the small business enterprises using the diffusion of innovation theory. The theory illustrated the experiences and eagerness of the small business enterprises for distinct social media platforms to expand their business and to what extent this innovation was being adopted by them. In recent years, the diffusion of innovation theory was applied to research about the various new information technology-based healthcare programs. A telehealth program in the rural areas of New Mexico was analyzed by this theory, whether it was accepted or rejected in these areas (Helitzer et al.). Another study for the use of Internet healthcare services by the family physicians was done by Chew et al. Similarly, another qualitative study was carried out to examine the computerized nursing care plan being adopted by the nurses in Taiwan. Another attempt was made by Xiaojun Zhang et al. (2015) to research the impact of an E-appointment Service (EAS) for the patients in a healthcare program. It was observed that this technology-based service for appointments was mostly unfavorable in a clinic due to less promotion

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of this E-appointment service among the patients, lack of value of the new online service,

incompatibility with the new system, and preferring oral communication over online services by the patients. Lack of internet services and computers in all areas, functional limitations, and low computer literacy are some other factors that lower the rate of the adoption of this new service.

8.5 Cognitive Dissonance Theory A conflict in attitude, behavior, and beliefs that can cause psychological discomfort is known as cognitive dissonance. To reduce such discomfort, it becomes necessary to change the opinion and mindset in that context. This theory has been broadly researched using distinct situations to have a basic idea in detail and analyze the factors responsible for such dissonance. It was observed that the main causes of this dissonance are forced compliance behavior, decision making, and effort. Different situations were taken as a reference to study these main causes. The forced compliance behavior was studied by an experiment in which the participants were asked to perform a range of dull tasks one by one like turning the pegs of the pegboard for at least an hour and they were paid to tell the next participant that the task is really interesting (Festinger and Carlsmith, 1959). Some were paid more while others were given less money. It was noticed that the one who got less money experienced more dissonance as that money was not sufficient to lie to other participants, while the one with more money were forced to lie as they were getting enough money for this. Another cause for dissonance is decision making, which is the most important one. Life is surrounded by the decisions we make in any context. For example, if we are offered a job that is giving a hike in the carrier and another job that is near to our hometown; in both the situations we will experience dissonance as if we choose the first job then we will lose the chance to be with our family and friends and if we choose the second job then we will lose the opportunity of the carrier to earn more and get a promotion. To overcome this dissonance, we have to change our attitude and behavior, or another way is to highlight the advantages and attractiveness of the option we chose and decrease the same for the alternative we rejected, termed as "spreading apart the alternatives" (Brehm, 1956; Festinger, 1964). The effort which we make to achieve our goals also becomes one of the causes of dissonance. If we make great effort and spend years to achieve something and ultimately that thing turns to be rubbish or waste of time and effort, then we feel dissonance in our thoughts. Aronson and Mills (1959) carried out one experiment to examine the terms between dissonance and effort. The dissonance in such a case can be reduced by evaluating our effort and focusing on the positive side that what our effort has given us extra and discarding the thought of not achieving the right goal. Such a method is called "effort justification". Cognitive Dissonance theory is a wide theory that was studied and analyzed for years. It can be observed in the most common situations in the day to day life when a person is confused or in dissonance for some thoughts or opinions. In 1978, A study was carried out by Anthony G. Greenwald and David L. Ronis to illustrate the impact of cognitive dissonance theory after 20 years of its beginning. They noticed that the 20 successful years of this theory has opened ways for social psychological studies, where the interest in "self" was more signaled. Some researchers found that the original dissonance theory may be discarded in some situations but can't be proved wrong completely.

8.6 Cultivation Theory Cultivation theory deals with the contribution of media especially television towards society. It analyzes the impact of television over the audiences, on the belief that more the people are exposed to the television, the more they believe that the information is real. In other words, the theory examines the person's perception of reality. It is often believed by the person watching crime series on television that all these crimes are happening in the same city in which he lives. Another example can be from the study of Griffin (2009) that states that the violence shown on the television is imitated by young viewers with more aggression in reality. The theory was proposed by George Gerbner. He illustrated that besides the influence of television on society, the revolution in technology has also affected the functioning of the organizations, their ability of decision making, and social relations with the audiences (Gerbner, 1998; 1999). West & Turner (2007) portrayed the general conception of individuals about the reality that depends upon the amount of television they view. The people who view TV for more than 6 hours are heavy viewers and they are the most influenced ones; the one who watched TV for 4 hours per day were considered to be medium viewers; the ones who view TV for 2 or less are said to be light viewers and they are the least affected ones (Gerbner, 1999; Griffin, 2006; West & Turner, 2007; Morgan & Shanahan, 2010). Heavy viewers have an inaccurate perception of reality, which can mold their thinking towards victimization, anxiety, threat, and mistrust (Hetsroni, 2008; 2010; Morgan & Shanahan, 2010; Mutz & Nir, 2010; Signorielli & Gerbner, 1995). It was reported by Rendt (2010) that the cultivation theory follows two orders of variables, the first is to measure the influence of cultivation on the social perception while the second-

order of the variable is used to measure the influence of cultivation on the values and attitudes of the audiences. The choice of these variables is dependent on the cultivation analysis of the message being transmitted to the audiences through the television. The application of cultivation theory can be seen in various studies that are carried out on the relationships, attitudes, and behavior of the people that are influenced by television. To analyze the effect of television on the relationship of the people, an interview was conducted for a couple who was in a long-distance relationship*. The couple admitted that television is the primary reason for the conflict between them. It was observed that their relationship was affected to a great extent with the things they were watching on the television. Both of them admitted that they strongly believed in the content they were watching regularly, such as justified and acceptable violence between the couples on TV. Emilio Hernandez B.A (2012) conducted a research study to analyze the attitude of the college students about the dating process on exposure to romantic movies, using cultivation theory. The youngsters are extremely fond of watching TV and other media types and there is an eagerness and feeling especially for the romantic genre. In this study, it was noticed that girls being more prominent viewers of romantic films, they seemed to be more romantic in real also. It has been observed earlier also that there is an intense contribution of the media in cultivating adolescence and forms a base for adulthood (Ward & Rivadeneyra, 1999).

8.7 Uses & Gratification Theory

The Uses & Gratification theory is based on the fact that what impact do media create on the audiences rather than focusing on what people do with the media. The prominent use of modern technology is allowed by the excess use of media by the people. The choice of the type of media is concerned with the complete satisfaction of the people that depends on their perception and behavior. Various researchers have used the uses and gratification theory in different situations to analyze the impact of media on the audiences in these situations. Timothy P. Gibson, Jr. (2008) carried out a research study to examine the role of enormous multiple players in playing games online using the uses and gratification theory. The name of this famous paid game was "World of Warcraft persisting more than 10 million subscribers. The researcher adopted a participation observation methodology to observe the participation of the users in this online platform. It was also noticed that the characters and elements

of the game are designed in a way to attract the users. In order to engage more and more users in the game, there were several customizable options in the game that intended more time investment by the users to become a successful player of the game. Thus, the study explained that audiences use such media platforms to satisfy their own needs. Another case study of uses and gratification theory was given in the name of "The Red Thread Web", analyzing child adoption from China determined in the Rumor Queen Blog (Greta Elizabeth Cunningham, 2014). According to this study, the adoption procedure of Chinese children was handled by the China Center of Adoption Affairs (CCAA), which announced some changes in the procedure of adoption on a website commonly known as the Rumor Queen. It was observed from the analysis that in the uses and gratification theory the audience is active while seeking information and are passive while creating new information. Additionally, it was also found that such online media platforms opened the way for the users to create their own information and share it with the rest of the audiences. Recently another research was accomplished to investigate the effects of uses and gratification theory on the use of distinct social media platforms (Md. Alamgir Hossain, 2019).

*http://comm3050jamelking.blogspot.com/p/case-study-3-cultivation-theory_12.html A large number of people are developing new ways of communicating with each other in any part of the world using distinct social networking sites as these sites have innovative features and services. We all are aware of the most widely used social networking site, Facebook which provides a user-friendly platform for the people to interact with each other (Al-Jabri et al., 2015). In this study, the uses and gratification theory is used to measure the usage intention with numerous mediating effects, to fulfill the social and psychological needs of the users, to attract more and more users to these media platforms, to provide the proper content to these users and most importantly to simplify the main cause for people choosing a specific type of medium for interaction (Cheung et al., 2011). It was reported by Dhir and Tsai (2017) that the uses and gratification theory is incorporated to realize the intensity of using Facebook, which can be motivated by entertainment, exposure, social influence, and seeking information.

8.8 Agenda Setting Theory

According to the agenda-setting theory, the media sets an agenda for particular issues and these issues affect the audience prominently. While setting the agenda, some issues are being highlighted while some are ignored by the media and these highlighted issues become a priority for the audiences too. The theory is widely used by the political parties to analyze their vote banks, the effect of their election campaigns on the audiences; economic and financial news, advertisements, and business effects (Dearing & Rogers, 1992; Zhou Kim & Kim, 2015). It is assumed that the media frames the news according to an agenda so that they can divert the focus of the audience to a particular issue and can sometimes suppress the main news. It was stated by Dearing & Rogers (1992) that it is necessary to set an agenda for all the social systems to give importance to its concern on priority and take proper decisions for the investment of its resources. The term "agenda-setting" was given by McCombs and Shaw (1972) in their analysis of the U.S. Presidential election campaign. It was Walter Lippmann (1992) who emphasized the relationship between the media and public in his book on public opinions "The World Outside and the Pictures in Our Heads". The applications of the agenda-setting theory range from religious practices (Buddenbaum, 2001; Hellinger & Rashi, 2009), sports (Fortunato, 2001), institutions, and organizations (Bantimaroudis et al., 2010; Carroll, 2011) and many more areas of public affairs. Another agenda-setting research was carried out by Tsuriel Rashi & Maxwell McCombs (2015) in a religious and New Media context, focusing on the renowned Chabad Movement. The term Chabad is a short form of Hebrew words Chochmah, Binah, and Da'at which means Wisdom, understanding, and knowledge. It was a Jewish religion's historic movement that took place in Russian village Lubavitch. The agenda-setting theory was applied by these researchers to analyze the involvement of the range of media and public activities in the Chabad movement, the religious perception of the movement in the mindset of the society, and the effect of media on such public agendas. In recent years, another comparative research was accomplished by Qian Wang (2016) to explore the role of the Chinese traditional media in social media platforms, using the agenda-setting theory. The investigation was carried out using one crisis and other non-crisis news on network agendas in the traditional media of China and opinion leaders respectively on a social media platform Weibo. It was observed in the study that the traditional media of China was not successful in the discussion in both crisis and non-

crisis situations on Weibo. The business authorities were supposed to be the most prominent opinion leaders in both the situations of crisis and non-crisis. A network agenda setting (NAS) model was designed to map the attributes of various elements of the media agenda and public agenda and then compare both the attributes (Guo, 2012). 8.9 Gate Keeping Theory Nowadays, society is extremely dependent on the new modes of communication, and the media has a wide influence on the perception of the audiences. But, sometimes it is not possible to uphold that effect on society as the content of the message transmitted by the media approaches mass audiences and it is possible that the content is not suitable for every class of the society. For example, we all have watched videos on YouTube that are really helpful in displaying creative ideas and giving identification to talented individuals. Yet, there are certain topics or themes of the videos which are not suitable for every age group of the society. Here, the media can create an adverse effect of the message on society. To avoid such distortions, Gate Keeping theory was introduced for the sake of both media and the audiences. The theory is dependent on the fact that information should be filtered and shaped before reaching the audiences, in such a way that unwanted information cannot reach the audiences. The authorized individual to perform such selection or filtration is said to be a gatekeeper. The theory has its important contribution in the field of journalism, entertainment on media, and the internet. It was determined by the researchers that earlier gatekeeping theory was not developed for the field of mass communication, rather the idea of the theory evolved from the analysis of American families. It determined how the food is being selected in the supermarkets by the housewives who acted as gatekeepers to pass the desired food from the channel (Lewin, 1949). Later, the modern Lewin theory was applied to the field of mass communication (White, 1950). With the passing years and after numerous researches, it was believed by the analysts that gatekeeping theory can be used in combination with other mass media theories to select the appropriate and processed news (Lasorsa, 2002). The theory had to become accustomed to the modern multi-media environment. It was argued by Bruns (2005) that the theory is not restricted to only filtering news from bulk and having complete control over the nature of news. Brun proposed that such practices and the system should be followed which enable the audience to participate and interact with each other and not

only getting approval of the news from the gatekeepers of news organizations. This was termed as "Gate watching". An example of the application of gatekeeping theory can be taken from the study accomplished by Eryk Bagshaw (2013) named "Capture-Upload-Broadcast" which depicted a case study of gatekeeping theory for broadcasting casual or amateur video footage of a murder case in Australia, not only on the television but also featuring it on the YouTube. The murder case, "Mardi Gras Police Brutality Video" was taken as reference for the study and it was observed that the transition of this amateur video has to pass through three stages of a news generating process, development, reception, and integration. The footage was first witnessed by the eyewitness, then uploaded on YouTube, and then broadcasted on television. Despite the footage went through two gates (eyewitness and YouTube) but as soon as the footage reached the gatekeepers of the news organizations, they tried to shape and tame that video according to their journalistic conventions as they were authorized to make news out of it. As television is the most widely used source of media communication, it was more effective than the eye-witnessing and gate watching. By doing so, the gatekeepers of the news organizations are successful in maintaining their authority on the news generation. Recently, another study was carried out on the social media gatekeeping approach by Kasper Welbers and Michaël Opgenhaffen (2018). The study focuses on the news delivered to the audiences on social media sites like Facebook. Social Media is the most accessible and user-friendly platform for sharing news on a daily basis, this formed the basis of this study (Shoemaker and Reese, 1996; Shoemaker and Vos, 2009). It was investigated using the gatekeeping theory that how the broadcasting of news on social media platforms can influence the users and to what extent. The researchers used an aggregate score method to study and compare the Facebook pages of six renowned newspapers of the UK, Netherlands, and Flanders. The analysis depicted that the Facebook pages of the newspapers had a very strong impact on the news transmission of Facebook, it was shown in three scenarios. The first scenario was when the news was posted on the Facebook page soon it was published on the websites of the newspapers and thereby was able to engage more and more audiences. The second scenario was when the news was posted with a little delay after it had already become quite popular from the website. The third scenario was when the Facebook page post was delayed more than that in the second scenario and it received almost no engagement. It was noticed that a wide part of the news that is posted on Facebook comes from alternative channels other than the newspapers themselves, despite having various gatekeepers in the newspaper organizations. In other words, it can also be stated that there are often

sudden explosions of the news on the Facebook pages of the newspapers that suggests the presence of other gatekeepers that can trigger larger exposures to the news in comparison to the original gatekeepers of the organizations. 8.10 Summary The purpose of this unit was to understand the practicality of the different famous communication theories. The focus was on some case studies and researches that were accomplished for these theories in the past or in recent years. It is said that no research is perfect, so there is always a chance for further research and analysis. Although these theories were developed in the mid-'90s most of them are still favorable in today's scenario, only the techniques and methods may differ. Thus, these theories provide ample space for further research in this field of mass communication. References • <https://www.ukessays.com/essays/media/magic-bullet-theory-analysis-3932.php> • https://www.researchgate.net/publication/284402315_

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1/93	SUBMITTED TEXT	16 WORDS	62% MATCHING TEXT	16 WORDS
	Communication is a simple process of transmitting information from one place, person or group to another.		Communication is simply the act of transferring information from one place, person or group to another.	
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	Communication is the sum of all the things one person does when he wants to create an understanding in the mind of another. It involves a systematic and continuous process of telling, listening, and understanding. -		Communication is the sum of all the things one person does when he wants to create in the of another. It is a of meaning. It involves a systematic and continuous process of telling, listening and understanding."	
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5/93	SUBMITTED TEXT	38 WORDS	57% MATCHING TEXT	38 WORDS
<p>Mass Communication 2.3 Mass Communication 2.3.1 Features of Mass Communication 2.3.2 Audiences 2.3.3 Types of Mass Media 2.3.4 Effects of Mass Communication 2.3.5 Limitations of Mass Communication 2.4</p>		<p>MASS COMMUNICATION 6-27 1.1 Mass Communication 1.2 Meaning of Mass Communication 1.3 Elements of Mass Communication 1.4 Different Media of Mass Communication 1.5 Need & Importance Of Mass Communication 1.6</p>		
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6/93	SUBMITTED TEXT	15 WORDS	70% MATCHING TEXT	15 WORDS
<p>In the first unit, we have already discussed the basic definition and forms of communication.</p>				
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<p>The unit concludes with some basic notions about the types of communication. 2.1</p>		<p>The unit concludes with some basic notions about the types of communication.</p>		
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8/93	SUBMITTED TEXT	13 WORDS	76% MATCHING TEXT	13 WORDS
<p>Objectives After going through this unit, one will be able to: ? Enumerate the</p>				
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<p>Delivering information, ideas, and attitudes to a size-able and diversified audience through the use of media developed for that purpose. Figure 2.2 Mass Communication</p>		<p>delivering information, ideas and attitudes to a sizeable and diversified audience through the use of media developed for that purpose." 4.4.2 of Mass Communication</p>		
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<p>time that many of them may not even be received</p>		<p>time that many of them may not even be received.</p>		
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<p>Aristotle's Model of Communication Source https://www.businessstopia.net/communication/aristotles-model-communication</p>				
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Who says what, in which channel, to whom and with what effect.'				
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Communication models for the study of Mass Communication by Denis McQuail &				
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14/93	SUBMITTED TEXT	15 WORDS	65% MATCHING TEXT	15 WORDS
personal, social, and cultural aspects. He anticipated communication as a process of sharing of message and		personal, social and cultural factors. He has visualised communication essentially as a process of sharing of experience, and		
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model-of-communication/ Components of Berlo's Model of Communication 1. Sender/ Source The sender prepares the message		model of communication Components of Berlo's Model of Communication S -Sender is the source of the message		
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affect the communication process. The better the communication skills of the sender, the better is the quality of the message and the better will be the communication. These skills include the skills to speak, read, write, listen, etc. • Attitude: The effect of the message is dependent on the attitude of the sender. If the sender's attitude		affect the communication process. If the sender has good communication skills, the message will be communicated better. Similarly, if the receiver cannot the message, then the communication will not be effective. Communication skills include the skills to speak, present, read, write, listen, note etc. b) Attitude- The attitude of the sender and the receiver creates the effect of the message. The person's attitude		
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17/93	SUBMITTED TEXT	15 WORDS	58% MATCHING TEXT	15 WORDS
Aristotle's model, Lasswell's model, Shannon- Weaver model, Osgood and Schramm model, Berlo's model of communication.		Aristotle's model, Lasswell's model, Osgood's and Schramm's model and Gerbner's model of communication. 2.2.		
W http://egyagar.osou.ac.in/slmfiles/BJMC-02-BLOCK-04.pdf				

18/93	SUBMITTED TEXT	20 WORDS	55% MATCHING TEXT	20 WORDS
<p>The basic factors influencing the message are • Content: Content is the basic information that the message contains. The whole message</p> <p>SA edited 3 by Dr. Arpita Sharma Communication skills for Agricultural Development.docx (D75913292)</p>				
19/93	SUBMITTED TEXT	54 WORDS	39% MATCHING TEXT	54 WORDS
<p>Treatment: The way in which the message is transmitted to the receiver is called treatment. The response of the receiver depends upon the treatment of the message. • Structure: The arrangement of the content and elements, form the structure of the message. • Code: Coding is related to the way in which the message is sent</p> <p>Treatment the way in which the message is conveyed to the receiver. Treatment also effects the feedback of the receiver. Structure The structure of the message or the way it has been structured or arranged, the effectiveness of the message. Code Code is the form in which the message is sent.</p> <p>W http://oms.bdu.ac.in/ec/admin/contents/175_16ACCJM4_2020051610080120.pdf</p>				
20/93	SUBMITTED TEXT	22 WORDS	40% MATCHING TEXT	22 WORDS
<p>of Shannon and Weaver's model of communication. A- The main advantage of Shannon and Weaver's model of communication is that it includes the concept</p> <p>of Westley and MacLean's Model of Communication? 4. Enumerate the disadvantages of Westley and MacLean's Model of Communication. 5. What is the concept</p> <p>W http://egyanagar.osou.ac.in/slmfiles/BJMC-02-BLOCK-04.pdf</p>				
21/93	SUBMITTED TEXT	2 WORDS	96% MATCHING TEXT	2 WORDS
<p>chapter/3-2-the- communication-process-communication-in-the-real-world-an-introduction-to- communication-studies/ ?</p> <p>Chapter 1.2 "The communication process" in Communication in the real world: An introduction to communication studies</p> <p>W https://pressbooks.bccampus.ca/professionalcomms/chapter/3-2-the-communication-process-communicat ...</p>				
22/93	SUBMITTED TEXT	12 WORDS	100% MATCHING TEXT	12 WORDS
<p>Who says what, in which channel, to whom, and with what effect.</p> <p>SA Communication models.pdf (D23996677)</p>				
23/93	SUBMITTED TEXT	14 WORDS	80% MATCHING TEXT	14 WORDS
<p>Aristotle's model of communication are Speaker, Speech, Occasion, Audience, and Effect. According to Aristotle,</p> <p>SA Communication models.pdf (D23996677)</p>				
24/93	SUBMITTED TEXT	14 WORDS	88% MATCHING TEXT	14 WORDS
<p>communication Source: Communication models for the study of Mass Communication by Denis McQuail &</p> <p>SA Communication models.pdf (D23996677)</p>				

25/93	SUBMITTED TEXT	13 WORDS	100% MATCHING TEXT	13 WORDS
<p>Communication models for the study of Mass Communication by Denis McQuail &</p> <p>SA Communication models.pdf (D23996677)</p>				
26/93	SUBMITTED TEXT	13 WORDS	100% MATCHING TEXT	13 WORDS
<p>Communication models for the study of Mass Communication by Denis McQuail &</p> <p>SA Communication models.pdf (D23996677)</p>				
27/93	SUBMITTED TEXT	13 WORDS	100% MATCHING TEXT	13 WORDS
<p>Communication models for the study of Mass Communication by Denis McQuail &</p> <p>SA Communication models.pdf (D23996677)</p>				
28/93	SUBMITTED TEXT	10 WORDS	100% MATCHING TEXT	10 WORDS
<p>Hypodermic Needle Theory The Magic Bullet or hypodermic needle theory</p> <p>Hypodermic Needle Theory The "Magic Bullet" or "Hypodermic Needle Theory"</p> <p>W http://oms.bdu.ac.in/ec/admin/contents/175_16ACCJM4_2020051610080120.pdf</p>				
29/93	SUBMITTED TEXT	14 WORDS	78% MATCHING TEXT	14 WORDS
<p>when a child is born, the only mode of communication for it is crying.</p> <p>When a child is born the only means of communication for him is crying.</p> <p>W https://www.communicationtheory.org/helical-model-of-communication/</p>				
30/93	SUBMITTED TEXT	13 WORDS	100% MATCHING TEXT	13 WORDS
<p>Communication models for the study of Mass Communication by Denis McQuail &</p> <p>SA Communication models.pdf (D23996677)</p>				
31/93	SUBMITTED TEXT	32 WORDS	78% MATCHING TEXT	32 WORDS
<p>The "Magic Bullet" theory graphically assumes that the media's message is a bullet fired from the "media gun" into the viewer's "head". - Berger, 1995 Figure 5.1 Concept of Magic Bullet/ Hypodermic Needle Theory</p> <p>The "Magic Bullet" theory graphically assumes that the media's message is a bullet fired from the "media gun" into the viewer's "head". -Berger, 1995 Panic Broadcast of 1938, U.S. Concepts in Hypodermic Needle Theory</p> <p>W https://www.businessstopia.net/mass-communication/hypodermic-needle-theory-communication</p>				

32/93	SUBMITTED TEXT	12 WORDS	76% MATCHING TEXT	12 WORDS
Paul Lazarsfeldn, Bernard Berelson, and Hazel Gaudet proposed the Two-Step Flow theory				
SA Communication Theory Block 1 Semester 1.pdf (D165201123)				
33/93	SUBMITTED TEXT	10 WORDS	100% MATCHING TEXT	10 WORDS
from mass media to opinion leaders, and from them to from mass media to opinion leaders, and from them to				
W https://en.wikipedia.org/wiki/Two-step_flow_of_communication				
34/93	SUBMITTED TEXT	15 WORDS	86% MATCHING TEXT	15 WORDS
Channel: The medium through which the information is transmitted from the sender to the receiver				
SA 21COM07 Gautam Nagar - Solved Practice Paper.docx (D126161212)				
35/93	SUBMITTED TEXT	10 WORDS	100% MATCHING TEXT	10 WORDS
one of the most difficult stages to identify the evidence". one of the most difficult stages to identify the evidence"				
W https://www.communicationtheory.org/diffusion-of-innovation-theory/				
36/93	SUBMITTED TEXT	28 WORDS	34% MATCHING TEXT	28 WORDS
Diffusion theories can never represent all factors, and in this manner may miss basic indicators of adoption. This diversity of variables has additionally prompted inconsistent outcomes in research, reducing Diffusion theories can never account for all variables, and therefore might miss critical predictors of adoption.[90] This variety of variables has also led to inconsistent results in research, reducing				
W https://en.wikipedia.org/wiki/Diffusion_of_innovations				
37/93	SUBMITTED TEXT	15 WORDS	62% MATCHING TEXT	15 WORDS
This theory states that when two actions or thoughts are not psychologically compatible with each other, this theory, when two actions or ideas are not psychologically consistent with each other,				
W https://en.wikipedia.org/wiki/Cognitive_dissonance				
38/93	SUBMITTED TEXT	10 WORDS	100% MATCHING TEXT	10 WORDS
from mass media to opinion leaders, and from them to from mass media to opinion leaders, and from them to				
W https://en.wikipedia.org/wiki/Two-step_flow_of_communication				
39/93	SUBMITTED TEXT	10 WORDS	100% MATCHING TEXT	10 WORDS
from mass media to opinion leaders, and from them to from mass media to opinion leaders, and from them to				
W https://en.wikipedia.org/wiki/Two-step_flow_of_communication				

40/93	SUBMITTED TEXT	42 WORDS	56% MATCHING TEXT	42 WORDS
<p>This balance is achievable in three primary ways. First, the individual may minimize the significance of the dissonant thought. Second, the person may try to dominate this dissonant thought with uniform thoughts. Lastly, the person may include the dissonant thought into his present belief system.</p>		<p>This equilibrium is achieved in three main ways. First, the person may downplay the importance of the dissonant thought. Second, the person may attempt to outweigh the dissonant thought with consonant thoughts. Lastly, the person may incorporate the dissonant thought into their current belief system.[77]</p>		
<p>W https://en.wikipedia.org/wiki/Cognitive_dissonance</p>				
41/93	SUBMITTED TEXT	44 WORDS	28% MATCHING TEXT	44 WORDS
<p>their mental perceptions and personal actions thus resulting in one of three relationships: ? Consonant relationship: when two actions are compatible with each other. (e.g. eating lunch in a restaurant and ordering your favorite dish) ? Irrelevant relationship: when two cognitions are irrelevant to each other. (e.g.</p>		<p>their mental attitudes and personal actions; such continual adjustments, between cognition and action, result in one of three relationships with reality:[3] • Consonant relationship: Two cognitions or actions consistent with each other (e.g. not wanting to become drunk when out to dinner and ordering water rather than wine) • Irrelevant relationship: Two cognitions or actions unrelated to each other (e.g.</p>		
<p>W https://en.wikipedia.org/wiki/Cognitive_dissonance</p>				
42/93	SUBMITTED TEXT	2 WORDS	100% MATCHING TEXT	2 WORDS
<p>https://www.communicationtheory.org/magic-bullet-or-hypodermic-needle-theory-of-communication/ ? https://www.</p>		<p>https://www.communicationtheory.org/magic-bullet-or-hypodermic-needle-theory-of-communication/ • https://www.</p>		
<p>W https://www.mastersincommunications.org/guide-mass-communication/</p>				
43/93	SUBMITTED TEXT	27 WORDS	43% MATCHING TEXT	27 WORDS
<p>the second era of theories, the researchers were able to establish the fact that the media can be considered as a reinforcer/ endorser of pre-existing ideas and opinions</p>		<p>The second era of theories directly challenged the all-powerful notion about the media and countered that the media could not be considered as a 'pied piper' but rather as a reinforcer/endorser of pre-existing ideas, attitudes and opinions.</p>		
<p>W https://www.communicationtheory.org/limited-effects-theory/</p>				
44/93	SUBMITTED TEXT	23 WORDS	48% MATCHING TEXT	23 WORDS
<p>the media. It also considered that the media's influence is indirect and functioned through an interrelated network. The main difference between the first two</p>		<p>the media. It also posited the media's influence was not direct but rather functioned through an interconnected web of mediating factors. The main difference between the first two</p>		
<p>W https://www.communicationtheory.org/limited-effects-theory/</p>				
45/93	SUBMITTED TEXT	13 WORDS	88% MATCHING TEXT	13 WORDS
<p>showed that interpersonal effect was much stronger than that of the mass media</p>		<p>showed that interpersonal influence was much stronger than that of the mass media.</p>		
<p>W https://www.communicationtheory.org/limited-effects-theory/</p>				

46/93	SUBMITTED TEXT	19 WORDS	60% MATCHING TEXT	19 WORDS
<p>media effects is not bound to any specific theory but is rather a combination of two or more theories.</p> <p>W https://www.communicationtheory.org/limited-effects-theory/</p>		<p>media effects does not rely solely any specific school of thought but is rather a combination of two or more theories. 12 { 7</p>		
47/93	SUBMITTED TEXT	28 WORDS	41% MATCHING TEXT	28 WORDS
<p>that the first era theorists focused on how the media affected the individuals while the second era researchers focused on another fact that how did people use the media. "The</p> <p>W https://www.communicationtheory.org/limited-effects-theory/</p>		<p>that while the 'Magic Bullet' era of theorists questioned how the media affected individuals, the second era focused more on asking one other question – 'How did people use the media?' The</p>		
48/93	SUBMITTED TEXT	17 WORDS	73% MATCHING TEXT	17 WORDS
<p>to expose themselves to those mass communications that are in accord with their existing attitudes and interests.</p> <p>W https://www.peoi.org/Courses/Coursesch/mass/mass2.html</p>		<p>to expose themselves to those mass communications which are in agreement with their attitudes and interests;</p>		
49/93	SUBMITTED TEXT	54 WORDS	94% MATCHING TEXT	54 WORDS
<p>Mass media not only lack arbitrary influence powers but their personal lack of freedom to engage in arbitrary communication behavior. Both the media and their audiences are integral parts of their society. The surrounding socio-cultural context provides controls and constraints not only on the nature of media messages but also on the nature of their effects on audiences".</p> <p>W http://egyankosh.ac.in/bitstream/123456789/7164/1/Unit-3.pdf</p>		<p>Mass media not only lack arbitrary influence powers, but their personal lack of freedom to engage in arbitrary communication behavior. Both the media and their audiences are integral part of their society. The surrounding socio-cultural context provides controls and constraints not only on the nature of media messages but also on the nature of their effects on audiences".</p>		
50/93	SUBMITTED TEXT	36 WORDS	51% MATCHING TEXT	36 WORDS
<p>The first level is used to study media objectives or the most immediate thought that people have on exposure to media messages. • At the second level, the media aims at how people should think about the</p> <p>W https://www.slideshare.net/AshishRichhariya1/theories-of-mass-communication-234987888</p>		<p>The first level is usually used by the researchers to study media uses and its objectives or the influences that media creates on people and the most proximal thought that people will have on the exposure to the information given by media house. Second level: At the second level, the media focuses on how people should think about the</p>		
51/93	SUBMITTED TEXT	30 WORDS	100% MATCHING TEXT	30 WORDS
<p>these theories may not correspond to complete media systems but they have now become part of the discussion of press theory and provide some of the principles for current media policy and practice".</p> <p>W https://www.slideshare.net/AshishRichhariya1/theories-of-mass-communication-234987888</p>		<p>these theories "may not correspond to complete media systems" but "they have now become part of the, discussion of press theory and provide some of the principles for current media policy and practice".</p>		

52/93	SUBMITTED TEXT	21 WORDS	50% MATCHING TEXT	21 WORDS
<p>widely used in the field of psychology and now it is considered to be one of the essential theories of communication studies. The</p> <p>W https://www.communicationtheory.org/gatekeeping-theory/</p>		<p>widely used in the field of psychology and later it occupies the field of communication. Now it's one of the essential theories in communication studies. Concept: The</p>		
53/93	SUBMITTED TEXT	24 WORDS	92% MATCHING TEXT	24 WORDS
<p>The press always takes on the form and coloration of the social and political structure within which it operates". -</p> <p>W http://oms.bdu.ac.in/ec/admin/contents/175_16ACCJM4_2020051610080120.pdf</p>		<p>the press always takes on the form and coloration of the social and political structures within which it operates.</p>		
54/93	SUBMITTED TEXT	23 WORDS	54% MATCHING TEXT	23 WORDS
<p>of the Press" by Fred Siebert, Theodore Peterson, and Wilbur Schramm in 1956. They are also known as the Western Theories of Mass Media.</p> <p>W https://www.businessstopia.net/mass-communication/normative-theories-press</p>		<p>of four press theories proposed by Fred Siebert, Theodore Peterson and Wilbur Schramm together in their book called "Four Theories of the Press". The theories are also known as Western theories of mass media.</p>		
55/93	SUBMITTED TEXT	28 WORDS	83% MATCHING TEXT	28 WORDS
<p>Siebert's four theories (the authoritarian, the libertarian, the Soviet, and social responsibility) are acknowledged as the most proper theories to describe how different media systems operate in the world.</p> <p>W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html</p>		<p>Siebert's four theories (the authoritarian, the libertarian, the Soviet, and the social responsibility) are still acknowledged by many mass media researchers as the most proper categories to describe how different media systems operate in the world.</p>		
56/93	SUBMITTED TEXT	18 WORDS	75% MATCHING TEXT	18 WORDS
<p>press and how that kind of press affects audiences. The theories also enlighten the control and censorship of</p> <p>W https://www.businessstopia.net/mass-communication/normative-theories-press</p>		<p>press and how that kind of press affects audiences. The theory also talks about control and censorship of</p>		
57/93	SUBMITTED TEXT	17 WORDS	75% MATCHING TEXT	17 WORDS
<p>In contrast to the authoritarian theory, the libertarian approach implies that the individual should be free to publish</p> <p>W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html</p>		<p>In contrast to the authoritarian theory, the libertarian view rests on the idea that the individual should be free to publish</p>		
58/93	SUBMITTED TEXT	31 WORDS	96% MATCHING TEXT	31 WORDS
<p>the First Amendment to the American Constitution states "Congress shall make no law, abridging the freedom of speech or of the press. It is thus simply an absolute right of the citizen".</p> <p>W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html</p>		<p>the first amendment to the American constitution, which states that 'congress shall make no law...abridging the freedom of speech or of the press, it is thus simply an absolute right of the citizen'.</p>		

59/93	SUBMITTED TEXT	16 WORDS	65% MATCHING TEXT	16 WORDS
to inform, to entertain, to endorse the truth, and to keep an eye on the government.		to inform, to sell, to entertain, to uphold the truth, and to keep check on the government.		
W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html				
60/93	SUBMITTED TEXT	33 WORDS	98% MATCHING TEXT	33 WORDS
Sola Pool (1973), "No nation will indefinitely tolerate freedom of the press that serves to divided the country and to, open the flood gates of criticism against the freely chosen government that leads it".		Sola Pool (1973), "No nation will indefinitely tolerate a freedom of the press that serves to divided the country and to ,open the flood gates of criticism against the freely chosen government that leads it".		
W http://egyankosh.ac.in/bitstream/123456789/7164/1/Unit-3.pdf				
61/93	SUBMITTED TEXT	10 WORDS	100% MATCHING TEXT	10 WORDS
the United States, Great Britain, and other western European nations		the United States, Great Britain, and other western European nations.		
W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html				
62/93	SUBMITTED TEXT	14 WORDS	76% MATCHING TEXT	14 WORDS
to print or broadcast anything, which could go against the established authority and		to print or broadcast anything, which could undermine the established authority, and		
W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html				
63/93	SUBMITTED TEXT	19 WORDS	63% MATCHING TEXT	19 WORDS
The Soviet theory is also known as 'The Communist Media Theory'. It is an outgrowth of the authoritarian theory.		The Soviet Theory is also called as 'the communist media theory'. Just as the social responsibility theory is an outgrowth of the libertarian theory,		
W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html				
64/93	SUBMITTED TEXT	22 WORDS	70% MATCHING TEXT	22 WORDS
emergency, the authorities used the provisions of official secrets act to restrict free access to information, consequently hampering the freedom of the		emergency (1975-77). The authorities can and do use the provisions of official secrets act to deny free access to information, thereby hampering the freedom of press. 33 The		
W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html				
65/93	SUBMITTED TEXT	20 WORDS	69% MATCHING TEXT	20 WORDS
The media must serve positive functions for society, related to information, education, and motivation. Progressive movements in the country and abroad		The media must serve positive functions in society relating to information, education, motivation, and mobilization. They must support progressive movements in the country and abroad.		
W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html				

66/93	SUBMITTED TEXT	15 WORDS	76% MATCHING TEXT	15 WORDS
<p>theory was to help in achieving the communist goals for the goodwill of the people.</p> <p>W https://www.businessstopia.net/mass-communication/communist-theory-mass-communication</p>		<p>theory was implemented to help in achieving the communist objectives for the benefits of the people.</p>		
67/93	SUBMITTED TEXT	22 WORDS	56% MATCHING TEXT	22 WORDS
<p>example of the Soviet media theory in the present scenario is media functioning in China, where the communist government controls TV, radio, newspapers,</p> <p>W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html</p>		<p>example of the Soviet media theory is how the media function in China, where the communist government controls TV, radio, and newspapers. 36 </p>		
68/93	SUBMITTED TEXT	24 WORDS	64% MATCHING TEXT	24 WORDS
<p>of the government. 7.5 Social Responsibility Theory The Social Responsibility Theory originated from the Commission of Freedom of the Press (Hutchins 1947) in the United States.</p> <p>W http://egyankosh.ac.in/bitstream/123456789/7164/1/Unit-3.pdf</p>		<p>of the Social Responsibility Theory The 'social responsibility' theory owes its origin to the Commission on Freedom of the Press (Hutchins 1947). that was appointed in United States.</p>		
69/93	SUBMITTED TEXT	26 WORDS	40% MATCHING TEXT	26 WORDS
<p>in soviet communist theory, the control is with some leaders of the communist party. The government is the most superior, powerful, and important entity above all including</p> <p>W https://www.businessstopia.net/mass-communication/communist-theory-mass-communication</p>		<p>in soviet communist theory, the control lies in very small number of leaders in soviet communist theory. Government is taken as the most superior, powerful and important than all including</p>		
70/93	SUBMITTED TEXT	20 WORDS	64% MATCHING TEXT	20 WORDS
<p>was first used by the Soviet Union (Russia), sometimes it is also known as 'the Soviet Theory of Mass Communication.' The</p> <p>W https://www.businessstopia.net/mass-communication/communist-theory-mass-communication</p>		<p>was practically used by the then Soviet Union (Russia) in 1917. Thus, the theory is also known as Soviet Theory of Mass Communication. The</p>		
71/93	SUBMITTED TEXT	31 WORDS	79% MATCHING TEXT	31 WORDS
<p>The theory signifies the mass media and the government on the same level, where both are allowed to criticize each other. The social responsibility theory is the extension of the libertarian theory.</p> <p>W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html</p>		<p>the theory puts the mass media and the government on the same level, signifying an interaction where both parts are allowed to criticize the other: The social responsibility theory is an extension of the libertarian theory</p>		
72/93	SUBMITTED TEXT	18 WORDS	60% MATCHING TEXT	18 WORDS
<p>The Social Responsibility theory was based on the belief that media has to serve many essential functions in society</p> <p>SA 21COM21 Pavana.pdf (D126161475)</p>				

73/93	SUBMITTED TEXT	17 WORDS	68% MATCHING TEXT	17 WORDS
<p>the rights of the individual against the government. 4. Maintain the economic balance of the system by</p>		<p>the rights of the individual against the government through its watchdog function 4. Maintaining the economic equilibrium of the system by</p>		
<p>W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html</p>				
74/93	SUBMITTED TEXT	27 WORDS	50% MATCHING TEXT	27 WORDS
<p>the media should underestimate the news that might lead to crime, violence, social instability or be offensive to religious minorities. The media should reflect the diversity of society,</p>		<p>the media should underplay that news which might lead to crime, violence, and social tension cause offence to ethnic or religious minorities. The media should be pluralist, should reflect the diversity of society</p>		
<p>W https://ocd.lcwu.edu.pk/cfiles/Pakistan%20Studies/Maj/Pak-St-402/102_-_Introduction_to_Mass_commu ...</p>				
75/93	SUBMITTED TEXT	45 WORDS	100% MATCHING TEXT	45 WORDS
<p>Freedom of expression under the social responsibility theory is not an absolute right, as under pure libertarian theory. One's right to free expression must be balanced against the private rights of others and against vital society interest." - Siebert, Peterson, and Schramm</p>		<p>Freedom of expression under the social responsibility theory is not an absolute right, as under pure libertarian theory. One's right to free expression must be balanced against the private rights of others and against vital society interest. – Siebert, Peterson, and Schramm</p>		
<p>W https://www.businessstopia.net/mass-communication/social-responsibility-theory</p>				
76/93	SUBMITTED TEXT	12 WORDS	90% MATCHING TEXT	12 WORDS
<p>Helps in avoiding conflicts during wars • It accepts public opinion and</p>		<p>helps in avoiding conflicts during wars and conflicts. • It accepts public opinion and</p>		
<p>W https://www.businessstopia.net/mass-communication/social-responsibility-theory</p>				
77/93	SUBMITTED TEXT	48 WORDS	52% MATCHING TEXT	48 WORDS
<p>is involved with the right to information, the right to revert, and the right to apply the communication modes for interaction in the small scale group of the community. The theory also favors the multiplicity of media, operation at small scale and uniformity in communication at all levels. It</p>		<p>is concerned with the right to information, the right to answer back, the right to use the means of communication for interaction in the small-scale settings of the community. The theory favours a. multiplicity of media; smallness scale, of operation; and a horizontality of communication at all levels. It</p>		
<p>W http://egyankosh.ac.in/bitstream/123456789/7164/1/Unit-3.pdf</p>				
78/93	SUBMITTED TEXT	11 WORDS	90% MATCHING TEXT	11 WORDS
<p>improving the quality of life of people struggling with underdevelopment and</p>		<p>improving the conditions and quality of life of people struggling with underdevelopment and</p>		
<p>W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html</p>				

79/93	SUBMITTED TEXT	22 WORDS	56% MATCHING TEXT	22 WORDS
<p>and diversity in the application of communication techniques used for different issues. Some approaches include information transmission and education, social marketing, social mobilization,</p>		<p>and diversity in the application of communication techniques used to address the problems of development. Some approaches in the field include: information dissemination and education, behavior change, social marketing, social mobilization,</p>		
<p>W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html</p>				
80/93	SUBMITTED TEXT	21 WORDS	86% MATCHING TEXT	21 WORDS
<p>led to the evolution of a new approach whereby communication is used to carry out development tasks. These tasks are carried out</p>		<p>led to the birth of a new approach whereby communication is use to carry out development tasks. These tasks are carried out</p>		
<p>W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html</p>				
81/93	SUBMITTED TEXT	16 WORDS	62% MATCHING TEXT	16 WORDS
<p>Normative theories are more focused on the relationship between the press and the government rather than</p>		<p>Normative theories are more focused in the relationship between Press and the Government than</p>		
<p>W http://oms.bdu.ac.in/ec/admin/contents/175_16ACCJM4_2020051610080120.pdf</p>				
82/93	SUBMITTED TEXT	29 WORDS	66% MATCHING TEXT	29 WORDS
<p>is involved with the right to information, the right to revert, and the right to apply the communication modes for interaction in the small scale group of the community. The</p>		<p>is concerned with the right to information, the right to answer back, the right to use the means of communication for interaction in the small-scale settings of the community. The</p>		
<p>W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html</p>				
83/93	SUBMITTED TEXT	18 WORDS	75% MATCHING TEXT	18 WORDS
<p>In contrast to the authoritarian theory, the libertarian approach implies that the individual should be free to publish</p>		<p>In contrast to the authoritarian theory, the libertarian view rests on the idea that the individual should be free to publish</p>		
<p>W https://pdfcoffee.com/download/mass-communication-concepts-amp-processes-pdf-free.html</p>				
84/93	SUBMITTED TEXT	25 WORDS	38% MATCHING TEXT	25 WORDS
<p>Soviet Communist theory, the control is with some leaders of the communist party. The government is the most superior, powerful, and important entity above all including</p>		<p>soviet communist theory, the control lies in very small number of leaders in soviet communist theory. Government is taken as the most superior, powerful and important than all including</p>		
<p>W https://www.businesstopia.net/mass-communication/communist-theory-mass-communication</p>				
85/93	SUBMITTED TEXT	12 WORDS	90% MATCHING TEXT	12 WORDS
<p>Helps in avoiding conflicts during wars • It accepts public opinion and</p>		<p>helps in avoiding conflicts during wars and conflicts. • It accepts public opinion and</p>		
<p>W https://www.businesstopia.net/mass-communication/social-responsibility-theory</p>				

86/93	SUBMITTED TEXT	3 WORDS	84% MATCHING TEXT	3 WORDS
<p>theory-mass- communication • https://www.businessstopia.net/mass-communication/communist-theory-mass-communication •</p> <p>W https://www.businessstopia.net/mass-communication/communist-theory-mass-communication</p>		<p>Theory of Mass Communication," in Businessstopia, https://www.businessstopia.net/mass-communication/communist-theory-mass-communication.</p>		
87/93	SUBMITTED TEXT	26 WORDS	51% MATCHING TEXT	26 WORDS
<p>The social responsibility theory changed the manner in which press distributed news from objective reporting to analytical reporting. Prior to this theory, facts were introduced without any interpretation.</p> <p>W https://www.businessstopia.net/mass-communication/social-responsibility-theory</p>		<p>The social responsibility theory of mass media changed the way press published news from objective reporting to interpretative reporting. Before this theory, facts were presented without any interpretation.</p>		
88/93	SUBMITTED TEXT	22 WORDS	52% MATCHING TEXT	22 WORDS
<p>Bernard Berelson, and Hazel Gaudet (1948) proposed the Two-Step Flow theory of communication on the basis of their survey "The People's Choice". The</p> <p>W https://www.communicationtheory.org/two-step-flow-theory-2/</p>		<p>Bernard Berelson (1912 – 1979) and Hazel Gaudet was introduced The Two-Step Flow of Communication in the book called "The people's choice: How the</p>		
89/93	SUBMITTED TEXT	22 WORDS	93% MATCHING TEXT	22 WORDS
<p>Understanding Academic E- books Through the Diffusion of Innovations Theory as a Basis for Developing Effective Marketing and Educational Strategies". The findings of</p> <p>W https://ohiostate.pressbooks.pub/drivechange/chapter/chapter-1/</p>		<p>Understanding academic e-books through the diffusion of innovations theory as a basis for developing effective marketing and educational strategies. The Journal of</p>		
90/93	SUBMITTED TEXT	23 WORDS	64% MATCHING TEXT	23 WORDS
<p>Integrating Mobile Devices into Nursing Curriculum: Opportunities for Implementation Using Rogers' Diffusion of Innovation Model" was done to investigate the inclusion of mobile devices</p> <p>W https://ohiostate.pressbooks.pub/drivechange/chapter/chapter-1/</p>		<p>Integrating Mobile Devices into Nursing Curricula: Opportunities for Implementation Using Rogers' Diffusion of Innovation Model" was a study relating to the integration of mobile devices</p>		
91/93	SUBMITTED TEXT	2 WORDS	100% MATCHING TEXT	2 WORDS
<p>The_Two- Step_Flow_of_Communication_in_Twitter-Based_Public_Forum</p> <p>W https://en.wikipedia.org/wiki/Two-step_flow_of_communication</p>		<p>The Two-Step Flow of Communication in Twitter-Based Public Forums".</p>		

92/93	SUBMITTED TEXT	23 WORDS	95% MATCHING TEXT	23 WORDS
	Doyle, Garrett, & Currie, 2014). "An Innovation Diffusion Approach to Examining the Adoption of Social Media by Small Businesses: An Australian Case Study," was		Doyle, Garrett, & Currie, 2014). Another study, "An Innovation Diffusion Approach to Examining the Adoption of Social Media by Small Businesses: An Australian Case Study," was	
	W https://ohiostate.pressbooks.pub/drivechange/chapter/chapter-1/			

93/93	SUBMITTED TEXT	15 WORDS	75% MATCHING TEXT	15 WORDS
	of this E-appointment service among the patients, lack of value of the new online service,		of the e-appointment service to the patients, a perceived lack of value of the new online service	
	W https://bmchealthservres.biomedcentral.com/articles/10.1186/s12913-015-0726-2			