

M. Abdulla
ID. 14649

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Intro to Communication
Summer Final Term.



Q/-

Difference between mass media and social media with emphasis on nature of communication.

Mass Media:-

The mass media are the diversified communication technologies that can reach a large audience by means of mass communication.

Examples:-

Include: Radio, Television, Film, newspaper, The internet.

Social Media:-

Websites and applications that enable users to create and share content or to participate in the social networking.

Examples:-

(Face book), (Twitter), (LinkedIn) and Media sharing sites (Instagram), (youtube), (Snapchat).

Difference b/w mass Media & Social Media:- 2

The major difference b/w mass media and the social media is this, the mass media puts the audience in a passive position. Social media puts the audience into the center. Even brands are on the social media they can be organized. Social media marketing campaigns and interact with their existing or potential customers.

- * Nature of Communication
- Communication is systematic
- Communication is irreversible
- Communication is proactive
- Communication is symbolic
- Communication involves communicators
- Communication is two way traffic
- Communication is dynamic process



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Development of Rhetoric:-

every epoch experience its changes and up heave's and 5th Century Greece was no different to this general trend in history. The reason for such changes are complex but the perhaps in the case of Ancient Greece's victory over the Persians, its ever expanding trade routes with their resulting wealth and most important the evolution of Athens as a nucleus of political economic and the cultural development in the western world of the day provided Athenian society with the basis for believing in its own of superiority. As the results of these changes Athens found itself the most energetic, challenging and prosperous polis in the western world, where every citizen could, and was generally expected to aspire to some public function in the intellectual terms

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What is Rhetoric? Discuss its evolution & development.

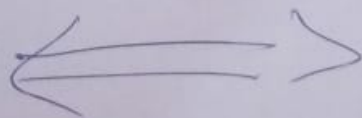
Rhetoric:-

- ⇒ Rhetoric is the Art of using Language to communicate effectively.
- ⇒ Rhetoric is An ancient Art, Dating Back to classical Greece and has been taught for thousands of years.
- ⇒ Empty or deceptive Language " The Rhetoric of politicians"
- ⇒ The Art of Determining what will be persuasive in every situation.
- ⇒ Thinking critically about the vehicle for all thought - Language.

Examples:-

Hot enough for ya??
what are ya, stupid??

Evolution of Rhetoric: From ancient Greece to the late nineteenth century it was an essential part of western education to teach public speakers and writers to persuade listeners to action with arguments. Rhetoric is a systematic study that was developed by a group of orators, educators and advocates called sophists.



Q3) Discuss Argyle (1972) List of 10 codes? 6

Argyle:- A pattern composed of the diamonds of various colours on a plain background uses in knitted garments such as sweaters & socks.

10 Codes of Argyle:-

Eye Contact:- Eye contact when two animals look at each other eyes at the same time. In human beings, eye contact is a form of non-verbal communication and is thought to have a large influence on the social behavior.

Non-verbal aspects of speech:-

Non-verbal communication includes facial expressions, the tone and pitch of the voice, gestures displayed through body language

(Kinesics) and the physical distance
blw the communicators (proxemics).

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Posture:- posture our ways of
sitting standing and lying can
communicate a limited but interesting
range of meanings. These are
frequently concerned with the
inter personal attitudes friendliness,
hostility, superiority or inferiority
can all be indicated by posture.

Appearance :- Argyle divides this
into two those aspects under voluntary
control - hair clothes skin, body
paint and adornment and those
less controllable - height weight,
etc. Hair is, in all cultures
highly significant as it the
most flexible part of our bodies we can
most easily alter its appearance.

Head nods:- These are involved mainly in interaction management particularly in turn-taking in speech. One nod may give the other permission to carry on speaking rapid nods may indicate a wish to speak.

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Bodily Contact:- Whom we touch and where and when we touch them can convey important messages about the relationship (interestingly the code and the next (proximity) are ones that appears to vary most between people of different cultures. The British touch each other less frequently than members of almost any other culture.

Proximity:-
Detection occurs when object
approaches within in Detection range
All Sensors Per Forming non
Contact sensing are include
in Proximity sensors.

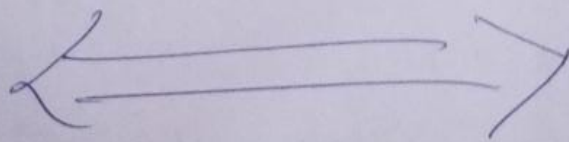
Orientation:-
How we are
angle our selves to others is another
way of sending messages about
Relationship. Facing someone
can indicate either intimacy or
aggression being at 90° to
another indicates as separate
stance and so on.

Gestures:- The hand of man
arm are the main transmitters of
gestures but g's also important
and head are also ordered with
They are closely connected with
Speech and supply next verbal
communication.



They are indicate either general emotional arousal or specific emotional states.

Facial expressions:-
A Facial expression is one or more motions or positions of the muscles beneath the skin of the face. According to one set of controversial theories, these movements convey the emotional state of an individual to the observers. Facial expressions are a form of non verbal communication.



been able to be a creative if only
one individual was working
on the new idea. 18

The sharing of information
helps the company make an
informed decision. Each member
of the group usually holds
specific and unique information
that when combined together
makes for an overall educated
quality decision. For instance
one member of a group has
in-depth knowledge of the
competition. When the member
spoke up about their competitor
announcing a new salty and
sweet bar soon this made the
team take an interest in that
style of bar.

and knows more than others. They makes all the decisions with little input from team members. 13

Authoritative style:-

The Authoritative style is the mark of confident leaders who map the way and set the expectations and expectations while engaging and energizing followers along the way. In a climate uncertainty these leaders lift the fog for people

Pace setting style:-

This style describe a very driven leadership who sets the pace as it facing. Pace setters set the the bar high and push their team members to run and hard and fast to the driver finish time.



Affiliative style:-

Ultimately this style is all about by encouraging harmony and forming collaborative relationship within teams its particularly useful, for example in smoothing conflicts among team members or reassuring people during times of stress.

Laissez-Faire style:-

This style is opposite of autocratic style of all the leadership styles. This one involves the least amount of oversight. you could say that autocratic style leaders stands as firm as a rock on issues.

P.T.O



Q5 What are groups and strengths.
Key Features of Organizational
Communication.

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What are groups:-
Groups where people get along feel the desire to contribute to the team, are capable of coordinating their efforts may have high-performance levels. Group can be defined as collection of the individuals who have regular contact and frequent interaction, mutual influence the common feeling of the camaraderie, and who work together to achieve a common set of goals.



Democratic style:-

Democratic Leaders are more likely to ask "what do you think" They share information with employees about anything that affects their work responsibilities.

They also seek employees opinions before approving a final Decision.

Coaching style:- when you have coaching leadership style you tend to have a considerate approach. A leader who coaches views people as a reservoir of talent to be developed. The leader who uses a coach approach seeks to unlock people potential.



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Key Features of Organizational Communication:

Organizational Communication as interactions among a stable system of individuals who work to get together to achieve through a hierarchy of ranks and divisions of labour, common goals. Some of key features:

- * Organization are systematic. They are large have many parts and have both internal (e.g. employees) and (external e.g. customers) constituents.
- * Organization are hierarchical. Because of their size and the complexity organizations have identifiable reporting structures.

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Leadership in Communication
Leadership in Communication
Consists of those messages from a leader that are rooted in the values and culture of an organization and are of significant importance to key stakeholders
eg employees, customers, strategic partners, shareholders and the media. Messages reflect vision, mission and culture consistency.



Strengths: - The group is 17
Looking Forward to using
the team approach to come
up with another blockbuster
bar. There are two big
Advantages to group decision
making in an organizational
setting, which are "Synergy"
and the "Sharing of Information".

Synergy: The Ability to utilize
many minds to develop a
multitude of ideas leading
to a high quality soon
solution. For example the
team was able to develop
a list of over 50 different
new candy bar ideas including
Sweet & salty potato chip,
chocolate bars, chip bars
etc. They would not have

Ques- Leadership and what are its
Different styles. Leadership
Communication in Detail? 11

Leadership:- Leadership is the "process
of social influence in which one person
can enlist the Aid and Support of
Others in the accomplishment of A
Common task."

OR

Leadership is ultimately about
creating a way for people to
contribute to making something
extraordinary happen.

Styles of Leadership:-

Autocratic styles:- The phrase
most illustrate of an autocratic
Leadership style Do as I say
Generally an autocratic leader
believes that he or she is the
Smartest person at the table



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