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**Paper: Communication Skills** 

**Question**: What's the difference between interpersonal communication, intrapersonal communication, mediated communication, and mass communication?

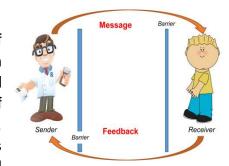
#### Answer:

## **COMMUNICATION:**

Communication is the process of sending and receiving messages through verbal or nonverbal means through messages, calls, speech, or writing.

# 1: Interpersonal Communication

Interpersonal communication is the process of exchange of information, ideas, and feelings between two or more people through verbal or non-verbal methods. It often includes a face-to-face exchange of information, in a form of voice, facial expressions, body language, and gestures. The level of one's interpersonal communication skills is measured



through the effectiveness of transferring messages to others. Commonly used interpersonal communication within an organization includes daily internal employee communication, client meetings, employee performance reviews, and project discussions. Besides, online conversations today make a large portion of employees' interpersonal communication in the workplace.

## **Importance of Interpersonal Communication**

There are many reasons why they are so valued, usually business is now conducted through online communication channels, it is still necessary to possess verbal skills to work effectively with your colleagues and bosses. Therefore, interpersonal skills are crucial for business success. Let's now take a look into why interpersonal communication is crucial for your career development and productivity in the workplace.

## Problem-solving:

Interpersonal communication skills are necessary because they allow people to discuss problems and weigh the pros and cons of alternatives before coming up with the final solution.

**For example**, brainstorming exercises are situations in which interpersonal communication comes into play as it is very important that everyone feels respected and free to share their voice, ideas, and views.

## **Change management:**

Good interpersonal communication is very important during change management efforts within organizations. Effective employee communication helps employees better understand the change, align with it, and collaboratively work towards implementing the change successfully.

## **Employee recognition:**

Good interpersonal communication drives more employee recognition. When employees have good interpersonal relationships with each other and their managers, they are more likely to recognize each other's' good work and give constructive feedback.

## 2: Intrapersonal Communication:

Intrapersonal communication can be defined as communication with one's self, and that may include self-talk, acts of imagination, and visualization. Communications expert Leonard Shedletsky examines intrapersonal communication through the eight basic components of the communication process (i.e., source, receiver, message, channel, feedback, environment, context, and interference) as transactional, but all the interaction occurs within the individual

Intrapersonal communication is a method of communication that helps every person to communicate with himself or herself. It helps in clarifying what is known as the self-concept. It is necessary to create self-awareness about self-talk. Such awareness helps analyze self- concepts and overcome negative feelings.

## **ADVERTISEMENTS:**

Those who talk to themselves are not necessarily crazy or mad. They are those who make effective use of yet another dimension of communication. Before making an important speech or attending a crucial meeting or responding to a provocative situation, you may take time off to talk to yourself, strengthen your resolve to exercise restraint, and eschew anger or sarcasm.

**Quoting Abraham Lincoln**, 'When I am getting ready to reason with a man, I spend one-third of my time thinking about myself and what I am going to say and two-thirds about him and what he is going to say.'

Intrapersonal communication, used effectively, provides the right balance, orientation, and frame of judgment in communicating with the outside world.

#### **EXAMPLE:**

# INTERPERSONAL VERSUS INTRAPERSONAL

#### INTERPERSONAL INTRAPERSONAL --------Refers to something Refers to something involving relations occurring within the between persons individual mind or self here are no external here are two or more parties involved parties involved There are varied reasons for May involve critical people to engage in analysis or even a response interpersonal communications to loneliness There is feedback from There is only individual the parties involved feedback Visit www.PEDIAA.com

## 3: Mediated Communication:

Mediated communication or mediated interaction (less often, mediated discourse) refers to communication carried out by the use of information communication technology and can be contrasted to face-to-face communication.



# Examples of Computer-Mediated Communication

CMC examples include email, network communication, instant messaging, text messaging, hypertext, distance learning, Internet forums, USENET newsgroups, bulletin boards, online shopping, distribution lists, and videoconferencing.

# Why is mediated communication important?

Technology can overcome restrictions of time and place, to search for related materials, to examine multiple contents, and to support many communication channels. The mediated nature of communication allows greater control and more cautious material of personal information.

## 4: Mass Communication:

Mass communication can be defined as the process of creating, sending, receiving, and analyzing messages to large audiences via verbal and written media. It is an expansive field that considers not only how and why a message is created, but the a medium through which it is sent. These mediums are wide-ranging and include print, digital



media, and the internet, social media, radio, and television. Mass communication is multidisciplinary, incorporating elements of related fields such as strategic communication, health communication, political communication, integrated marketing communications, journalism, and more.

# Advertising:

Advertising, concerning mass communication, is marketing a product or service in a persuasive manner that encourages the audience to buy the product or use the service. Because advertising generally takes place through some form of mass media, such as television, studying the effects and methods of advertising is relevant to the study of mass communication. Advertising is the paid, impersonal, one-way marketing of persuasive information from a sponsor. Through mass communication channels, the sponsor promotes the adoption of products or ideas. Advertisers have full control of the message being sent to their audience.

#### **Public relations:**

Public relations are the process of providing information to the public to present a specific view of a product or organization. Public relations differ from advertising in that it is less obtrusive and aimed at providing a more comprehensive opinion to a large audience to shape public opinion. Unlike advertising, public relations professionals only have control until the message is related to media gatekeepers who decide where to pass the information on to the audience.

## Audio media:

Recorded music Recordings, developed in the 1870s, became the first non-print form of mass communication. The invention of the phonograph by Thomas Edison in the late 19th century, the graphophone by Alexander Graham Bell and Charles Tainter, and the gramophone by The Victor Talking Machine Company were the first competing mass media forms that brought recorded music to the masses. Recording changed again in the 1950s with the invention of the LP (long play) vinyl record, then eight track-tapes, followed by vinyl, and cassettes in 1965. Compact discs (CDs) followed and were seen as the biggest invention in recorded arts since Edison.

# Radio:

Radio is considered the most widely accessible form of mass communication in the world and the medium used to the greatest degree in the United States.

**EXAMPLE** of Mass Communication: