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Paper intro to communication

Question 1

Differentiate between mass media and social media with emphasis on nature of communication from these mediums?

Answer

Differentiate between mass media social media

The major difference between mass media and social media is this; the mass media puts the audience in a passive position. Social media puts the audience at the center and with work, could do a better job at reaching your business's market niche. Through social media, Stoop Juice has implemented a marketing campaign that inter-acts with existing and potential customers. Our typical patron is interested in a healthy balanced life style consisting of healthy food options, exercise and consciousness. By posting original articles reflecting our customer's interest on Facebook, Instagram, LinkedIn and Twitter pages regularly, our brand's exposure has increased exponentially.

Small businesses commonly advertise to increase brand awareness and sales (on- line, print, radio and television) A new recipe or the smoothie of the day are

common go to's to promote healthy food choices. Instructional videos on exercise are every- where and also promotes desired healthy lifestyle. These videos are featured in ad spots during shows their intended demographic is likely to be watching. Newspaper advertising, typically costs less per thousand readers than television, radio, and direct mail advertising. In addition, newspaper staff members will work directly with advertisers to create ads at no additional costs. Newspaper advertising can also be customized to meet your budget.

A huge obstacle to normalizing the balanced lifestyle we promote is the little amount of shows, reports and features which promote thoughtfulness, self awareness and consciousness regularly on paid media. The owners of the media are usually large corporations whose primary focus is profits. And so it isn't so much that the media are selling your product, they're also selling other advertiser's products. Mindfulness can't compete with what's reported in the news by the complicity of the media with advertisers. Today, even at the local level, the government, corporations and big institutions know how to play the media game. They know how to influence the news narrative. They feed media scoops, official accounts, interviews with the 'experts'. They make themselves crucial to the process of journalism. So, those in power and those who report on them are in bed with each other and only pay lip

service to individuals who seek “the truth”. When Stoop Juice competes with corporations that advertise unhealthy processed food with big advertising budgets, we are pushed to the margins. Since our offering strays away from the consensus, the same media outlet we’ve used with past success are in action discrediting our sources, trashing our articles and diverting our conversation with potential customers to other entities willing to pay. These savvy ads will negatively reference actors as nerds instead of well informed or grass grazers in place of vegans to create a common enemy, a bogeyman to fear which helps corral public opinion against our balanced living message.

By mostly advertising on social media, a juice bar continually creates content that is available to customers whenever they become self aware and seek to start or continue a healthy balanced lifestyle. Hearing or reading information that backs our beliefs feels good, validates our opinions and so we often seek it out. The age of new media has produced only a handful of profitable new companies (Amazon and Google are the most notable examples). At the same time, while old media (newspapers, TV, radio) have proved more resilient than many observers expected, their business models continue to be severely undermined. we might also think that success in the future is just the natural next part of the story comforting you with a false sense of security—when

really it's rooted in work, creativity, persistence, and luck regardless of fear.

By fear, I mean the inability to create a plan of action because of all the conflicting ads, articles and reporting in the media. Why should the owner of a Park Slope, Brooklyn juice bar write content that takes time to read and understand despite knowing most people may not read it, live far from the shop and/or aren't ready to buy? This is our attempt to save people from modern censorship. Censorship no longer works by hiding information from you; censorship works by flooding you with immense amounts of misinformation, of irrelevant information, videos of people falling, SMNR and music videos, until you're just unable to focus. Most of us are flawed beings, when confronted with low-hanging fruit in the Tree of Life, we have to resist plucking it. To put it another way, If offered \$50 today or \$100 in a year, most people take the money and run, even though it's against their best interests. However, if offered \$50 in five years or \$100 in six years, almost everybody chooses the \$100! Our decisions are guided by the perceived values at the moment of the decision - not by the potential final value. This is why I think so many of us are distracted by the less nutritious products with larger advertising budgets that Stoop Juice compete against. When public goods are present, everything changes. Information is an almost perfect example of a pure

public good. It is completely non rival and largely non excludable. Non rivalry means that, once produced, information can be used by as many people as can gain access to it, without reducing its availability to others. The crucial development of the Information revolution has been to reduce the cost of distributing information, in many cases effectively to zero. The crucial development here is the ease with which information that promotes the public good can be reproduced and made available on social media. Many people today use services such as Google and YouTube to easily access endless Instagram influencer tips with thousands of followers or more. The drawback of this approach is the rating of the strength and credentials of the advisors

Question 2

What are groups and their strengths? Also discuss the key features of organizational communication?

Answer

Groups

Groups are a fundamental part of social life. As we will see they can be very small – just two people – or very large. They can be highly rewarding to their members and to society as a whole, but there are also significant problems and dangers with them. All this makes them

an essential focus for research, exploration and action. In this piece I want to examine some of the key definitions of groups that have appeared, review central ways of categorizing groups, explore important dimensions of groups, and look briefly at the group in time

A Group is basically an assemblage of people. It can be understood as a collection of individuals (two or more), who come together and interact with each other, so as to achieve the objectives of the organization. These are the foundation of an organization

Strengths of the groups

All members of our group adhered to the standards set by the group, with the exception of Betty Lou missing one meeting, although she emailed her work to the group so her absence was inconsequential. The specific strengths of the members of the group are:

Rufus is highly sociable, often propelling the conversation in the group helping to produce a very positive group atmosphere conducive to communication. For example, when we first got together he kept the conversation going and made us feel at ease by making us laugh.

Betty Lou is a very strong technical writer. We sent her all the final drafts and we received all the points for editing, so we owe that grade to her.

Billy Bob acted partially as leader of the group, stepping up at group meetings and helping guide the group process. Whenever we'd all sit around staring at our shoes, Billy Bob would dig up the outline and ask us questions.

Angelica acted partially as leader of the group, stepping up outside group meetings, putting together all the individual work the group emailed him, creating the group project.

Spot was a large help when editing our projects as a group. He brought his laptop to the meetings and typed everything up.

I, Bingo, also helped edit all group work, and worked partially as a leader, helping guide group discussion and editing.

key features of organizational communication.

organizational communication as interactions among a stable system of individuals who work together to achieve, through a hierarchy of ranks and divisions of labor, common goals. This definition includes the

following **key features of organizations** that affect communication:

Organizations are systemic: They are large, have many parts, and have both internal (e.g., employees) and external (e.g., customers, competitors, vendors) constituents.

Organizations are hierarchical: Because of their size and complexity, organizations have identifiable reporting structures.

Organizations have divisions of labor: Organizations hire individuals to do jobs related to the mission of the organization.

Organizations must have collective action by employees: The employees' and their jobs must all work together to perform the business of the organization.

Organizations have layers of goals: Organization have mission statements, policies and procedure to help with collective action, departmental goals, and even personal goals set during employee annual performance reviews.

Organizational communication helps us to 1) accomplish tasks relating to specific roles and responsibilities of sales, services, and production; 2) acclimate to changes through individual and

organizational creativity and adaptation; 3) complete tasks through the maintenance of policy, procedures, or regulations that support daily and continuous operations; 4) develop relationships where “human messages are directed at people within the organization—their attitudes, morale, satisfaction, and fulfillment” (Goldhaber 20); and 5) coordinate, plan, and control the operations of the organization through management. Organizational communication is how organizations represent, present, and constitute their organizational climate and culture—the attitudes, values and goals that characterize the organization and its members.

Organizational communication largely focuses on building relationships and interacting with internal organizational members and interested external publics. As Mark Koschmann explains in his animated YouTube video, we have two ways of looking at organizational communication. The conventional approach focuses on communication within organizations. The second approach is communication as organization — meaning organizations are a result of the communication of those within them.

Communication is not just about transmitting messages between senders and receivers.

Communication literally constitutes, or makes up, our social world. Much of our communication involves sending and receiving relatively unproblematic

messages and acting on that information. Other times things are a bit more complex, such as when you need to resolve conflict with a close friend or family member. There is much more going on in these situations than merely exchanging information. You are actually engaging in a complex process of meaning and negotiating rules created by the people involved.

Question 3

Discuss Argyle (1972) list of ten codes and the sort of meanings they convey in your own simple words?

Answer

Argyle (1972) list of ten

was born in Nottingham, England, on August 11, 1925. He was the only child of Phyllis and George Edgar Argyle, both of whom died when Michael was eleven years old (Coleman 2004). He attended the Nottingham High School for Boys and entered the University of Cambridge to study Mathematics.

The Second World War interrupted his studies, and he trained and then served in the Royal Air Force (RAF) as a navigator. He left the RAF in 1947 and returned to Cambridge where he completed his undergraduate studies, gaining a first-class degree in Experimental psychology in 1950. During his time at Cambridge he

met and married Sonia Kemp, a graduate of Girton College, Cambridge. They had four children: three daughters (Miranda, Rosalind, and Ophelia) and a son (Nicholas).

Argyle spent a further two years at Cambridge, doing postgraduate research, before being appointed the first lecturer in Social psychology at the University of Oxford (Coleman 2004). At the time, Oxford University was, along with the London School of Economics, one of only two universities in the United Kingdom to have a department of social psychology.

He remained at Oxford, becoming a founding Fellow of Wolfson College in 1966, a Reader in Psychology in 1969, Vice-Regent of Wolfson in 1989, and Emeritus Professor at Oxford Brookes University. In addition to lecturing, Argyle was very active in research and his work attracted many distinguished colleagues as well as supervising over 50 doctoral students who enjoyed both his scholarship and warm social support during their studies. His presence enlivened social events with his jokes and humor which included a fondness for brightly colored ties, including a pink flashing bow tie (Joshi and Lamb 2002).

Argyle also served as visiting professor at universities in Canada, Australia, and the United States, and was awarded honorary doctorates from several

universities, including Oxford (1979), Adelaide (1982), and Brussels (1982), as well as many other distinguished awards.

In the course of his career Argyle authored or edited 44 books and numerous articles in academic journals. His book, *The Psychology of Interpersonal Behaviour* first published in 1967 was an international best seller. The article, "Eye-contact, distance, and affiliation," co-authored with Janet Dean and published in *Sociometry* in 1965, became a citation classic in *Current Contents*, as did his 1975 book co-authored with Benjamin Beit-Hallahmi, *The Social Psychology of Religion*. One of the co-founders of the *British Journal of Social and Clinical Psychology*, Argyle regularly attended social psychology conferences and promoted the field energetically and successfully. He was also the founder and chair of the Social Psychology section of the British Psychological Society.

Argyle was a deeply religious man and played an active role in the Anglican church, especially in his later years (Coleman 2004). He also had a great passion for Scottish country dancing and a love of twentieth-century art. A devoted family man, he shared these passions with his wife and children. When Sonia became ill he supported her throughout her long illness until her death in 1999. Although devastated by the loss of his wife, he remarried in 2000. His second

wife, Gillian Thompson, also shared his passion for dancing and swimming and they were actively involved in church life.

Argyle died on September 6, 2002, at the age of 77, of injuries suffered in a swimming accident from which he never fully recovered.

Question 4

What is leadership and what are its different styles?
Discuss leadership communication in detail?

Answer

leadership

Leadership is the ability of an individual or a group of individuals to influence and guide followers or other members of an organization. Leadership involves making sound -- and sometimes difficult -- decisions, creating and articulating a clear vision, establishing achievable goals and providing followers with the knowledge and tools necessary to achieve those goals. Leaders are found and required in most aspects of society, from business to politics to region to community-based organizations. An effective leader possess the following characteristics: self-confidence, strong communication and management skills, creative and innovative thinking, perseverance in the face of failure, willingness to take risks, openness to change,

and levelheadedness and reactivity in times of crisis.

Styles of leadership

. Coach

A coaching leader is someone who can quickly recognize their team members' strengths, weaknesses and motivations to help each individual improve. This type of leader often assists team members in setting smart goals and then provides regular feedback with challenging projects to promote growth. They're skilled in setting clear expectations and creating a positive, motivating environment.

The coach leadership style is one of the most advantageous for employers as well as the employees they manage. Unfortunately, it's often also one of the most underutilized styles—largely because it can be more time-intensive than other types of leadership.

Example: A sales manager gathers their team of account executives for a meeting to discuss learnings from the previous quarter. They start the meeting by completing an assessment together of strengths, weaknesses, opportunities and threats regarding the team's performance. The manager then recognizes specific team members for exceptional performance and goes over the goals achieved by the team. Finally, the manager closes the meeting by announcing a

contest to start the next quarter, motivating the salespeople to reach their goals.

Visionary

Visionary leaders have a powerful ability to drive progress and usher in periods of change by inspiring employees and earning trust for new ideas. A visionary leader is also able to establish a strong organizational bond. They strive to foster confidence among direct reports and colleagues alike.

This type of leadership is especially helpful for small, fast-growing organizations, or larger organizations experiencing transformations or corporate restructuring.

Example: A teacher starts a group at work for colleagues who want to help resolve anxieties and issues students have outside of school. The goal is to help students better focus on and succeed at school. He has developed testing methods so they can find meaningful ways to help students in a quick, efficient way.

Servant

Servant leaders live by a people-first mindset and believe that when team members feel personally and professionally fulfilled, they're more effective and more likely to produce great work regularly. Because of

their emphasis on employee satisfaction and collaboration, they tend to achieve higher levels of respect.

A servant leader is an excellent leadership style for organizations of any industry and size but is especially prevalent within nonprofits. These types of leaders are exceptionally skilled in building employee morale and helping people re-engage with their work.

Example: A product manager hosts monthly one-on-one coffee meetings with everyone that has concerns, questions or thoughts about improving or using the product. This time is meant for her to address the needs of and help those who are using the product in any capacity.

Autocratic

Also called the authoritarian style of leadership, this type of leader is someone who is focused almost entirely on results and efficiency. They often make decisions alone or with a small, trusted group and expect employees to do exactly what they're asked. It can be helpful to think of these types of leaders as military commanders.

This leadership style can be useful in organizations with strict guidelines or compliance-heavy industries. It can also be beneficial when used with employees who need a great deal of supervision—such as those with

little to no experience. However, this leadership style can stifle creativity and make employees feel confined.

Example: Before an operation, the surgeon carefully recounts the rules and processes of the operation room with every team member who will be helping during the surgery. She wants to ensure everyone is clear on the expectations and follows each procedure carefully and exactly so the surgery goes as smoothly as possible.

Laissez-faire or hands-off

This leadership style is the opposite of the autocratic leadership type, focusing mostly on delegating many tasks to team members and providing little to no supervision. Because a laissez-faire leader does not spend their time intensely managing employees, they often have more time to dedicate to other projects.

Managers may adopt this leadership style when all team members are highly experienced, well-trained and require little oversight. However, it can also cause a dip in productivity if employees are confused about their leader's expectations, or if some team members need consistent motivation and boundaries to work well.

Example: When welcoming new employees, Keisha explains that her engineers can set and maintain their own work schedules as long as they are tracking

towards and hitting goals that they set together as a team. They are also free to learn about and participate in projects outside of their team they might be interested in.

Democratic

The democratic leadership style (also called the participative style) is a combination of the autocratic and laissez-faire types of leaders. A democratic leader is someone who asks for input and considers feedback from their team before making a decision. Because team members feel their voice is heard and their contributions matter, a democratic leadership style is often credited with fostering higher levels of employee engagement and workplace satisfaction.

Because this type of leadership drives discussion and participation, it's an excellent style for organizations focused on creativity and innovation—such as the technology industry.

Example: As a store manager, Jack has hired many brilliant and focused team members he trusts. When deciding on storefronts and floor design, Jack acts only as the final moderator for his team to move forward with their ideas. He is there to answer questions and present possible improvements for his team to consider.

Pacesetter

The pacesetter leadership style is one of the most effective for driving fast results. These leaders are primarily focused on performance. They often set high standards and hold their team members accountable for hitting their goals.

While the pacesetter leadership style is motivational and helpful in fast-paced environments where team members need to be energized, it's not always the best option for team members who need mentorship and feedback.

Example: The leader of a weekly meeting recognized that an hour out of everyone's schedule once a week did not justify the purpose of the meeting. To increase efficiency, she changed the meeting to a 15-minute standup with only those she had updates for.

Transformational

The transformational leadership style is similar to the coach style in that it focuses on clear communication, goal-setting and employee motivation. However, instead of placing the majority of the energy into each employee's individual goals, the transformational leader is driven by a commitment to organizational objectives.

Because these types of leaders spend much of their time on the big picture, this style of leading is best for

teams that can handle many delegated tasks without constant supervision.

Example: Reyna is hired to lead a marketing department. The CEO asks her to set new goals and organize teams to reach those objectives. She spends the first months in her new role getting to know the company and the marketing employees. She gains a strong understanding of current trends and organizational strengths. After three months, she has set clear targets for each of the teams that report to her and asked individuals to set goals for themselves that align with those.

Transactional

A transactional leader is someone who is laser-focused on performance, similar to a pacesetter. Under this leadership style, the manager establishes predetermined incentives—usually in the form of monetary reward for success and disciplinary action for failure. Unlike the pacesetter leadership style, though, transactional leaders are also focused on mentorship, instruction and training to achieve goals and enjoy the rewards.

While this type of leader is great for organizations or teams tasked with hitting specific goals, such as sales

and revenue, it's not the best leadership style for driving creativity.

Example: A bank branch manager meets with each member of the team bi-weekly to discuss ways they can meet and exceed monthly company goals to get their bonus. Each of the top 10 performers in the district receives a monetary reward.

Bureaucratic

Bureaucratic leaders are similar to autocratic leaders in that they expect their team members to follow the rules and procedures precisely as written.

The bureaucratic leadership style focuses on fixed duties within a hierarchy where each employee has a set list of responsibilities, and there is little need for collaboration and creativity. This leadership style is most effective in highly regulated industries or departments, such as finance, healthcare or government.

Example: Managers at a Department of Motor Vehicles office instruct their employees to work within a specific, defined framework. They must take many steps to complete a task with strict order and rules.

Remember, most leaders borrow from a variety of styles to achieve various goals at different times in their careers. While you may have excelled in a role using one type of leadership, another position may

require a different set of habits to ensure your team is operating most effectively.

By understanding each of these leadership types, and the outcomes they're designed to achieve, you can select the right leadership style for your current situation.

Question5

. What is Rhetoric? Discuss its evolution and development?

Answer

Rhetoric

the principles of training communicators—those seeking to persuade or inform. In the 20th century it underwent a shift of emphasis from the speaker or writer to the auditor or reader. This article deals with rhetoric in both its traditional and its modern forms. For information on applications of rhetoric, see the articles broadcasting, communication, and propaganda.

For **example**, they might say that a politician is “all rhetoric and no substance,” meaning the politician makes good speeches but doesn't have good ideas.

evolution and development

Rhetoric, even as traditionally conceived, offers routes out of many impasses in the ecocritical landscape. And when robust scientific knowledge is added to the rhetorical map, as Alex C. Parrish does in this ambitious book, the importance of rhetoric deepens significantly. Parrish draws on a wide range of disciplines—biology, ethology, cognitive psychology, semiotics, rhetoric—to show convincingly that many nonhuman animals practice rhetoric. He defines rhetoric as “the intentional communicative act of an animal whose purpose is to inform, or to manipulate the behavior of, one or more members of a real or imagined category of hearers called ‘audience’” (48). Rhetoric, he argues, is therefore “adaptive,” and it should be understood as a product of both biology and culture. Human rhetoric, understood bioculturally, is “a special form.. has a rhetorical dimension and that rhetorical criticism plays a role in how evolutionary science acquires knowledge. I define what I mean by rhetoric by considering Darwin’s *Origin*. I use the Modern Evolutionary Synthesis to show how rhetoric conceived as situated and addressed argumentation enters into evolutionary theorizing. Finally, I argue that rhetorical criticism helps judge the success, limits, and failures of these theories. Recent management research imports rhetorical scholarship into the study of organizations. Although

this cross-disciplinarity is heuristically promising, it presents significant challenges. This article interrogates management's use of rhetoric, contrasting it with communication studies. Five themes from management research identify how rhetoric is used as an organizational hermeneutic: The article demonstrates that management research conceptualizes rhetoric as a theory and as an action; as the substance that maintains and/or challenges organizational order; as being constitutive of individual and organizational identity; as a managerial strategy for persuading followers; and as a framework for narrative and rational organizational discourses. The authors argue that organizational researchers who study rhetoric characterize persuasive strategies as managers' most important actions. The protracted global economic crisis has begun to take its toll on international development cooperation. Last year, official development assistance (ODA) fell for the first time in many years, while trade protectionist measures increased. There has also been too little progress in fulfilling other key aspects of the global partnership for development. While the poorest nations have received generous debt relief over the past decade, many still face unsustainable obligations. Essential medicines remain too expensive and difficult to obtain in many

developing countries. And despite recent progress, the vast digital divide between developed and developing countries persists, in part because access to the Internet and mobile phones remains far too costly for low-income households. Trade is another source of concern highlighted in this report. Negotiating parties have yet to complete the Doha Round that was meant to usher in a fairer multilateral trading system. I urge negotiators to find a way out of the impasse through pragmatic approaches that seek agreement first on specific areas, such as ensuring duty-free and quota-free market access for exports from least developed countries. At the just-concluded Rio+20 Conference, commitments were made on an ambitious sustainable development agenda. But to keep those pledges credible, we must deliver on previous commitments. As a world community, we must make rhetoric a reality and keep our promises to achieve the Millennium Development Goals (MDGs). I am convinced this can be done. Notwithstanding considerable fiscal constraints, a number of donor countries continue to meet the globally agreed target of devoting 0.7 per cent of national income to ODA or have managed to protect aid budgets. These efforts can and should be emulated. With that in mind, and given that greater transparency can help accountability, I launched the Integrated

Implementation Framework in June to better track international and national support towards achieving the MDGs. The Framework is available and accessible to anyone in the world—a one-stop shop to monitor all commitments made by Member States to help meet the MDGs. This report contains a sobering warning. The Task Force has had difficulty identifying areas of significant new progress towards the MDGs. Yet, signs of promise can be found. Global health initiatives have proven effective in making important medicines more easily available. My Sustainable Energy for All initiative has shown the power of partnership by generating commitments from governments, businesses, foundations and others that will bring light and promise to more than a billion people over the coming decades. Further, several developing countries are taking the initiative to acquire and develop green technologies, showing that it is possible to leapfrog towards the green economies of the future and that development and environmental protection can go hand in hand

