



UGC NET Paper 1: Communication

A Comprehensive Analytical Review for JRF Aspirants

Examiner's Note: This module focuses on the analytical application of theories, precise terminology, and chronological accuracy required for the exam.

The Ontology and Characteristics of Communication

Core Definition

Derived from Latin 'communicare' (to make common). It is the **exchange** of ideas, facts, emotions, and information between two or more distinct entities.

Key Characteristics

- **Dynamic & Continuous:** Not a static act but a fluid, ongoing process.
- **Irreversible & Unrepeatable:** Once a message is sent, it cannot be withdrawn; the specific context can never be exactly replicated.
- **Contextual:** Occurs within Physical, Social, Psychological, and Temporal contexts.

Process Cycle

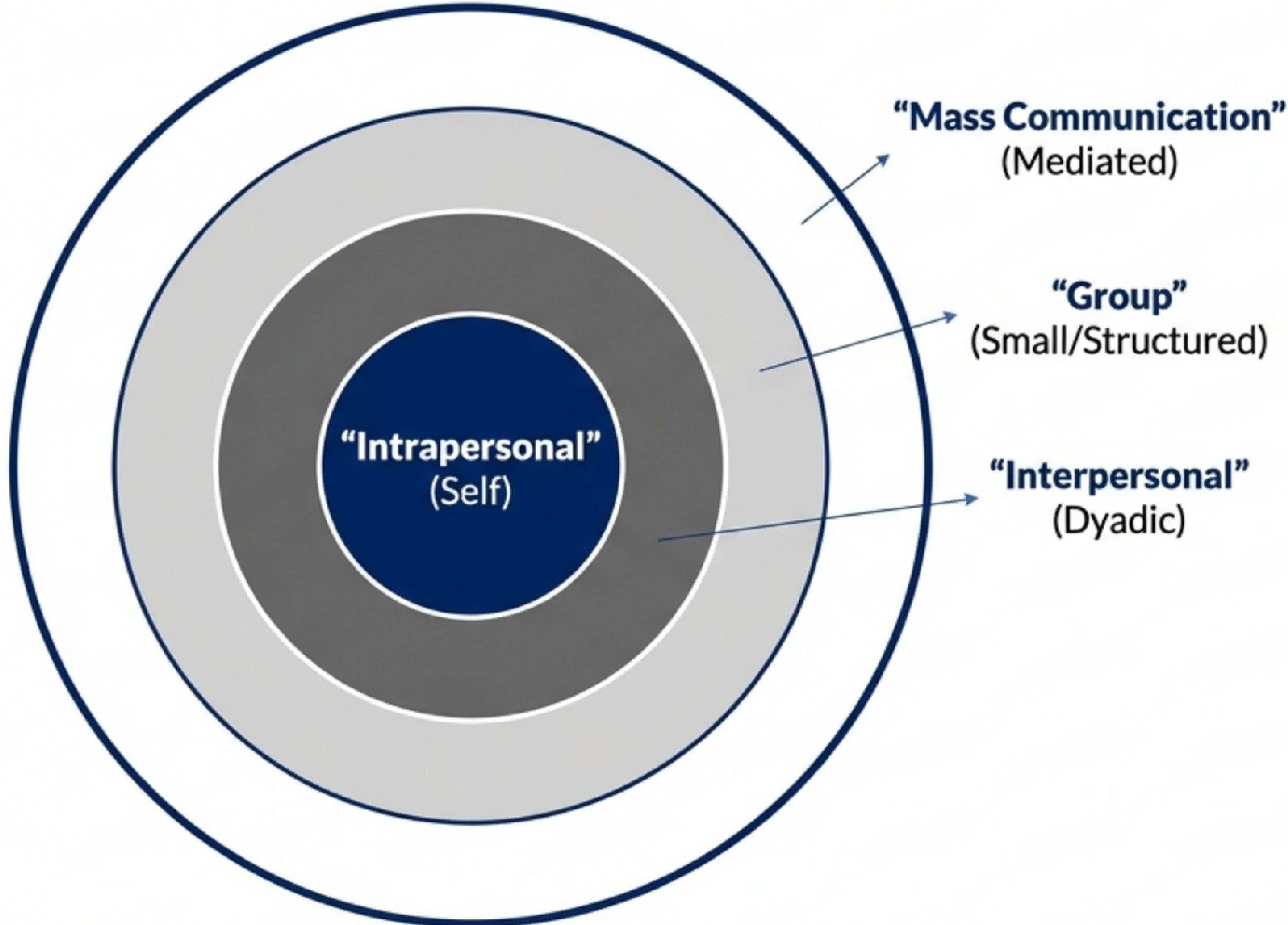


Examiner's Insight

Communication is fundamentally a social process. A key examinable distinction is that it uses **symbols (verbal/non-verbal)** to create shared meaning within a **specific environment**.



Taxonomy by Relationship and Scale



Legend

- **1. Intrapersonal:** Communication with the self (Thinking, Meditation, Prayer). The foundation.
- **2. Interpersonal (Dyadic):** Face-to-face, two individuals. High intimacy, immediate feedback.
- **3. Group Communication:** Small number (10-15 people). Classroom dynamics, board meetings. Individual recognition is possible.
- **4. Mass Communication:** Large, heterogeneous, anonymous audience. Transmitted via media (TV, Radio, Press). Feedback is delayed or weak.

Verbal Communication and Paralanguage

Verbal Communication



- The use of words and language structure.
- **Oral:** Spoken words (Synchronous delivery).
- **Written:** Scripted symbols (Asynchronous delivery).

Paralanguage



- The 'How' vs. the 'What'. Non-verbal vocal cues that accompany speech.
- **Components:** Pitch, Tone, Volume, Rate, Pauses.
- **Nuance:** It adds emotional context to the verbal message.

Examiner's Note: Silence is often categorized under paralanguage or non-verbal cues. It is a powerful communicative act indicating approval, disapproval, or contemplation.

Non-Verbal I: Kinesics and Proxemics

Kinesics (Body Language)



Expression



Gesture

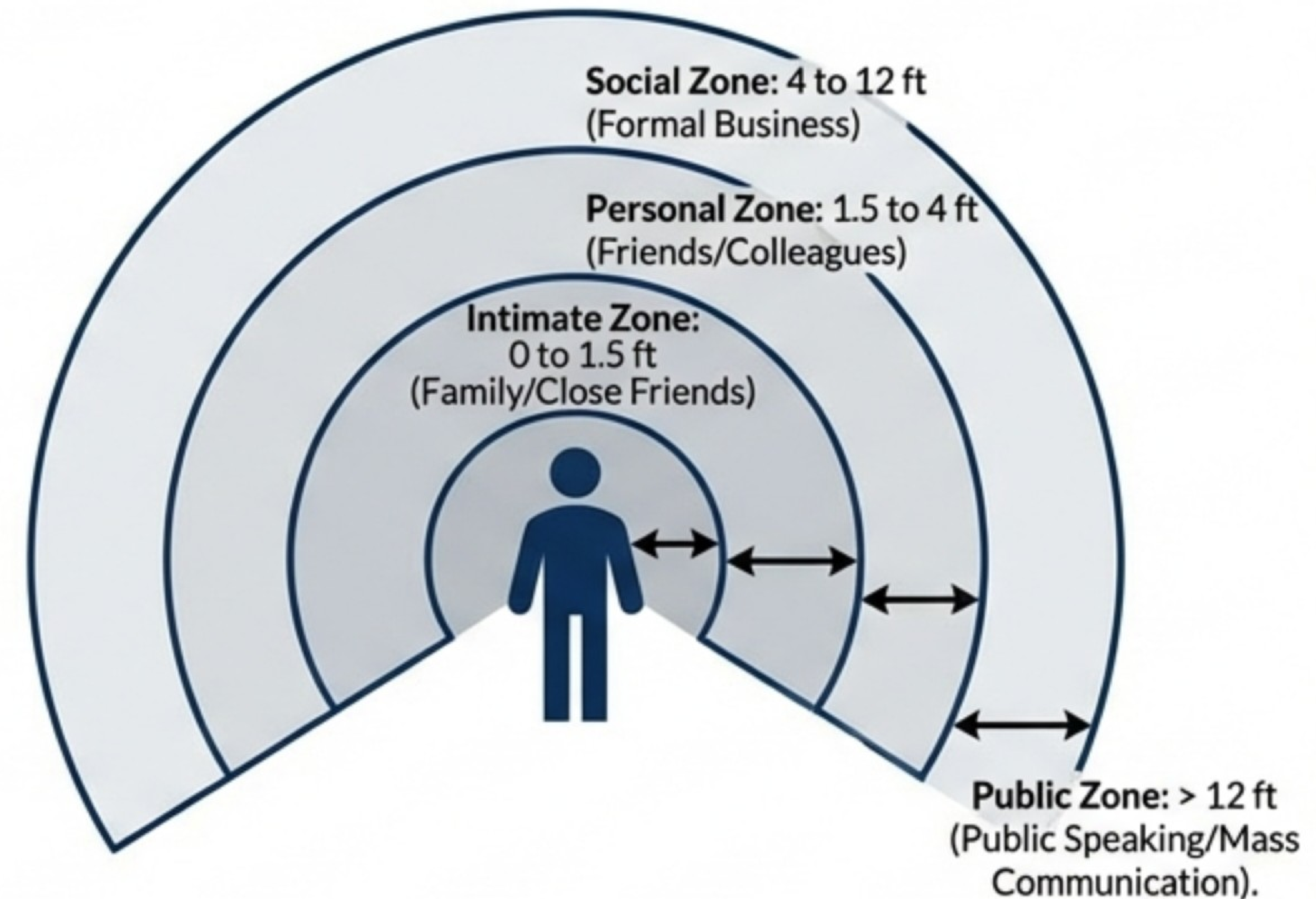


Posture

- **Facial Expressions:** Most expressive indicator of emotion.
- **Gestures:** Hand movements (Emblems, Illustrators).
- **Postures:** Open vs. Closed body stances indicating attitude.

Proxemics

(Space & Distance - Edward T. Hall)



Non-Verbal II: Sensory, Temporal, and Artifactual

Haptics (Touch)



Communication via touch. Indicates power, solidarity, or affection (e.g., Handshakes, pat on back).

Chronemics (Time)



The role of time.

- **Monochronic:** Time is linear; punctuality is key.
- **Polychronic:** Time is fluid; relationships are key.

Oculesics (Eye Behavior)



Study of gaze, eye contact, and pupil dilation. Regulates interaction and indicates interest.

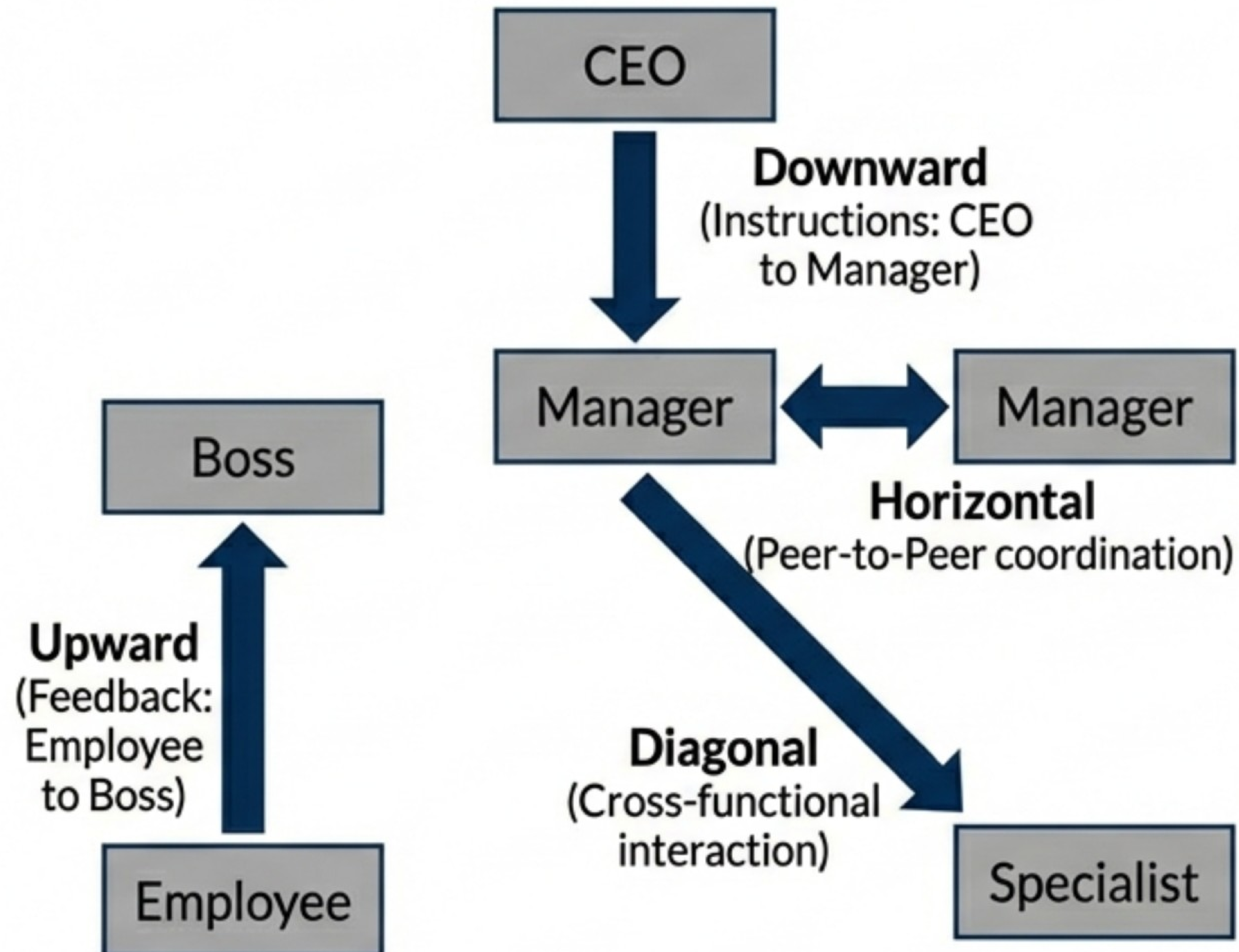
Olfactics & Artifacts



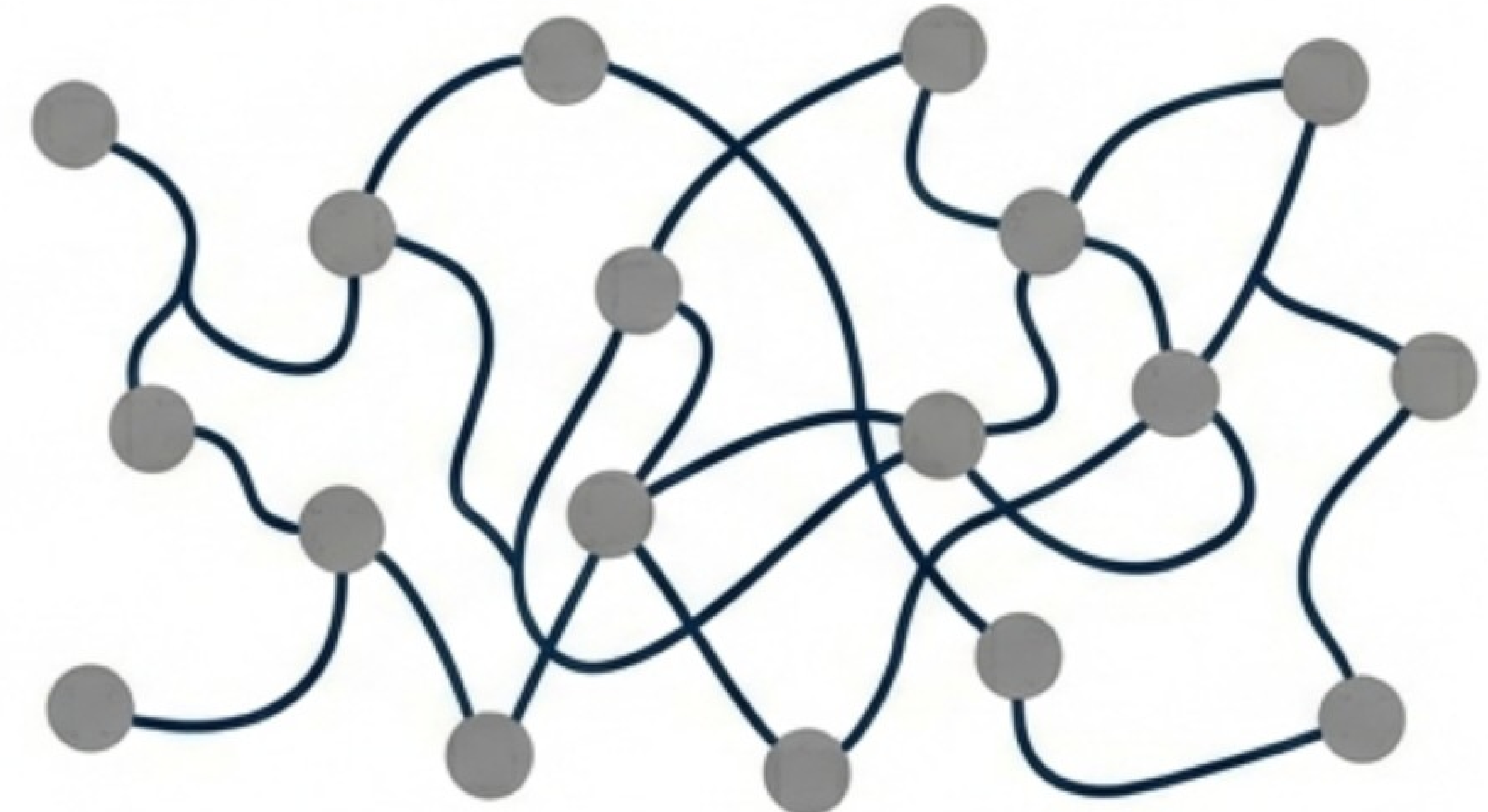
- **Olfactics:** Communication via smell.
- **Artifacts:** Objects communicating identity (Clothing, jewelry, cars).

Organizational Directions and Networks

Formal Communication Flows



Informal Network: The Grapevine



- Unstructured, spontaneous, and often faster than formal channels.
- Can carry rumors but acts as a social safety valve.

Examiner's Note

Do not confuse Grapevine with 'fruitless' communication. It is a recognized, inevitable organizational phenomenon.

Theoretical Frameworks: The Linear Tradition

One-Way Process | No Feedback Loop

Aristotle's Model (Classical)



Speaker-centric. Reliant on Rhetoric (Ethos, Pathos, Logos). **Context:** Public Speaking.

Lasswell's Model (1948)



Introduced the concept of 'Effect Analysis'.

Critical Deficit: Both are 'Action' models, not 'Interaction' models due to the absence of a feedback loop.

The Mathematical Model: Shannon & Weaver (1948)

The 'Mother of all Models' - Developed for Bell Labs



- **Concept of Noise:** Introduced as a technical barrier/dysfunction within the channel that distorts the message.
- **Classification:** Linear / One-way model.
- **Focus:** Technical fidelity and signal transmission, not semantic meaning.

Berlo's S-M-C-R Model (1960)

S - SOURCE

Not Sender

- Comm. Skills
- Attitudes
- Knowledge
- Social System
- Culture

M - MESSAGE

- Content
- Elements
- Treatment
- Structure
- Code

C - CHANNEL

- Seeing
- Hearing
- Touching
- Smelling
- Tasting (The 5 Senses)

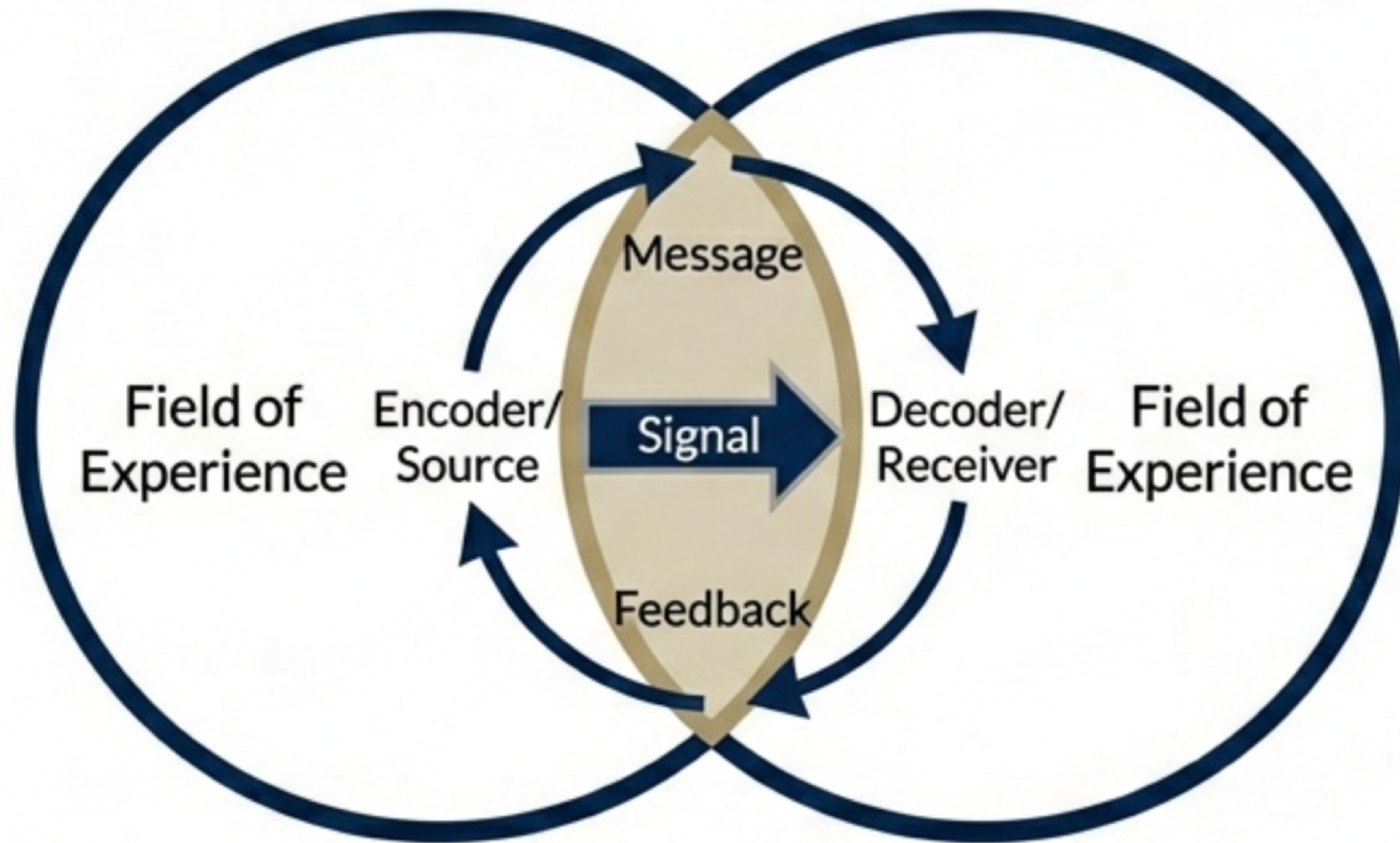
R - RECEIVER

- Comm. Skills
- Attitudes
- Knowledge
- Social System
- Culture

Key Insight: Communication fidelity is highest when the Source and Receiver act within similar social-cultural systems and skill levels. This model still lacks an explicit feedback loop.

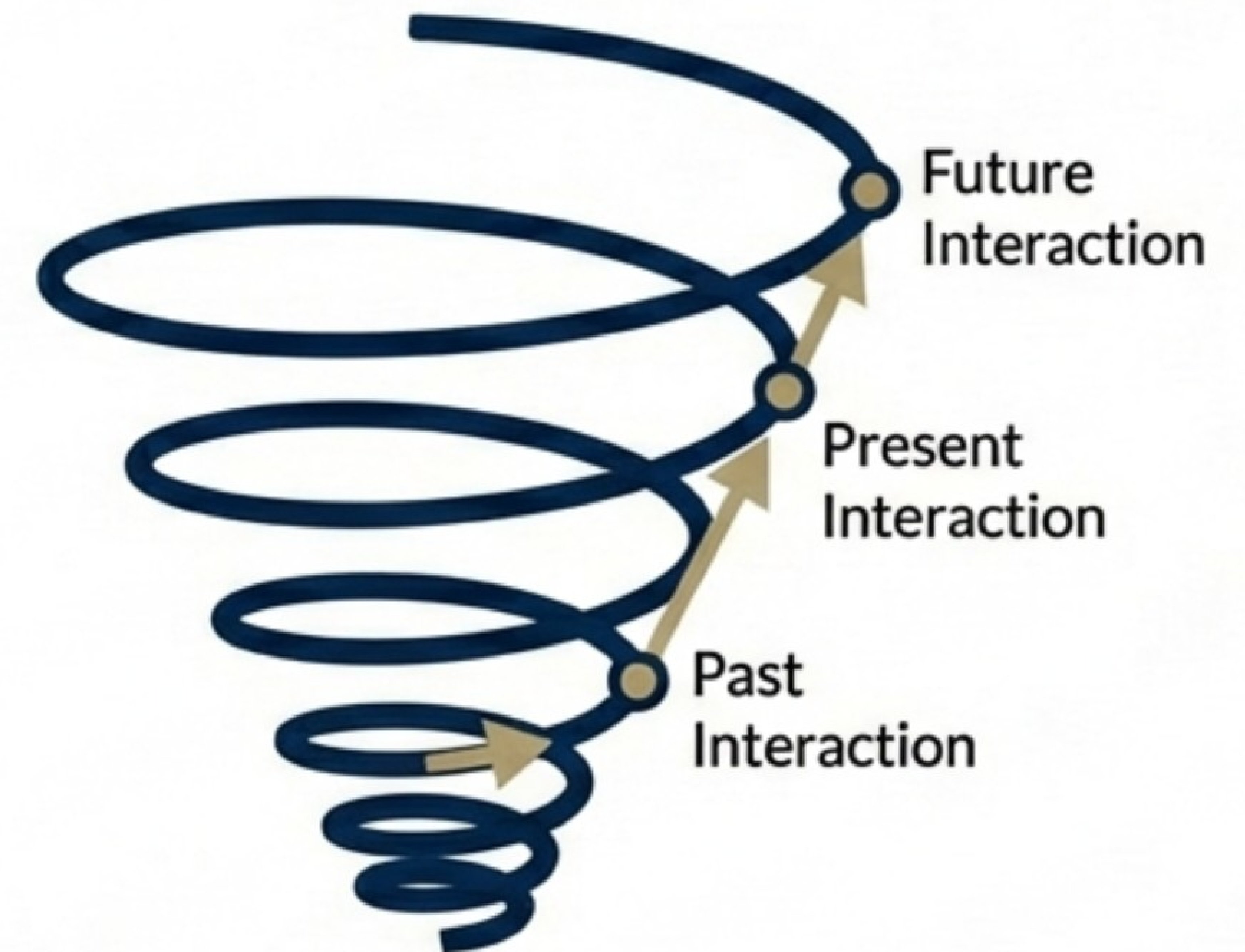
Interactive and Transactional Frameworks

Schramm's Model (1954)



- **Concept:** Communication is only possible where the fields of experience overlap. Circular process with simultaneous encoding/decoding.

Dance's Helical Model (1967)



- **Concept:** Communication is evolutionary. Present interaction is influenced by the past. It is dynamic and non-repetitive.

Transactional Model: Participants are simultaneous senders and receivers, co-creating reality.

Diagnostics: Barriers to Effective Communication



Semantic Barriers

Language and Logic errors.

- Homophones
- Technical Jargon
- Bad Translation
- Ambiguous words



Physical Barriers

Environmental factors.

- Noise
- Distance
- Invisibility
- Poor Equipment



Psychological Barriers

Internal/Mental factors.

- Cognitive Dissonance
- Prejudice
- Stereotyping
- Selective Perception



Cross-Cultural Barriers

Social norms and values.

- Ethnocentrism
- Differing interpretations of time and space

Mass Media Evolution: Press and Radio



Examiner's Note: Understanding the historical progression from print to radio is crucial for comprehending mass media's foundational impact on information dissemination and public discourse.

Cinematic History: The Indian Context



The Silent Era

Father of Indian Cinema:
Dadasaheb Phalke.

- First Feature Film: ***Raja Harishchandra* (1913)** - Silent.



The Talkie Era

First Sound Film: ***Alam Ara* (1931).**

- Director: **Ardeshir Irani.**



The Golden Era (1940s-60s)

Themes: Social Realism & Nation Building.

- Key Films: *Mother India* (1957), *Pyaasa*, *Do Bigha Zamin*.
- Key Directors: Satyajit Ray, Guru Dutt, Bimal Roy.

Examiner's Note: Note: Questions often require chronological arrangement of these milestones (Silent -> Talkies -> Colour/Golden Era).

Digital Convergence and New Media

Synchronous vs. Asynchronous

Synchronous Media:

- Real-time interaction (e.g., Video Conferencing, Live Chat)



Asynchronous Media:

- Time-delayed interaction (e.g., Email, Blogs, Podcasts)



McLuhan's Media Concepts

Hot Media:

- High definition, low participation (e.g., Film, Radio)



Cool Media:

- Low definition, high participation (e.g., Telephone, Comic Books)



Examiner's Note:

Networked Society: The digital age blurs the line between Mass and Interpersonal communication (Many-to-Many).

