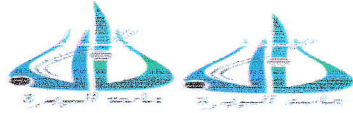


FACULTY OF SOCIAL SCIENCES AND HUMANITIES



Department of Sociology

Licence in Sociology

Course: Introduction to Communication

Courses Handbook

Course: Introduction to Communication



Intended for Second-year undergraduate students in sociology

Prepared by Dr. GOUADJELIA AMEL

University year: 2025-2026

Faculty of Social Sciences and Humanities
Department of Sociology
Course: Introduction to Communication

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Introduction :

How did humans develop the ability to communicate? Are humans the only creatures on earth that communicate? What purpose does communication serve in our lives? Answers to these historical, anthropological, and social-scientific questions provide part of the diversity of knowledge that makes up the field of communication studies. As a student of communication, you will learn that there is much more to the field than public speaking, even though the origins of communication studies are traced back thousands of years to ancient Greek philosophers and teachers like Plato and Aristotle who were the first to systematically study and write about speech. Communication students and scholars also study basic communication processes like nonverbal communication, perception, and listening, as well as communication in various contexts, including interpersonal, group, intercultural, and media communication.

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- **Licence in Sociology**
- **Semester: Fourth**
- **Course name: Introduction to Communication**
- **Credit: 01**
- **Coefficient: 01**
- **Hours per semester: 22 hours and 30 minutes**
- **Hours per week: 1 hour and 30 minutes – Lecture –**
- **Assessment method: Exam 100%**
- **Learning objectives:**
 - **-Learn the basics of human communication and organizational communication, and master concepts related to communication.**
 - **-Be able to distinguish between different forms of communication and the areas where they overlap.**
 - **-Apply theoretical knowledge to everyday life, considering that various practices fall within the communication process.**

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1- Lecture 01: Communication and Related Concepts

Individuals in society are connected based on shared interests and the pursuit of goals, whether material or moral. To achieve this, individuals use a set of symbols that reflect the language of communication, whether gestures, words, or other processes. The latter is referred to as communication, "Where people Need for communication: Man is a social being. He is a member of society. As a member of society he has to constantly interact with his fellow beings. He has emotions, feelings, likes and dislikes. He has to give vent to all these. He needs to convey and let others know what he feels. In other words, whatever be the environment in which a person is placed, he has to build links, establish relationships and have connections. The need for communication arises from man's desire to express himself in a meaningful manner. As stated earlier, communication is¹" which takes place through the process of communication. "In this case, communication is defined in terms of the

¹ - Writer: Dr. M. C. Garg, Vetter: Dr. Kulwant Pathania, **COMMUNICATION SKILLS**, Master of Computer Application, Lal Bahadur Shastri Marg Mumbai , January 27, 2001.P 5.

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means by which it takes place. It seems that if we are talking about radio, or painting, for example, then we must be talking about communication. But this isn't good enough because it doesn't tell us how the means of communication is being used. It doesn't tell us why the communication is happening. In fact, it doesn't tell us a lot of things, all of which partly answer our main question, what is communication.² "

However, it is worth noting how to distinguish between healthy and unhealthy communication. Healthy communication, which is achieved through mental alertness, is an essential element of healthy communication, as is communication ".Form of communication is a way of communicating such as speaking or writing or drawing. Forms are distinct and separate from one another in so far as they have their own system for putting the message across. So, when marks are made on paper according to certain rules (such as those of grammar and spelling), then we create words and the 'form' of writing. ³ "Mindfulness requires letting go

¹-Richard Dimbleby -Graeme Burton , **More Than Words an introduction to communication**, Third edition, 1998, Taylor & Francis e-Library, 2001,P 3.

³- Richard Dimbleby -Graeme Burton ,**Opcit** ,P 4.

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of judgments, returning to awareness, and bringing full attention to what is inside and around the individual. This helps to observe whether the idea that produced the communication process is healthy or unhealthy.

In addition, communication often reflects conversation, which is a source of nourishment, based on the fact that individuals need to talk to some one. But we must understand that " EVOLUTION OF COMMUNICATION: The art of communication is as old as civilization. The art of communication, in fact, is older than the written word or even the spoken word. Man learnt to communicate even before he learnt to speak, read and write. And communication is not unique to human beings alone. Communication pervades the animal world as well. Birds and animals also communicate." ⁴ However, when you have a conversation with another person, what that person says embodies the communication process. In this measure, we will discuss the different forms of communication after addressing its concept, various elements, and characteristics, among other elements.

1-1-The concept of communication and similar concepts: media,

⁴ - Writer: Dr. M. C. Garg, Vetter: Dr. Kulwant Pathania, **Opcit** . P 7.

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publicity, rumors, advertising, marketing, public relations:

Relationships between individuals cannot continue if they are not supported by deepening and contributing to their continuation, as many individuals suffer from difficulties in communication and understanding the meaning of communication, where the individual feels misunderstood. Therefore, we must work on choosing the type and method of communication that we offer to the other person, which can help relationships between individuals flourish.

Communication overlaps with many concepts, including public opinion, which begins as a result of discussion and debate on a particular issue or topic among individuals and spreads to groups, where those concerned resort to giving priority to an individual or collective opinion of general importance. We must clarify that " In terms of our three-dimensional typology, we find the emerging discipline of communication • at the levels of psychology and sociology (levels dimension); • next to disciplines dealing with other great agents of socialization and/or the basic processes of control and communication (communicative dimension); • crossing classical, institutionally-oriented disciplines such as economics, political

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science, theology, etc. (institutional dimension); • covering the dimensions of time and space, since obviously, any study of communication must heed both a temporal and a spatial perspective.⁵

As for the media, it is defined as “the process of providing people with news, facts, and truthful information through special means, or informing public opinion at home and abroad about current events and facts, and spreading culture and awareness among the elite.”

From the above, it is clear that the media, by its objective nature, is reliable for individuals and groups. On this basis, the function of the media is determined by its various means of transmission and expression, given that the raw material of the media consists of facts and events. However, the media does not create phenomena but rather transmits them to others in order to convey the message to the masses. The media must contain accurate information and facts that can be verified for accuracy and precision. Where this condition is met, the media is sound, strong, and influential. In addition to another term that is closer to communication, "

⁵ -Karl Erik Rosengren , **Communication: An Introduction** , Sage Academic Books , SAGE Publications Ltd C, London, 2000 , P 33 .

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Shannon and Weaver's Mathematical Theory of Communication (1949; Weaver, 1949b) is widely accepted as one of the main seeds out of which Communication Studies has grown. It is a clear example of the process school, seeing communication as the transmission of messages. Their work developed during the Second World War in the Bell Telephone Laboratories in the US, and their main concern was to work out a way in which the channels of communication could be used most efficiently. For them, the main channels were the telephone cable and the radio wave." ⁶ namely propaganda, which in its simplest form is defined as "an attempt to influence individuals and the masses in order to control their behavior in a given society, at a given time, and for a given purpose." It should be noted that the goal of propaganda is to influence public opinion and the social behavior of the masses, and to get these masses to follow appropriate behavior using symbols that take different forms through mass media or personal communication. Public opinion is more stable and consistent than

⁶ - John Fiske, **INTRODUCTION TO COMMUNICATION STUDIES**, Second edition, Taylor & Francis e-Library, 2002, London, P 6.

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the public opinion formed through propaganda because the former is based on facts and appeals to reason, while the latter relies on following a specific, distinctive approach. as an interpretive product of what propaganda means, stemming from the actual practice of that communication style. Propaganda is divided into types, including white propaganda, which It appeals to reason and relies on logic in presenting facts, revealing their source, direction, and objectives. Black propaganda appeals to emotions without revealing its source, direction, or objectives. Another type is known as gray propaganda, which is based on some facts that confuse the mind and emotions.

Another term related to communication is advertising, which is an effective means of relying on advertising campaigns to convey messages to the public with their specifications. It should be noted that “there is a strong relationship between advertising and public relations, as it is a means of achieving their goals.”

1-1- Rumor:

A rumor is a statement or conversation that individuals pass on without confirming its accuracy or verifying its authenticity. It is considered a

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psychological phenomenon with significance and motives, and has become one of the most important tools of psychological warfare. It is characterized by brevity, ease of recall and transmission, importance, and ambiguity. The importance of a rumor is measured by the importance of the subject matter it conveys. This is because people tend to believe everything they hear and pass it on to others, adding some details. Rumors are usually divided into fear rumors, which are related to people's belief in something they fear and, consequently, their belief in what is rumored about it because of their fear, In addition, there are professional rumors and social rumors, which vary according to the diversity of the environment and surroundings in which they are spread. Public relations in relation to public relations are linked to communication through the creation of a communication program that is linked to strategic communication plans. The latter is based on identifying problems and finding solutions to those problems, which influence public awareness, including understanding and knowledge of trends and behaviors, and working to achieve harmony with the external environment with which interests and needs are exchanged. This makes communication a central point for implementing the

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communication process, for example "semantic noise refers to noise that occurs in the encoding and decoding process when participants do not understand a symbol. To use a technical example, FM antennae can't decode AM radio signals and vice versa. Likewise, most French speakers can't decode Swedish and vice versa. Semantic noise can also interfere⁷ in the interaction model of communication. communication between people speaking the same language because many words have multiple or unfamiliar meanings .

This relates to concepts related to communication, leading us to the concept of communication, which refers to the process or method by which ideas and information are transmitted between people within a given social system," . Noise is anything that interferes with a message being sent between participants in a communication encounter. Even if a speaker sends a clear message, noise may interfere with a message being accurately received and decoded. The transmission model of communication accounts

⁷ -- MEMBERS IN THE SCHOOL OF COMMUNICATION STUDIES, **Communication in the Real World** , FACULTY, JAMES MADISON UNIVERSITY , 2022, JMU Libraries Harrisonburg, VA ,P8.

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for environmental and semantic noise. is any Environmental noise ⁸ physical noise present in a communication encounter. Other people talking in a crowded diner could interfere with your ability to transmit a message and have it successfully decoded. While environmental noise interferes with the transmission of the message which varies in size and in terms of the content of the relationships involved, meaning that this system may be a simple bilateral relationship between two people, a small group, a local community, a national community, or even humanity as a whole."

Communication is also defined as "a word derived from the Latin root COMMUNIS, which means general, common, or broadcast through the participation of two or more parties in the communication process." It is also defined as a process through which a message containing information, opinions, attitudes, That " The one term in the model whose meaning is not readily apparent is noise. Noise is anything that is added to the signal between its transmission and reception that is not intended by the source. This can be distortion of sound or crackling in a telephone wire, static in a

⁸ - - MEMBERS IN THE SCHOOL OF COMMUNICATION STUDIES, **Communication in the Real World** , FACULTY, JAMES MADISON UNIVERSITY , 2022, JMU Libraries Harrisonburg, VA,P8.

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radio signal, or 'snow' on a television screen. These are all examples of noise occurring within the channel and this sort of noise, on level A, is Shannon and Weaver's main concern. But the concept of noise has been extended to mean any signal received that was not transmitted by the source, or anything that makes the intended signal harder to decode accurately. Thus an uncomfortable chair during a lecture can be a source of noise—we do not receive messages through our eyes and ears only⁹ or ideas is conveyed for a specific purpose through symbols, regardless of the interference it encounters Here we ask "How did humans develop the ability to communicate? Are humans the only creatures on earth that communicate? What purpose does communication serve in our lives? Answers to these historical, anthropological, and social-scientific questions provide part of the diversity of knowledge that makes up the field of communication studies. As a student of communication, you will learn that there is much more to the field than public speaking, even though the origins of communication studies are traced back thousands of years to ancient Greek philosophers and teachers like Plato and Aristotle, who were:

⁹ - John Fiske, *Opcit*, P8.

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the first to systematically study and write about speech. Communication students and scholars also study basic communication processes like nonverbal communication, perception, and listening, as well as communication in various contexts, including interpersonal, group, intercultural, and media communication. Additionally, media studies may include the study of rhetorical and cultural analysis of media and how those impact society.¹⁰ "

Communication is a process carried out by a person—the sender—who sends a message intended to direct the behavior of another person or group of people—the receiver—considering that communication is a process of interaction and sharing between two or more parties of experiences and knowledge, and it is the influence on the receiver by the sender. In conclusion, we must point out that "communicative dimension emerged as a defining factor in its own right. – communication – the actual institutionalization has proceeded very differently in different countries. Indeed, even within one and the same country very different approaches

¹⁰ -J.J. SYLVIA IV , **Introduction to Communication and Media Studies**, Fitchburg, Massachusetts, 2024 , P 1.

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may be found . Taking a bird's-eye view, it is obvious that communication studies have been institutionalized in terms of all three dimensions of our typology. Communication studies are right now being carried out as a number of specialties within both institutionally and levels-oriented disciplines. There are institutionally-defined chairs of .Media Economy and Political Communication at some universities, and there are at least two types of levels-oriented specialties: not only a well-established psychology of communication, but also a well-established sociology of communication. (Sometimes one may even find a social psychology of communication.) And first and last, but not least, we have an increasing number of chairs, units, departments and schools of communication and mass communication defining themselves in terms, not of a levels perspective, not of an institutional perspective, but in terms of a communicative perspective.¹¹ " .

2- Lecture 02 - The Developmental Stages of Communication -

Communication is considered a fundamental process that involves the transmission of meanings encoded in symbols such as language, gestures,

¹¹ - Karl Erik Rosengren , OPCIT , P 35 .

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and signs. Individuals vary in their ability to understand and encode meanings and symbols based on their frame of reference. Given that human groups rely on communication to interact with one another, communication between individuals began as a means of achieving goals, satisfying needs, and achieving balance among individuals in society. Over time, relationships between individuals developed, the communication process expanded, and different means were adopted. In this lecture, we will explain the developmental stages of communication.

Non-verbal communication :

Basic concepts Non-verbal communication (or NVC) is carried on through presentational codes such as gestures, eye movements, or qualities of voice. "These codes can give messages only about the here and now. My tone of voice can indicate my present attitude to my subject and listener: it cannot send a message about my feelings last week. Presentational codes, then, are limited to face-to-face communication or communication when the communicator is present."¹² They have two functions. The first, as we have seen, is to convey indexical information.

¹² -- Karl Erik Rosengren , **OPCIT** , P 67.

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This is information about the speaker and his or her situation through which the listener learns about her or his identity, emotions, attitudes, social position, and so on. The second function is interaction management. The codes are used to manage the sort of relationship the encoder wants with the other. By using certain gestures, posture, and tone of voice, I can attempt to dominate my fellows, be conciliatory towards them or shut myself off from them. I can use codes to indicate that I have finished speaking and it is someone else's turn, or to indicate my desire to terminate the meeting. These codes are still, in a sense, indexical, but they are used to convey information about the relationship rather than about the speaker.

Further implications:

The human body is the main transmitter of presentational codes. Argyle (1972) lists ten such codes and suggests the sort of meanings they can convey. 1. Bodily contact Whom we touch and where and when we touch them can convey important messages about relationships. "Interestingly, this code and the next (proximity) are ones that appear to vary most between people of different cultures. The British touch each other less

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frequently than members of almost any other culture."¹³ Proximity (or proxemics) How closely we approach someone can give a message about our relationship. There appear to be 'distinctive features' that differentiate significantly different distances. Within three feet is intimate; up to about eight feet is personal; over eight feet is semi-public; and so on. The actual distances may vary from culture to culture: the personal, but not intimate, distance of Arabs can be as little as eighteen inches—which can be very embarrassing for a British listener. Middleclass distances tend to be slightly larger than the corresponding workingclass ones. 3. Orientation H

2-1-The symbolic communication stage:

Reflective mirrors were used to convey different signals and symbols, and a method called semaphore was employed. , which consisted of tall wooden poles with mechanical arms of different colors at the top. The movements of these arms and the intervals between them represented symbols, and messages were repeated from one semaphore pole to the next until they reached the next recipient. Humans then linked the symbols and expressive drawings of pictographic writing to the sound segments they

¹³ - Karl Erik Rosengren , **OPCIT** , P 68.

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used to communicate with their community, thus creating the first spoken writing. Signs and symbols with phonetic meanings were added to the expressive symbols, creating the first types of alphabets. "The systematic study of communication is very old, and it started as the study of the most basic form of human communication: oral communication. Right from the beginning, the art of communication and persuasion was vital to those in power. During Antiquity, therefore, rhetorics – the study and art of eloquence – flourished in the Greek and Roman empires, in centres of learning such as Athens, Rome, Constantinople and Alexandria." ¹⁴.

2-2-The linguistic communication stage:

Linguistic communication depends on the language that is considered in *the media and communication to have the most impact on the communication process*, which makes communication successful both in its transmission and reception and through the channels of message delivery. Since language refers to the factor that individuals share, linguistic communication is considered one of the most important types of communication that has a wide impact on members of society, and the

¹⁴ - Karl Erik Rosengren , **OPCIT** , P 41.

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Channel The channel is the easiest of the three concepts to define. It is simply the physical means by which the signal is transmitted. The main channels are light waves, sound waves, radio waves, telephone cables, the nervous system, and the like. Medium The medium is basically the technical or physical means of converting the message into a signal capable of being transmitted along the channel. My voice is a medium; the technology of broadcasting is what constitutes the media of radio and television. The technological or physical properties of a medium are determined by the nature of the channel or channels available for its use. These properties of the medium then determine the range of codes which it can transmit. We can divide media into three main categories.¹⁵ "regardless of the type and content of the message. This is because the use of a single language by a large number of individuals facilitates understanding of what is being communicated and achieves the intended goal of the communication process.

2-3 -The stage of rhetorical communication:

Rhetoric was considered the most important means used by the ancient

¹⁵- Karl Erik Rosengren , **OPCIT** , P18.

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Greeks and Romans, who used this form of poetry in both the Iliad and the Odyssey as a means of stirring the emotions of the masses and arousing their passions.

With technological advances, rhetorical communication has also evolved in its various processes, with the use of modern communications technology and electronic communication in the context of improving and developing communication channels and their diversity. where messages are created to spread awareness, for example, and ideas and points of view about the content of the message sent. It should be noted that communication is defined by its types and examples. It is also considered " Elaborated and restricted codes Basic concepts This famous classification of code is the work of Basil Bernstein (for example 1964, 1973). He is a socio-linguist and has concentrated his work on the language of children. So these terms apply originally to different uses of verbal language, though we may now legitimately extend them to cover other types of code¹⁶". Bernstein's work has been highly controversial because he links the types of language used with the social class of the user and

¹⁶ - Karl Erik Rosengren , OPCIT , P 70.

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relates this to the educational system. He has taken linguistics into politics. These early examples of communication studies were often carried out within the humanities. In the terms previously discussed they thus applied scholarly rather than scientific perspectives. Similar tendencies may be found in the USA, where departments of speech, originally created within the rhetorical

tradition, gradually added a scientific perspective to their originally humanistic, scholarly orientation. In other cases, perspectives from the behavioural and social sciences were applied relatively early. A US pioneer of a sociological perspective was Robert Park, who in 1904 took his doctorate in Germany, with a thesis on *Masse und Publikum* ('Mass and Public'), and later on was a professor of sociology at the University of Chicago ¹⁷ " .

2-4 The stage of linear or written communication:

With the advent of writing, a new form of direct communication between humans emerged, where means were found to convey written messages from one place to another, either directly or sequentially. Writing

¹⁷ - - Karl Erik Rosengren , OPCIT , P52.

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developed through several stages, and in the context of linear communication, McLuhan points out that “Pre-literate societies preserve cultural content while changing the way knowledge is stored, where information is now stored using the alphabet.” Thus, the sense of sight replaced the sense of hearing as the means by which individuals acquire information, with the alphabet relying on the construction of parts or pieces.

Written communication takes the form of memos, mutual suggestions, instructions, periodic reports, and complaints. Here, the opportunity is given to choose the words of the message so that they are more expressive and more understandable. The success of the communication process and communication itself depends on the sender and the receiver and on the efficiency of the communication channel.

The stage of printed communication:

Printing dates back to the first century AD, when the Chinese used wooden blocks with distinctive shapes after dipping them in special inks to print simple shapes and symbols. . Modern history credits Johannes Gutenberg with the invention of printing in 1450, using metal letters with precise

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shapes set in wooden frames to form words and sentences. Newspapers and books also emerged during this period. The postal service became one of the most important means of communication, and countries took charge of organizing its distribution until it covered all parts of the world. Express mail was introduced via the Internet or through private companies that guaranteed delivery to any location in a short time". When in the sixteenth century the first printed newspapers appeared, they soon attracted the interest of university scholars. In France and Germany for instance, communication studies became predominantly historical, producing learned treatises about this or that publishing house, its books, journals and newspapers, its authors, journalists and directors. In the early twentieth century there were special chairs and institutes for *Zeitungs-wissenschaft* ('newspaper studies') in Germany, and studies of mass media were also carried out within departments of history, literature, Similar developments were to be found in other countries. . 18 "

2-5- Mass communication stage:

Mass communication becomes mass communication when it reaches many

¹⁸ - Karl Erik Rosengren , *OPCIT* , P 41 .

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people through print or electronic media. Print media such as newspapers and magazines remain an important channel for mass communication, despite having suffered greatly in the past decade, partly due to the emergence of electronic media such as television, websites, blogs, and social media are mass communication channels that you may interact with regularly. Radio, podcasts, and books are other examples of mass media.

Mass Communication Public communication becomes mass communication "when it is transmitted to many people through print or electronic media ¹⁹"Print media such as newspapers and magazines continue to be an important channel for mass communication, although they have suffered much in the past decade due in part to the rise of electronic media. Television, websites, blogs, and social media are mass communication channels that you probably engage with regularly. Radio, podcasts, and books are other examples of mass media. The technology

2- ¹⁹ - MEMBERS IN THE SCHOOL OF COMMUNICATION STUDIES, **Communication in the Real World** , FACULTY, JAMES MADISON UNIVERSITY , 2022, JMU Libraries Harrisonburg, VA., , P6.

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required to send mass communication messages distinguishes it from the other forms of communication (Bryant & Miron, 2004). A certain amount of intentionality goes into transmitting a mass communication message since it usually requires one or more extra steps to convey the message. This may involve pressing “Enter” to send a Facebook message or involve an entire crew of camera people, sound engineers, and production assistants to produce a television show. Even though the messages must be intentionally transmitted through technology, the intentionality and goals of the person actually creating the message, such as the writer, television host, or talk show guest, vary greatly. The President’s State of the Union address is a mass communication message that is very formal, goal oriented, and intentional, but a president’s verbal gaffe during a news interview is not.

The technology required to send mass communication messages distinguishes them from other forms of communication. There is a certain degree of intentionality in the transmission of a mass communication message, as it usually requires one or more additional steps to convey the message. The digital communication stage.

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This may involve pressing “Send” to send a message on Facebook or involving a whole crew of cameramen, sound engineers, and production assistants to produce a television program. Although messages must be intentionally conveyed through technology, the intentions and goals of the person actually creating the message, such as the writer, television presenter, or talk show guest, vary greatly. The president's State of the Union address is a formal, purposeful, and intentional mass communication message, but the president's verbal slip during a news interview is not . Mass communication differs from other forms of communication in terms of the personal relationship between the participants, where "Public communication becomes mass communication when it is transmitted to many people through print or electronic media. Its basis "Message is basically the basic component in communication skill. The message may be – Verbal, means (Written or Spoken) – Non-Verbal, means(Symbols, Pictures or unspoken). • This is very much important component of communication “ Your message should be clear and easy to understand” The most important element in message is your receiver . You must be well aware about your receiver. While

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preparing a message you should keep in mind how your receiver will interpret the message. Print media such as newspapers and magazines²⁰ continue to be an important channel for mass communication although they have suffered much in the past decade due in part to the rise of electronic media. Television, websites, blogs, and social media are mass communication channels that you probably engage with regularly. Radio, podcasts, and books are other examples of mass media. The technology required to send mass communication messages distinguishes it from the other forms of communication. A certain amount of intentionality goes into transmitting a mass communication message since it usually requires one or more extra steps to convey the message²¹. Although creating and maintaining personal communication is often the goal of those who create mass communication messages, the relational aspect of communication between individuals and groups is not inherent in this type of communication. Unlike communication between individuals and groups, there is no immediate loop for verbal and nonverbal feedback in mass

²⁰ - Iman Kadhim Abbood , **Introduction To Communication Skill**, College Of Information Technology, University Of Babylon, 2019,Iraq,P7.

²¹ - Karl Erik Rosengren , **OPCIT** , P 8.

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communication. You can write a letter to the editor of a newspaper or send an email to a television or radio broadcaster in response to a story, but the immediate feedback available in direct interactions is not present with new media technologies such as Twitter, blogs, and Facebook. Reactions have become more immediate. Individuals can now tweet directly at someone and use hashtags to direct their reactions to the source of the mass communication, In addition, "Feedback Basic concepts Like medium, feedback is a concept that Shannon and Weaver do not use, but is one that later workers have found useful. Briefly, feedback is the transmission of the receiver's reaction back to the sender. Models that emphasize feedback are ones with a cybernetic bias. Cybernetics is the science of control. The word derives from the Greek word for helmsman and its origin can provide us with a good illustration. If a helmsman wishes to steer to port, he moves the tiller to starboard. He then watches to see how far the ship's bow will swing round to port and will adjust the extent to which he pushes the tiller to starboard accordingly." ²²

Based on the fact that communication is a process carried out by

²² - - Karl Erik Rosengren , OPCIT , P 21.

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organizations and individuals with the aim of reaching a number of individuals using various media, some types of mass communication have been mentioned, such as newspapers, radio, television, and the Internet. Several factors have emerged that affect mass communication, such as the information and communications revolution, communication, and advertising. Perhaps these factors have created a negative impact on mass communication, as the sender does not see the audience receiving the message and does not receive feedback easily and directly, in addition to the difficulty of designing a media message that is in line with the trends of the receiving audience .

3- Lecture 03 - Elements (Pillars) of Communication:

As mentioned in the previous two lectures, individuals come together in society to achieve common goals and balance the distribution of the results of those goals. Perhaps the most important element in achieving balance is communication, which is the basis for building societies and relationships between different individuals. On this basis, communication takes place in an organized process that includes many elements through

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which the communication process is embodied. In this lecture, we will discuss the various elements that make up communication.

3-1-The sender:

The transmission model of communication describes communication as a linear, one-way process in which the sender deliberately sends a message to the receiver. This model focuses on the sender and the message within the communication encounter. Although the receiver is included in the model, this role is seen as more of a goal or end point rather than part of an ongoing process, leaving us to assume that the receiver either successfully receives and understands the message or does not. that the receiver either receives and understands the message successfully or does not. The scientists who designed this linear model proposed by Aristotle centuries ago From that model, which included a speaker, a message, and a listener, they were also influenced by the emergence and spread of new communication technologies at that time, such as the telegraph and radio, and perhaps you can see these technical influences within the model.

The sender is considered to be the radio broadcaster who encodes a

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verbal message that is sent by the radio tower via radio waves (channel) and ultimately reaches the receiver via an antenna and loudspeakers in order to be decoded. The broadcaster does not know whether you are receiving his or her message or not, but if the equipment is working and the channel is free of interference, there is a high probability that the message has been successfully received.

The receiver or recipient:

Individuals or audiences are large in number and scattered in different places, so communication can only be achieved by implementing strategies such as individual and collective communication production and distribution systems that deliver identical communication messages simultaneously and in short time intervals.

The arrival of the message to the recipient is known as the emergence of channels that can convey verbal and nonverbal language to individuals, which requires them to be considered an audience for communication channels. The recipient is considered an invisible element to the sender because they are distributed across different locations, where individuals decode the symbols sent by converting them into meanings, noting that the

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recipients are not affected by the content of the message. They are only influenced by the language used in the message.

It is worth noting that the future is influenced by ideas governed by customs and traditions that have become the product of communication channels, as a common language is established that expresses the totality of the recipients. It should also be clarified that the reactions of the audience turn into influence and impact, which require understanding, control, and prediction.

3-2-The message:

The message stems from being part of an interaction model that focuses on how the message is sent and whether or not it has been received. i.e., the interaction model is more concerned with the communication process itself. In fact, this model acknowledges that there are many messages sent at the same time, to the extent that many of them may not be received, and some messages are sent unintentionally. Therefore, communication is not judged to be effective or ineffective in this model based on whether a single message was sent and received successfully. or not.

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The message is also the content or substance that the source conveys to the recipient through the medium. It consists of linguistic or pictorial symbols, and is composed of patterns or editorial forms appropriate to the medium. It is the actual product of the sender, who puts his idea into symbols. The communication message extends to include all The information exchanged between the two parties involved in the communication process, such as data on the current situation in the context of “achieving goals, opinions, experiences, suggestions, experiments, and information on goals, policies, events, trends, feelings, and emotions.” The communication message to the audience is selected according to the specific program for implementation. The communication message is characterized by being updated for impact, given that sending the message is in itself the communication process. Communication messages also constitute alerts that guide members of the audience who express their willingness to respond to them.

3-3-Rules for drafting the message:

The most important elements to consider in order to ensure that the communication message is drafted correctly are as follows:

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- Use language that is free from anything that prevents the audience from understanding it.
 - The vocabulary should be common and appropriate for the audience.
 - Observe the rules of grammar and vocabulary and ensure that the resulting meanings are understandable to the audience.
 - Ensure that messages can be transmitted accurately and clearly through the channel.
 - Focus on the essential element of ensuring that the message is compatible with the available channel.
 - What is in the sender's mind must be formulated in a form suitable for transmission, whether in the form of words, non-verbal symbols, or both.
 - Repetition and reiteration at intervals should be taken into account in order to aid creativity.

3-3-The medium (channel of communication):

Communication experts stress the need to distinguish between the process of communication and the act of communication, as there are differences between the essence and content of the act of communication and the state of communication, which refers to the concept of the relationship between

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the sender and the receiver. The latter is embodied in mass communication tools that have made the relationship between the sender and the receiver a one-way relationship through a medium that embodies communication, where it appears that " Medium of communication is a means of communicating which combines different forms. A medium often involves the use of technology that is beyond the control of most of us. So, for example, a book is a medium which uses forms of communication such as words, pictures and drawings. "²³

The channel's reach is one of the most important elements, which refers to the channel's ability to spread and cover wide sectors and meet the needs of different groups, in addition to the speed of the communication channel, which refers to the channel's ability to deliver the message to the audience at the required time. It should also be noted that "The media are those examples of mass communication which have come to be a distinct group of their own and say something about what they have in common and how they communicate with us. Examples of these are radio, television, cinema, newspapers and magazines.

²³ - Richard Dimbleby -Graeme Burton ,Opcit ,P4.

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These media are also distinctive in the way that they may include a number of forms of communication. For example, television offers words, pictures and music ,Againthe term ‘media’ often identifies those means of communication which are based on technology that makes a bridge between the communicator and the receiver. ²⁴ " .

The two previous elements are achieved through participation and responsiveness—feedback—which refers to the mutual influences between the sender and receiver of the communication message. These influences guide the communication message in the right direction. It is important to note that fast channels are less responsive than simple means,and "Some channels of communication make feedback very difficult. Twoway radios and telephones allow alternating transmission which can perform some of the functions of feedback, but the feedback is clearly of a different order from the simultaneous feedback that occurs during face-to-face communication. This is determined mainly by availability of channels. In face-to-face communication I can transmit with my voice and simultaneously receive with my eyes. Another factor is

²⁴ - Richard Dimbleby -Graeme Burton ,Opcit ,P4.

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access to these channels. The mechanical media, particularly the mass media, limit access and therefore limit feedback. We cannot have constant access to the BBC, though its audience research unit tries to provide the Corporation with a formalized system of feedback"²⁵.

3-3-Impact:

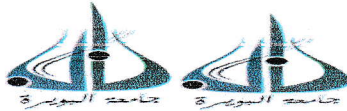
The success of the communication process is influenced by the nature of the circumstances in which the audience receives information that is consistent with the prevailing opinion, which increases the likelihood of support from a large number of individuals. This is where the impact of communication occurs. Many experts point out that repetition of the message is one of the most important factors that help persuade. It helps remind the recipient of the message's purpose and achieve the intended effect.

3-4-Feedback:

Feedback is the response of the receiver to the message received from the source or sender. Feedback takes the same form as the message, but it may take a different form and serve as a counter-message that the sender

²⁵ - - Karl Erik Rosengren , OPCIT , P 22.

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receives and benefits from. Through this feedback, the sender can understand whether the message was received or not, how it was received, and what was understood from its content.

Feedback is considered a reaction resulting from sending a message through a specific channel with different characteristics, based on the fact that *the various elements of communication are linked in a single chain*, and the communication process breaks down and fails if one of those elements is weakened.

Interference and influences:

Interference is related to noise, which is anything that interferes with the message being sent between participants in a communication encounter. Even if the speaker sends a clear message, noise may interfere with the reception and accurate decoding of the message. The communication transmission model takes into account environmental and semantic noise. Environmental noise is any physical noise present in any communication encounter. Other people talking in a crowded restaurant can interfere with your ability to successfully convey and decode a message, while *environmental noise interferes with the transmission of the message*.

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Semantic noise refers to noise that occurs in the encoding and decoding process when participants do not understand the code. Interference is also considered to be the element that weakens the communication message, rendering it uncommunicable and losing its effectiveness. and thus losing its effectiveness. Interference occurs when the message contains errors, which cause uncertainty when the idea is converted into symbols and during the decoding of the message's symbols. More detailed interference occurs when the recipient is uncomfortable receiving the message due to its content or the communication channel.

4- Lecture 04: Characteristics of Communication

The communication process is both a means and an end in itself, but the success of the latter is linked to a set of elements, the most important of which are the characteristics that distinguish it, namely that communication takes place between individuals and is reflected in their behavior, which in turn reflects positive effects in the case of a successful communication process and, conversely, negative results in the case of a failed communication process. If we refer to the success of communication with its characteristics, this means the success of the relationship between

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the sender and the receiver, the communication channel, the message, the feedback resulting from communication, and the influence and impact between the communicating individuals and the external environment. Here, we will discuss the most important characteristics of communication.

4-1- Characteristics of communication:

-The characteristics of communication are:

-Continuity Feature:

Communication is characterized by the feature of continuity; communication does not have a clear beginning and end. It changes and flows as a person expands and interacts with others because human communication needs are not fixed or stable. Continuity is manifested in feedback or response monitoring to observe reactions and their results, as a person asks questions and expects answers from others.

For example, continuity in communication is realized formally in professional official communication. In the dynamic and interconnected world of contemporary business, negotiation as a method of communication continuity is an indispensable process governing

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interactions among various stakeholders. Business negotiations are complex and multifaceted, involving the exchange of ideas, information, and viewpoints among parties with different interests. Success in business negotiations is pivotal for continuity in dealings and communication, not only to reach agreements but also to build and sustain relationships, create new job opportunities, and enhance mutually beneficial solutions.

This is considered one aspect of negotiations in various processes that often do not receive sufficient appreciation but deeply influence those negotiations, represented by the role of communication means.

And what the communication process achieves, effective and sustainable communication is the essence of successful negotiations in an era characterized by digital transformation and rapidly evolving communication technologies. The choice of communication media has a significant impact on the direction and outcomes of every business negotiation, and therefore it is essential to understand the complex relationship between communication media and the effectiveness of business negotiations.

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The goal is to ensure how the choice of the most appropriate communication media affects the effectiveness and sustainability of communication in the context of negotiations as the basis of the communication process.

The characteristic of sharing and participation in meaning: *Communication is an activity with meaning and purpose; it is a creative act initiated by humans who seek to distinguish and organize stimuli so that they can direct themselves in their environment and satisfy their changing needs.*

The meaning of participation in meaning highlights two things: one is the result we seek to achieve, and the other is the discipline that seeks to achieve that result. If meaning is the feeling of experiencing sensation at the same time, and what the same thing feels that happens within the group.

When participation in meaning occurs, energy is released, where the group's identity is formed around the meaning created and shared during the communication process and determining how that is achieved. It may seem like merely a result of effective communication—transmitting a message about something the target audience cares about in a form they

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understand—but communication is more than just the transmission of information, and since problems.

The target is in a form that he understands, but communication is more than just conveying information. As organizational, societal, and global problems have become more complex, what we need is not more audience targeting, but more bridge-building between diverse audiences and sharing unified meanings so they can talk to each other. As has always been the case, bringing people together is what has the power to change the world.

The idea of sharing meaning reflects professional communication that addresses an audience of professional practitioners and offers suggestions to improve communication in professional contexts. The author Terry Mohan and others define communication as "sharing meaning through information, ideas, and feelings." The influential Spanish sociologist and media theorist Manuel Castells uses a similar definition in his book "The Power of Communication," where he defines communication as "sharing meaning through the exchange of information."

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As Castells and Mohan pointed out, communication as sharing meaning makes it clear that this "shared meaning" can take many forms and serve many purposes. Meaning can be shared through a particular language or through what you choose to wear or how you decorate the space around you. In other words, you can share meaning through culturally constructed signs, symbols, gestures, and actions.

4-4-The characteristic of pervasiveness:

Communication exists everywhere and at every moment. Humans use a *symbolic communication system*; they speak in verbal, spoken, written, and inscribed symbols. They also use a system of non-verbal signals. This means that humans are exposed to communication at every moment and in *the spaces of their interactions with others, whether in places of study or work*. The arrival of widespread communications has disrupted traditional communication channels, and global interests now loom larger than us, as conversations are taking place all over the world, no longer confined by national or natural borders. This has enabled individuals to adapt and engage with them, and the challenge now lies in the fact that pervasive

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communication has become chaotic - the extension of communication media.

It offers competing yet similar functions, as conversations now leap between platforms and channels with unprecedented smoothness. For example, an update on Twitter generates a text message that leads to a phone conversation, which in turn leads to a blog post that points to a website being browsed on a mobile device, resulting in a sale in a real-world location. It is chaotic, hyper-connected, ubiquitous, and non-linear. With this change come both risks and rewards. This disruption represents an opportunity to leverage a new communication model, exchange vast amounts of information, and possess analytical power in the hands of the average person—without even needing to understand the content of the message or how it spreads. Additionally, researchers and specialists can enrich their thinking thru conversations made possible by a flexible network of rapid collaboration. Instantaneous, widely spread, and if we refer to the characteristic of dissemination, we can talk about technology because " , All forms or media of communication extend the power of our senses. All the communication that we give or receive must pass through

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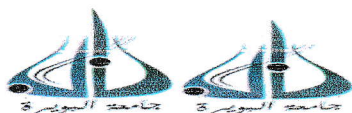
our five senses, especially those of sight and hearing. This is true even when we use some piece of technology to aid our communication. A public address system extends the range of the human voice. A tape recording extends our ability to communicate over distances, or even through time. It can be carried from place to place and can be kept for many years. Computers are interesting because they are also extending human powers such as that of memory. A computer never forgets what it has been 'told' and can do the same job over and over again²⁶."

4-5-The characteristic of predictability in communication:

Communication is not a random process; it is a predictable matter when it comes to sending messages from a specific source. Where human behaviors in daily life can be tracked thru their traditional communications or electronic device communications, where emails, text messages, and mobile phone calls can be used to verify the predictability of communication partner patterns, as these three are the most representative and common behaviors in daily communications. This reflects that all three methods have a clear predictability in the patterns of

²⁶- Richard Dimbleby -Graeme Burton ,Opcit ,P5.

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connected partners. Furthermore, the sequence of text message users has the highest predictability among the three. We also reveal that individuals with fewer communication partners have a higher predictability, and here we investigate.

At the core of the predictability in communication between individuals lies two aspects: one is the intrinsic pattern in the sequence of connected individuals, meaning that people prefer to communicate with a fixed partner after another fixed partner, and the other is the impulse, which is communicating with the same partner several times in succession. The high impulse in the pattern of short message communication is one of the main reasons for its high predictability, while the intrinsic pattern in the sequence of email partners is the main reason for its predictability. The predictability in the sequence of cellular phone call partners comes from both aspects.

The characteristic of communication is natural and purposeful: Communication is a process characterized by the ability to address and listen or hear. It is a natural activity in our daily lives and is a deliberate, purposeful, and conscious activity that contributes to people.

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Based on the meaning of communication, which is generally defined as the exchange of ideas, messages, and information between two or more people thru a medium in a way that allows the sender and receiver to understand the message in the common sense.

" Most means of communication are intentional. That is to say, someone created them with the intention of communicating a message. This could include even unusual . It can be argued that this is intended to draw attention to the building, to its function and to a religion .However, it is important to recognize that messages and meanings can also be understood in some cases where the means of communication is used unintentionally. For example, every day we deal with a flood of messages about our environment. Neighbours may not intend to tell us about their activity when they are using a lawnmower. But of course we do take a message about what they are doing and where they are from the sound of the lawnmower. ²⁷ " . hat is, they are developing a shared understanding of the message within the framework of achieving meaningful communication. It seems your message is empty. Could you please provide

²⁷ - Richard Dimbleby -Graeme Burton ,Opcit ,P5.

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the text you'd like me to translate?

It is through it that the outlined strategies are achieved, which fall under the achievement of the set goals among individuals.

And based on the fact that communication is an important part of human interaction, as it allows for the exchange of information, ideas, and emotions, and plays a role in establishing connections, strengthening relationships, and facilitating understanding among people, it remains important to understand the nature of communication in order to effectively deal with the complexities of human interaction within the framework of achieving balance and reaching common goals among various actors, given that communication is a natural process. Bidirectional, it involves stimuli and response, and it is an irreversible dynamic process linked to the context in which individuals interact, whether voluntarily or mandatorily, as we consider that

"Communication makes connections In everyday experience we find that communication is something which makes connections. The connections are made between one person and another, or between one group of people and another. Sometimes the connection is immediate, as when we talk face

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to face. Sometimes it is 'delayed', as when advertisers communicate with ,
WHAT IS COMMUNICATION? us through street posters. But still a
connection is being made, mainly through what we have called forms or
media. What flows through the connection are the ideas, beliefs, opinions
and pieces of information that are the material and the content of
communication. Our television set links us with the world at large through
news programmes. Speech links us with each other.

But bear in mind the fact that being able to speak to someone
doesn't mean that we can get across what we want to say. Having made
the connection, we then have to learn how to use it to the best of our
ability" ²⁸ .

From the above and the previously mentioned characteristics, we
conclude that the aforementioned characteristics are interrelated due to
their results and effects on the communicating parties: sender, receiver,
and communication channel. Different individuals communicate with
each other within the framework of continuity and achieving common

²⁸ - Richard Dimbleby -Graeme Burton ,Opcit ,P6.

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and diverse goals. Here, the characteristic of communication appears within the framework of achieving goals. Additionally, communication necessitates its continuity among individuals, whether they agree or disagree, in addition to the characteristic of the spread of the communicative message and its influence among individuals and society.

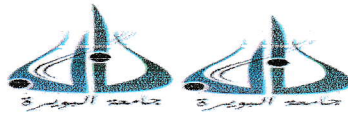
5- Lecture 05: Functions of Communication

Considering the functions of communication when planning the goals and activities of individuals thru thinking about

The reason for communication allows us to identify the words that can be taught and modeled. The first step is to think about the functions of communication that we will address, which of these functions individuals use, and which ones they wish to teach. This requires clarification with examples of how to integrate different communication functions into the activities you are already doing and how to model them. The communication process is multidimensional and spans various fields, covering political, social, cultural, educational, and media domains, and it gives rise to functions that can be summarized as follows:

5-1-The educational and cognitive function:

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The transfer of a set of knowledge, information, and experiences to individuals represents their awareness, education, learning, and the elevation of their cognitive, scientific, and intellectual levels, which enable them to integrate into social and professional life.

Based on the definitions of both concepts, communication is considered the interaction between two or more living or non-living things and means participation. It is defined as the activity of transferring information thru the exchange of ideas, messages, or information via speech, visuals, signals, writing, or behavior and skills in the context of communication as the art of exchanging ideas. On the other hand, education generally means the systematic and scheduled transfer of information. Education, in its broad sense, is considered a form of learning in which knowledge, skills, and habits specific to a group of people are passed from one generation to another thru teaching, training, research, or simply thru self-education. Generally this occurs.

Thru any experience that has a formative impact on a person's way of thinking, feeling, or behaving, and summarizing these definitions, the role of communication skills in education in our current context is to

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teach and train individuals on the basic communication skills, namely listening, speaking, reading, and writing, in order to successfully establish themselves in society and also to expand the scope of their relationships in the community.

Cognitive communication skills are the skills we use in our communication related to the perception of the goals set between individuals, and cognitive communication skills include the following:

Orientation: It is related to knowing things like the date, the name, and the location of individuals.

Attention: It means the ability to focus without distraction.

Perception: that is, recognizing things, as well as using them -

Memory: Remembering recent events and relevant information -

Organization and reasoning: Weak organizational skills, and limited problem-solving and general judgment abilities -

Problem-solving: the ability to manage daily and unexpected problems -

Impulsivity: awareness of danger or consequences, and the ability to control reactions -

Planning and sequencing: the ability to accomplish tasks with multiple

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steps.

Social behavior: the ability to interact with others and engage with them appropriately.

Emotional ability: Regulating emotions and the ability to control emotional reactions appropriately.

5-2-The educational function: It consists of transferring heritage from one generation to another, from one individual to another, and from one community to another, and adapting it to the goals and aspirations of a new generation that interacts with the culture and heritage of the society. Some specialists indicate that the purpose of communication is to educate people, as it is a very conscious process of communication that involves both teaching and learning with the aim of expanding knowledge and improving skills. For this purpose, knowledge, skills, and attitudes are developed among people thru communication.

The persuasive function:

This function helps achieve harmony among members of society. Thru persuasion, each individual fulfills their role toward the community and its institutions. The function of persuasion in communication aims to

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bring about the necessary transformations or changes in the community's perspectives on a particular event or idea that support the social or political system, or to reinforce and emphasize existing perspectives and ideas.

The primary purpose of communication is to keep people constantly informed, and various facts must be presented.

And important information at the right time, and thus communication may be to inform people of ideas, viewpoints, and suggestions and persuade them.

And so on, for example, managers need complete and accurate information for planning and organizing, which employees need to translate planning into tangible reality. This falls under the attempt to persuade individuals at the community level and employees at the institutional level. Persuasion can be defined as an attempt to influence the attitudes, feelings, or beliefs of others.

others, where persuasion consists of four important steps: first, analyzing the situation, then preparing the recipient, delivering the message, and

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finally prompting action and conveying the message. All these steps rely on effective communication.

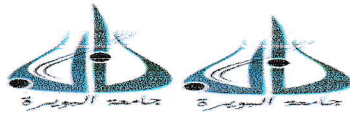
5-3-The entertainment function:

Communication contributes to the entertainment and relief of community members and alleviates the burdens of daily life thru recreational programs that aim to refresh the spirit and bring joy and happiness to their lives thru artistic content such as television, theater, and cinema. Some classify communication functions according to the content topics, such as political communication, educational communication, scientific communication, news, and media.

Forms of entertainment, although they may seem simple to the connected audience, are used by

Millions of them for a large part of the day and affect the audience's feelings, beliefs, and behaviors in various ways, the latter of which are embodied in the communication process. The goals of research in the field of entertainment lie in critical observation and explaining the effects of consuming entertainment media, studying the ways thru which entertainment can be used as a means of communication and conveying

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facts thru news, documentaries, reenactment films, educational series about history, cultures, sciences, and more. Additionally, it involves introducing the audience to standards and values and helping to spread positive social messages during the communication process. To achieve these goals, explaining the entertainment experience itself was the focus of the activities.

In some scientific works, particularly in non-academic contexts, the term "entertainment" refers to a specific type of content that is commercially produced to amuse audiences. Using it in this sense, entertainment is a category of film content, and in the same context, specialists consider it another classification of communication functions.

-Planning:

Communication is considered an important process for obtaining data and information, studying problems, deriving indicators, and forecasting and predicting. Communication also facilitates effective planning, as mentioned by Koontz and O'Donnell.

Effective planning occurs when all those responsible have access to complete information that affects planning areas. Thus, communication is

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required not only for effective planning but also to ensure its better implementation.

Since developing a comprehensive communication strategy and plan is more effective, it requires individuals to adhere to proven principles designed to proactively address key stakeholders and their concerns within an organization. It also emphasizes the general security guidelines for individuals regarding communication and consultation with stakeholders by joint bodies, and the need to establish a communication plan to implement communication operations effectively and efficiently. To achieve this, it is important to craft relevant messages for communication and identify various motivations. This includes communicating with different groups of stakeholders in various ways using different channels and tools. Additionally, evaluating the success of these methods or their outcomes is an essential part of the planning process that ensures successful communication.

Communication planning reflects the efforts of individuals and institutions to establish transparent and continuous relationships between connected groups. It defines the methods and means of communication,

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the target audiences, and the attitudes or behaviors that the communication process should influence.

Organization:

Where communication lines in the organizational structure of each institution represent the lifeblood that provides it with the necessary blood and facilitates the exchange of information among the elements of the organization in light of the multiplicity and diversity of functions within the institution.

Additionally, in an organization where many employees work at different levels, conflicts arise due to one or more reasons. However, with proper communication, conflicts are reduced by fostering understanding and communication, which helps them know the perspectives, problems, and ideas of others.

One of the specialists stated that most business disputes, for example, are not fundamental but rather caused by misunderstandings and ignorance of the facts. Proper communication between the concerned parties reduces friction points and minimizes the disputes that inevitably arise. Specialists in particular and individuals in general strive to achieve what

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is known as industrial peace, which reflects the need for effective communication that creates a better relationship between management and workers. Workers convey their problems, suggestions, and expectations to the organizational leader, while managers share their policies and programs with subordinates and explain the importance of organizational communication. The latter leads to improved work relationships, as organization involves delegating authority, assigning responsibility, decentralization, and establishing relationships among members, which cannot be achieved in the absence of communication. According to Dale Yoder, communication is

The essence of the organization process, and thus communication is *considered important for effective organization because the success or failure of the organization depends on it.*

-Guidance:

Guidance reflects the motivation of employees' behavior to achieve the expected and marked goals, and it also means continuously directing them on how to enable them to do so. Guidance skills are considered management skills that represent one of the characteristics of an

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outstanding manager.

The main assumption of the guidance model is that the exchange of *information and integration, being crucial for effective social interactions,* necessitates guidance among individuals. This is because it increases the likelihood of understanding the communication process and its purpose. It also seeks to solve problems and find common ground by allowing people to formulate their contributions while being aware of what the interlocutor knows and does not know. According to Krauss and Fussell, this strong link between *information sharing and integration on one hand and the quality of outcomes on the other* means that interactions do not necessarily depend on the presence or absence of any communication channels or social cues, but rather on the extent to which people share information and guide each other, and whether they can.

Effectively integrating relevant information, as the sharing and integration of information are two powerful and essential elements in guiding individuals.

Communication between individuals is significantly influenced by the attitude that people hold toward their negotiation partners or group

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discussion partners in the interconnected communication and decision-making process, as well as in social contexts in general, where some negotiators adopt a collaborative approach while others adopt a less collaborative approach, and still others are uncertain about which approach to take.

which they should follow due to their limited knowledge of their counterparts, and cooperative orientation leads individuals to actively seek information that benefits themselves as well as others, share it, and integrate it into reality. Cooperative orientation is typically manifested in mutually beneficial behaviors such as sharing priorities that allow negotiators to make trade-offs in negotiations or sharing unique experiences and information in group discussions.

Usually in behaviors beneficial to both parties, such as sharing priorities that allow negotiators to make trade-offs in negotiations or sharing unique experiences and information in group discussions.

6- Lecture 06 - The Objectives, Requirements, and Skills of Communication:

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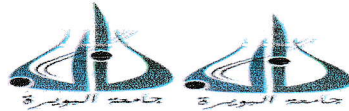
The act of communication seeks to achieve a primary goal, which is the process of influencing the recipient or the sender so that they share the experience with the sender. This influence is reflected in their thoughts or attitudes, thru modifying or changing them.

Communication is an activity We experience communication as an activity. It is something that we do, something that we make, and something that we work on when we receive it from others. In this sense, communication is not just about speech, but about speaking and listening; not just about photography, but about photographing and viewing photographs. When we are talking to someone, we are actively engaged in making sense of what the other person is saying, as much as talking ourselves. For the same reason, it isn't true to say that watching television is passive. On the contrary, just as a group of people have been actively engaged in putting a programme together, so we are actively engaged in making sense of the programme. ²⁹ .

The primary goal of communication is to convey messages, considering that communication is the transfer of knowledge to someone else and also

²⁹- Richard Dimbleby -Graeme Burton ,Opcit ,P6

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the expression of individuals' thoughts and feelings. Individuals communicate with each other to understand what is being exchanged, and *they do this, for example, when listening.*

The individual to someone so that they can understand what is shared with them, and another goal of communication can be considered as using communication as a means to discuss problems thru the exchange of ideas to solve them. Generally, communication provides an opportunity for different people to work collaboratively toward a common goal in the *educational setting, and perhaps communication is the only thing that enhances learning and understanding of subjects.*

The different subjects that are taught and in friendly relationships, it *deepens the relationship and understanding. Communication is what brings the two parties together and makes it stronger, as well as making the relationship more enjoyable.* Above all, the goal of communication is for people to understand each other and thus work together as one team. We summarize the most important objectives related to the sender, the receiver, and the message as follows :

6-1 For the sender:

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- Informing and conveying information and ideas with the aim of gathering information and being aware of the events taking place between individuals.

- Providing individuals with the skills and information that enable them to perform their functions in the best possible way .

- By entertaining individuals with content that relieves their spirits and the pressures of daily life.

- It aims to persuade, change thinking, and win over individuals' attitudes.

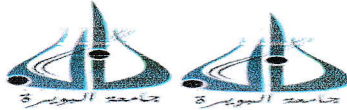
We also find a set of specific goals for the sender represented in the following:

- Defining goals that represent what the audience wants.

- Achieving motives related to what the sender wants for themselves.

communicating is something that we learn to do. In fact, we not only learn how to communicate, but we also use communication to learn how to communicate. This is what is happening in schools and colleges at the moment. It is what is happening as you read this book – we hope. Our earliest experiences as babies include others talking and gesturing to us.

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We learn how to do the same thing, by practice and trial and error. There are some people who believe that we are born with some basic skills which help us learn how to talk and to understand what we see. Nevertheless, most of our communication skills must be learnt. An English baby, born in this country but brought up in Japan, will be Japanese, except in appearance. That is to say, that person will learn to communicate in the ways that a Japanese person does. So, abilities such as talking or writing are not natural. They are taught us by parents, friends and school. And, as growing creatures, we want to learn at least some of these communication skills because we can see that they are useful, to explain to others what we want. ³⁰ "

- The sender works on adhering to the organization's policy to a certain extent.
- The sender uses verbal or non-verbal language to employ the placement of meanings in linguistic forms that carry the intended connotations.
- The sender strives for their language to be understood by the audience,

³⁰ - Richard Dimpleby -Graeme Burton ,Opcit , P 6.

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meaning that the meanings of the symbols are the same for both the sender and the audience at the same time where it is. Categories of communication .We can divide our experiences of communicating into four categories. These categories are loosely based on the numbers of people involved with the act of communication ,like the terms ‘form’ and ‘media’Some forms or media belong more to one category than another , though there is no absolute rule. ³¹"

6-2 -For the future:

- It aims to understand what surrounds it.
- It aims to learn new skills and experiences.
- Obtaining information in order to make decisions that enable it to interact with society.
- Feeling enjoyment and entertainment.

A common goal between the sender and the receiver is highlighted as follows:

The goals of communication for effective communication in the business

³¹ - Richard Dimpleby -Graeme Burton ,Opcit , P 7.

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field, for example, to succeed any company there must be effective communication, as communication enables people to talk about ideas and interact with each other about challenges and work together to achieve their goals, i.e., clear communication, which simply means that words have utmost importance in any communication as well as " Group communication is communication within groups of people and by groups of people to others. In this case it is convenient to make two more divisions: small groups and large groups. Small groups behave differently from pairs. But they still interact face to face, WHAT IS COMMUNICATION? small group; so is a group of friends out for an evening together, or a committee meeting at work. Large groups behave differently from small groups, not only because they are bigger, but because they are often brought together or come together for purposes that are rather different from those of small groups. Examples may include an audience at a concert and some kind of business organization or company 'Where individuals need to know how to "formulate ideas and instructions so that everyone can understand them," good communication flow helps avoid mistakes and confusion by ensuring that everyone knows what they are supposed to do, provided

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clarity that makes saving time and simplifying tasks possible. Therefore, the language should be simple, with detailed explanations provided whenever the opportunity arises to work during the task.

6-2-Message Objectives:

J. Glover explained in his book on "Fundamentals of Senior Management" the following objectives of communication within the organization:

- Keeping employees informed about the company's progress and its development programs.
- Providing employees with the necessary orders and instructions regarding their rights, duties, and responsibilities.
- Seeking information from employees that may assist management in decision-making.
- Expressing the management's interests to its employees.
- Reducing employee turnover rate.
- Motivating employees towards their job and creating interest in the company's work.
- Instilling in employees the desire to work and benefit from their

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association with the company.

- Instilling personal dignity in each employee and pride in being a member of the company.

Experts also highlight other objectives of the message as follows: Sharing information, as communication means sharing information with others, and this fact includes ideas or instructions. An example of communication is when teachers convey information to deliver lessons to their students, for example, where we can communicate to learn and understand everything happening in the world. Specifically, the most important thing is to communicate in a way that is understandable to the recipient. Sharing information helps individuals. Making better decisions.

Communication as the transmitted message also works on expressing emotions. We share our happiness, sadness, and enthusiasm with others, and through expressing emotions, we enable others to understand what we feel. This, in turn, strengthens relationships with friends and family. For example, saying to a friend "I am happy for you" strengthens friendship. Sharing emotions also becomes a basis for mutual support and activating

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communication.

Building relationships Communication aims to build personal relationships. Through conversation, we can learn more about others, and the bond of communication is the link between friends, siblings, or classmates. Since communication involves self-expression, it also involves listening to others and understanding them. Through communication, relationships are built, making people feel important and cared for.

To persuade others.

Communication is part of persuading others. We often try to change someone's point of view or get that person's approval. For example, you can persuade a friend to play that game you both enjoy playing. Persuasion encourages cooperation and helps make wise decisions. It is effective persuasion if done respectfully Problem solving It is important to note that communication provides the best answer in the important part of problem solving and exchanging ideas. Discussing the problem may lead to its solution. For example, two friends may argue; talking about the problem can lead to a better understanding between them, and thus people can

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coordinate their efforts through open discussions.

6-3-General objectives:

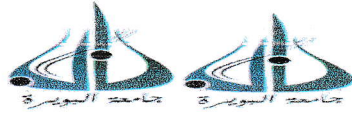
Accordingly, the general objectives of communication can be summarized as:

The main goal of the communication process is to bring about change between individuals and the environment or workplace, because The sender's goal is to influence through his message in the predetermined future so that the message fulfills its purpose. Communication also focuses on social processes represented by the social interaction between the sender and the receiver in terms of involvement in the idea, opinion, or action.

It also aims to create an impact within these interactions between the two parties of communication, where this impact leads to positive changes in individuals' behavior. Therefore, the process of education and learning is a process of communication and exchange of information between the instructor and the learners through the use of words, drawings, models, devices, and machines. Materials and so on.

It can be noted that among the general objectives of the communication

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process

are:

6-4- Directive objective:

It consists of identifying new directions or modifying and establishing existing or desired old directions.

6-5- Educational objective:

This objective is achieved when communication is directed towards raising the awareness of recipients about matters that concern them, intended to help them and increase their knowledge and broaden their horizons regarding the events around them.

- Instructional objective:

Communication aims to enable individuals with information and provide them with experiences in various fields of life, and the latter benefits and serves the communication process.

Lecture 07 : Communication Goal -

7-1-Entertainment Goal:

It is achieved when communication aims to bring pleasure, joy, and delight to individuals' psyche through the content of the messages directed to

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them, such as theater and comedic films, which have a positive impact on the individuals receiving those messages.

7-2-Administrative Goal:

This aspect of communication predominates in institutions and organizations where many individuals perform multiple tasks. The institution succeeds in achieving its objectives through communication that directs the workflow and distributes tasks and responsibilities.

7-3-Social Goal:

Communication allows individuals more interaction and contact, through which bonds increase and social relationships between individuals strengthen. Since the "Medium" is basically the technical or physical means of converting the message into a signal capable of being transmitted along the channel. My voice is a medium; the technology of broadcasting is what constitutes the media of radio and television. The technological or physical properties of a medium are determined by the nature of the channel or channels available for its use. These properties of the medium then determine the range of codes which it can transmit. We

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can divide media into three main categories."³² .

1-Communication requirements and skills:

Communication is important in several fields; it is an act that reflects the level of social, political, and economic processes that occur as a result of the interaction of individuals, groups, and institutions. It requires skills that must be possessed by the communicator, and cognitive, cultural, and social factors intervene in the process of acquiring the skill, playing a role in endowing the individual with competencies in the communication process. Therefore, communication skill is not only in movements and variations in voice tone, but the speech is related to the reality of daily life and the use of declarative sentences alongside interrogative sentences.

2- Definition of skill:

Skill can be defined as the ability to do something, and it is the degree of competence and quality in performance. It includes the ability to use information effectively, execute, and perform easily and smoothly.

³² -- Methuen & Co. Ltd , **INTRODUCTION TO COMMUNICATION STUDIES** ,General Editor: John Fiske , published in the Taylor & Francis e-Library, 2002, P 18.

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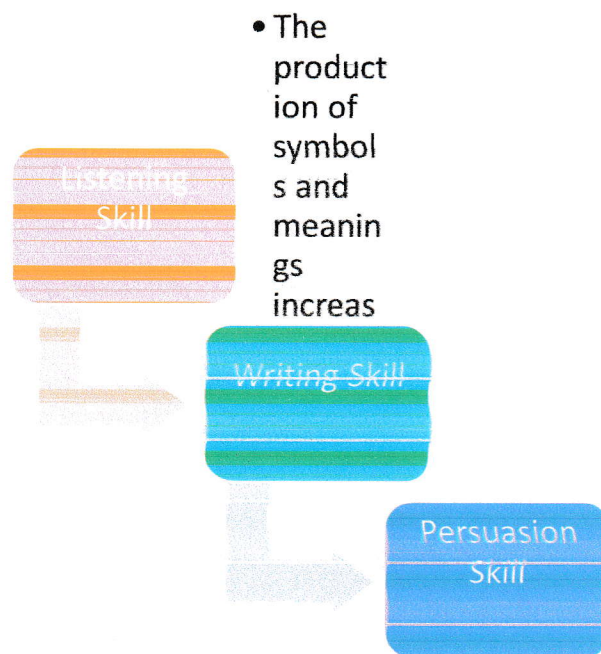


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Consequently, we can say that communication skills are the competence of the elements of the communication process represented by the sender, the receiver, and the message, and they consist of three skills that must be available:



The figure illustrates patterns of communication skills

1- Patterns of communication process skills:

They are represented in three skills in the communication process, which are:

2-1 Conversation skill (listening) or attentive listening:

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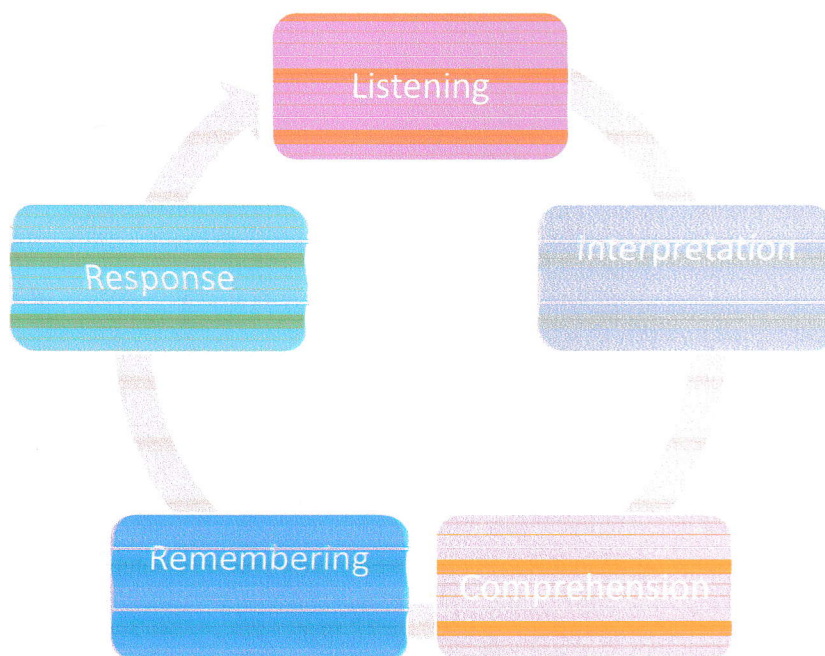


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Listening is the communication process and includes the acts of speaking or conversation. Listening enables individuals to interact and produce shared symbols and meanings. Listening leads to alertness and increases interaction between the sender and the receiver. The listening process goes through three stages, which are:



A diagram illustrating the stages of the listening process

The listening skill process requires a set of conditions:

The desire of the speaker to continue talking must be stimulated, and

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they should be made to feel the importance of what they are saying. Understanding, interpreting, analyzing, and evaluating the sender's opinions, ideas, and expressions as they are without forming a contrary attitude.

2-2 Writing (Reading) Skill:

The reading skill involves recognizing letters and sentences to reach the construction and understanding of meanings. As for the writing skill, it requires the communicator to master writing rules without spelling errors, using appropriate words and sentences.

2-3 Persuasion Skill:

It refers to the extent of the speaker's ability to gain positivity by conveying ideas or expressing opinions. To persuade listeners, a set of criteria or conditions must be met, which are:

Knowledge, sincerity, enthusiasm, practice.

The following diagram illustrates these conditions:

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From the above, it is clear that communication, whose basic elements are the sender, the receiver, the message, and the communication channel, are interconnected and intertwined based on the fact that the communication process itself has goals shared by individuals, including educational, social, and other objectives. To achieve these goals, the content of the message exchanged between individuals must be controlled. To achieve this, both the sender and the receiver must possess a set of characteristics represented by persuasion, listening, reading, and writing.

The availability of the aforementioned characteristics enables the sender

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and receiver to achieve the goals of the individual and the institution to which they belong, meaning individual communication or organizational communication, especially when it comes to institutional communication, i.e., organizational communication. This is because the institution is linked to continuous goals related to planning, implementation, and other organizational processes .

7- Lecture 07 - Communication Styles

7-1-The Rational Style:

The rational style falls under what is known as the assertive style, which involves, within the framework of assertive communication, expressing individuals' needs, desires, and personal thoughts while considering and respecting the needs of others. The latter aims to achieve a win-win situation by balancing individual rights, collective rights, and the rights of others. Assertive communication is characterized by openness, honesty, and seriousness. Moreover, assertive communication helps strengthen relationships, solve problems more effectively, and reduce negative emotions such as anger, frustration, guilt, or fear. One of the keys to assertive communication is using "I" statements when talking to

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others: "I feel frustrated when I am distracted while speaking," where this type of statement takes responsibility for managing behaviors. It is worth noting that the rational style relies on evidence, arguments, and the judgment of reason. We communicate to express our imagination and ourselves to others. We like to be creative with our communication in words, pictures, sounds and other forms. This is an important kind of need because it covers the creative aspects of communication. This creative expression of the imagination includes the kind of reasoning seen in a book on the possibilities of life existing on other planets, as well as that seen in a television play. We use our imaginations to cover an infinite range of possibilities. One could argue that drawings representing the design concept for a new car show communication being used in the cause of self-expression. If stories are made up through the powers of our imagination then so is our view of ourselves. Under this heading of self-expression comes the whole range of urges that all people have to express themselves through dress and body adornment. These may be regulated through social conventions. On certain occasions certain sorts of dress are considered appropriate: for example, if

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we attend a funeral then we wear dark clothes. These serve to express our feelings in socially accepted ways. However, we may seek to dress and adorn ourselves in ways that we think challenge social conventions.³³ " .

7-1-Emotional Style:

The emotional style reflects the effectiveness of communicative science in its intellectual and moral meaning, which reflects the process of responses to various communication processes. " Social psychologists talk of the ego-drive, a need to have our presence noticed, recognized, and accepted. Not saying 'Hello', that is, cutting someone dead or looking right through them, is frustrating this need. It is socially necessary that I say 'Hello'. Phatic communication, by maintaining and reaffirming relationships, is crucial in holding a community or a society together. And phatic communication is highly redundant; it must be, because it is concerned with existing relationships, not with new information. Conventional behaviour and words in interpersonal situations, such as greetings, are phatic, redundant communication that reaffirms and strengthens social

³³ - Richard Dimbleby -Graeme Burton ,Opcit , P 15 .

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relationships. We call it politeness.³⁴" Here, we can ask what the goal of the communication process is for the individual and society, and what the expected return from it is, whether material or moral, and the expected effects of each process, as we are " When we communicate we are also part of a process of sharing. Communication forms and media carry messages that allow us to share thoughts, feelings, opinions, information and experiences with others. This makes the point that communication, especially in our everyday dealings with others, isn't just about facts. It is about emotions, attitudes and beliefs. These are important to us. They are bound up with the personal and social needs which we have already described. Such sharing, especially on a personal basis, affects many aspects of our lives,

including the time we spend at work. It is all too easy to see work as a business of handling messages of a factual nature. But if our jobs involve dealing with people, then this cannot be the whole truth"³⁵

Here, it is worth noting that exposure to communication channels is not

³⁴ - Methuen & Co. Ltd ,**Opcit** , P 14.

³⁵ - Richard Dimbleby -Graeme Burton ,**Opcit** , P 23 .

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considered a goal for the communicator as much as it is an indicator of the occurrence of responses to communication messages or their effects. It is *considered a preliminary stage of perception and response, represented by attention or interest*; perception may occur afterward or may not. Various ideas, although they had appeared before in the writings of Walter Lippmann and in theories of empathy and symbolic interactionism in the writings of George Mead and Charles Cooley, have taken resonance through their crystallization in the form of generalizations and hypotheses related to communication channels. They rely on observing behaviors and imitating others, considering them models or examples of acquired behavior or emulation of models that can have an influence on acquiring behavioral and emotional patterns. Based on this, some specialists pointed out that children and adults acquire attitudes and emotional responses through visible communication models and their programs Emotional communication refers to the expression of feelings closely linked to relationship management, and smooth communication and expression of emotions are an important source of information about what we feel and how we feel towards others. Furthermore, successful connection depends

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on competence in both encoding (sending) and decoding (interpreting) the emotional network value chain, where recognizing emotions from nonverbal cues is considered essential.

Some emotional indicators, such as pupil dilation in response to increased arousal or sweating when anxious, are largely beyond our control. There are other indicators that signal anger or sadness that can be more controlled through facial expressions. These latter represent an important emotional signaling system, although body movements and gestures are also common. There are several basic emotional states that can be reliably read from facial patterns: sadness, anger, disgust, fear, surprise, and happiness.

We may find another pattern of communication. " Messages are rarely neutral. It is possible to argue that simple messages of fact are neutral. For example, a message expressed in word form, such as 'There are two wheels on my motorcycle', seems quite objective. But then such messages rarely come on their own. In the example just given, there would probably be other verbal and non-verbal messages around that sentence. It would be said in a particular situation and could be said in a particular way. In this case, the speaker could be addressing a friend whose motorcycle is laid up

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with a smashed front wheel. In that case, the message is not just a statement of fact. It is also saying something like, 'My bike's OK but yours isn't. Hard luck!' .³⁶ "

It is worth noting that if the speaker shows high levels of emotion during the communication process, the listener may become distracted and stop listening carefully to the verbal message content. In situations where individuals are in intense emotional states, their communication is inevitably highly charged, and it is often necessary to maintain interaction under these circumstances. Sustainability can be defined as the process through which a person experiencing an intense emotional state is encouraged to express, talk about, and understand their feelings when *facing someone going through a strong emotional reaction.*

7-2-Aggressive Style:

In addition to the emotional style in the communication process, another style emerges represented by the aggressive style. Often, individuals communicate with each other by reprimanding certain behaviors because these reactions may lead to adverse results.

³⁶ - Richard Dimbleby -Graeme Burton ,**Opcit** , P 23.

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For example, by reprimanding an individual who displays aggressive behavior, it is likely to increase aggression. The most logical response is to respond calmly and show interest in the agitated person without reinforcing the emotional behavior, but also showing a willingness to listen and trying to understand the exact reason why the aggressive behavior occurred

Aggressive communicators tend to impose their views, ignoring the feelings or perspectives of others. They may sometimes appear dominant, verbally harsh, or rude. In friendly gatherings, they may strongly argue their viewpoints, turning an informal conversation into a tense interaction. Here, we wonder how this affects relationships? Pushing others away can become a habitual pattern, leading to fewer open communication channels and damaging relationships. Another style of communication that stands out is passive-aggressive communication. This latter style is expressed by people who have a passive-aggressive communication style indirectly. Their messages may be vague or indirectly critical, and they may omit essential information while expecting others to go along with them. An example of this is when someone sarcastically praises a team member to

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hide their annoyance and how this affects relationships. This leads to confusion and uncertainty resulting from indirect communication, making relationships less secure and more volatile but as "Effective communication is all about conveying your messages to other people clearly and unambiguously. It's also about receiving information that others are sending to you, with as little distortion as possible. Doing this involves effort from both the sender of the message and the receiver. And it's a process that can be fraught with error, with messages muddled by the sender, or misinterpreted by the recipient. When this isn't detected, it can cause tremendous confusion, wasted effort and missed opportunity. In fact, communication is only successful when both the sender and the receiver understand the same information as a result of the communication."³⁷ .

It is also worth noting that those who use aggressive communication often express their thoughts and feelings and tend to dominate conversations, often at the expense of others. They may also react before thinking, which can negatively affect relationships and reduce productivity in the

³⁷ -

Opcit , P 3.

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workplace. While the aggressive communication style may be respected in some leadership situations, it is often intimidating to those who respond better to a calm approach. Here, we can consider that authoritarian communication is one of the indicators of this style, as people may communicate... " to gain or exert power over other people. To a certain extent this may seem to be like persuasion – our purpose is to get someone else to do something we want. But the word 'power' introduces something new into the situation. It suggests that the communicator intends to put the other person in a submissive or helpless position. It can suggest that the communicator has

special privileges in terms of what they know or the means of communication they can use. For example, a blackmailer has power. This person may possess such significant information about another that we call this other person a victim. If the blackmailer threatens to reveal this information to others, then their purpose in communicating is to exert their power, usually to get money.³⁸ " .

7-3-The Twisted Style:

³⁸- Richard Dimpleby -Graeme Burton ,Opcit , P 13 .

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Manipulation in communication is embodied by using cunning methods to steer the discussion in the direction desired by the manipulator, where this style influences others to act in a certain way while hiding the true intentions. It is difficult to recognize manipulative speech patterns because they may appear as more attractive speech styles. However, if the manipulation is revealed, everything said thereafter can appear dishonest .

Manipulative speakers can create problems within the workplace, yet their ability to get what they want can be positively utilized if they focus on meeting the needs of their colleagues. Since the manipulative communication style relies on obscurity, it is difficult to identify through words alone. Instead, look for inconsistencies between what the person says and their actions.

The Direct Style:

The direct style, also known as the explanatory style, is a standard feature in informal daily conversation. Additionally, it forms the content of formal speeches at large gatherings attending lectures or public presentations.

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Public presentations are an essential part of skilled professional practice in fields such as education, health, medicine, technology, architecture, business, and law. For example, the importance of teachers being able to present material in a way that students can easily understand is clear and has always been a persistent concern for educators.

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