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I.D 14649

Intro to Communication.

Summer Mid Exam

Term : Mid



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Discuss the semiotic approach of studying communication. Discuss the basic concept of signs, symbols and codes in detail?

What is Semiotic :-

\* Semiotics is from the Greek "Semeion" Semiotic is the study of signs and texts. which we can say that it is the study of meanings and the communication, interpretation and significance.

\* Semiotics is less interested in what something means than in how it is means anything at all to anybody.

\* Semiotics concentrates on three main steps.

\* The study of the sign itself.

\* The system into which signs are organized.

\* The culture and social contexts with which these signs operate.



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## Semiotic approach of studying of

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### Communication:-

\* Semiotic approach of studying the communication the semiotic approach is in the relation to semiotics which we study the sign and language to also provide the interchange of message while communicating. Semiotic is that type of process which we study that can emphasize the functions of signs which we use in the order to communicate verbally or communicate non-verbally and to communicate visually.

\* Semiotics is the study of signs & symbols including their processes and systems. It is one of the important approach to the communication research because it examines



the association between signs and their roles in how people create roles in the meanings on a daily basis: 3

### Basic concept of signs:-

The basic concept of signs is one such basic semiotic concept is Saussure's distinction between the two inseparable components of a sign. The signifier which is in the language the set of sounds speech or paper mark and to be signified which the concept of idea behind the sign.

\* Generally, categorize sign in three types:-

**Symbolic sign:-** These signs have

no history or conventional link.



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\* **Iconic Sign:-** icons are signs where meaning is based on similarity of the appearance.

\* **Indexical signs:-** Indexical signs have a cause and effect relationship between the sign and the meaning of sign.

\* **Basic Concept of Symbols:-**

A symbol is a mark, sign or word that can be indicated or signifies or is understood as the representing the main idea the object or the relationship. Symbols can allow people to go beyond what is known or seen by creating linkages between otherwise very different concept and experience.



\* Some of the most popular symbols are:-

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\* **Heart Symbol:-** This represents love, compassion and health.

\* **Dove:-** Dove symbol represents peace, love and calm.

\* **Raven symbol:-** Raven symbol represents death and doom.

\* **Tree symbol:-** This represents growth, nature, stability and eternal life.

\* **Owl:-** The owl symbol can be represent wisdom and intelligence.

**Basic concept of codes:-**

In Semiotics a code is a set of conventions or sub-codes currently

to communicate meanings.



The most common one is spoken language but the term can also be used to refer to any of the narrative form. Consider the color scheme of an image or the rules of board game.

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\* Roman Jakobson (1896-1982) elaborated the idea that can be production and interpretation of texts depends on the existence of codes or conventions for communication.

Since the meaning of sign depend on the code within which it is situated, codes provide a framework within which signs make sense.

\* To that extent, codes can be represent a broad interpretative framework used by both addressers and their addressees to encode and

decode the messages.



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Q2/- what are Different Types and Forms of Communication? Discuss each of them separately? 7

\* There are five types of the communication which can be described below:-

- \* Verbal Communication
- \* non-verbal Communication
- \* written Communication
- \* Listening
- \* Visual Communication

### Verbal Communication:-

Verbal communication can occur that we engage in speaking with others. It can be face to face over the telephone, Skype, Zoom, WhatsApp, messenger etc. Some verbal communication are in formal





Such as chatting with a friend over coffee or in the office kitchen while others are more formal. In verbal communication while in occurring face to face the words are important they cannot be separated from the rest verbal communication.

### \* **non-verbal communication :-**

non-verbal communication includes facial expressions, posture, eye contact, hand movements etc. For example if someone engaged in a conversation with your boss about your cost-saving idea it is important to pay attention to both their words and their non-verbal communication. But in non-verbal cues avoiding eye contact, sighing, scrunched up face, etc indicate something





## Written Communication:-

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Written Communication is the communication such as email, memo, report Facebook post etc. One important thing in the written communication especially in the Digital Age this there are two things to remember first write well poorly constructed sentences and careless errors make you look bad. Second ensure the content of the message is something you want to promote or be associated with long haul.



## Listening Communication:-

Listening is the ability to accurately receive and interpret messages in the communication process. Listening is key to all effective communication with out the ability to listen effectively.



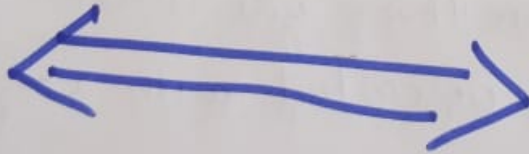
In listening messages are easily understood.

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## Visual Communication:-

Visual Communication is the communication which is the conveyance of ideas and information in forms that can be seen. Visual communication based on totally on the eyesight.

~~Forms of Communication:-~~



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Q3/- Discuss the Interdisciplinary nature of Communication. Also explore the academic origin of the Communication.

Communication the sense of cross-fertilization of Ideas, emotion, expressions and Feelings etc.

Communication is involving the two process or more academic disciplines that can be comprise the cross-disciplinary field of bioethics. Including the health and biological sciences, the humanities and the social sciences and Law. Also includes problems in the communication stemming offers from difference in patterns of language usage in different academic or disciplines Medical.



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## Example of Interdisciplinary nature: 12

The Definition of Interdisciplinary is something that can involve two areas of learning.

An example of Interdisciplinary is something that involves two areas. This is the class studying the New Testament from both the literary and the historical point of view.

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## Academic origin of Communication:

Communication has existed since the beginning of human beings. But it was not until the 20<sup>th</sup> Century that people can be



begin to study the process as to the communication. So there are time to time the new and modern technologies are developed so every people have easy toll to study. So there for the serious study of communication. when the world war 1 ended, the interest in studying communication intensified.

### Origin of Communication:-

The history of communication itself can be traced back since the origin of speech circa (500,000 BCE). The use of technology communication may be considered since the first use of symbols about (30,000 years BCE). Among the symbols used there are cave paintings, pictographs and ideograms.



## How early humans Communicate:- 14

Early human could express thoughts and feeling by means of speech or by signs or gestures.

The early human can signal with fire and they can smoke, drum or whistles. These early

methods of communication has two limitations.

### Origins:-

Communication is a natural or human behavior study in 20th century. As communication technologies can be developed so did the serious study of communication.

Prior to being established as its own discipline communication



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Studies was formed from three  
other major studies, psychology,  
sociology and political science.

Communication studies focus on  
communication as central to the  
human experience which involves  
understanding how people behave  
in creating exchanging and to  
interpreting messages

