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Mid Term Assignment

Subject Name: Communication Skills

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Q.1: What's the difference between intrapersonal communication, interpersonal communication, mediated communication and mass communication. Also give examples?

Answer: The difference between intrapersonal communication, interpersonal communication, mediated communication and mass communication and their examples are as follows:

Intrapersonal Communication

Intrapersonal communication takes place within a single person, often for the purpose of clarifying ideas or analyzing a situation. Other times, intrapersonal communication is undertaken in order to reflect upon or appreciate something. Three aspects of intrapersonal communication are self-concept, perception and expectation.

➢ Self-concept is the basis for intrapersonal communication, because it determines how a persona sees him/herself and is oriented toward others. Self-concept (also called self-awareness) involves three factors: beliefs, values and attitudes. Beliefs are basic personal orientation toward what is true or false, good or bad; beliefs can be descriptive or prescriptive. Values are deep-seated orientations and ideals, generally based on and consistent with beliefs, about right and wrong ideas and actions. Attitudes are learned predisposition toward or against a topic, ideals that stem from and generally are consistent with values. Attitudes often are global, typically emotional. Beliefs, values and attitudes all influence behavior, which can be either spoken opinion or physical action. Some psychologists include body image as an aspect of intrapersonal communication, in that body image is a way of perceiving ourselves, positively or negatively, according to the social standards of our culture. Other things that can affect self-concept are personal attributes, talents, social role, even birth order.

➢ Whereas self-concept focuses internally, perception looks outward. Perception of the outside world also is rooted in beliefs, values and attitudes. It is so closely intertwined with self-concept that one feeds off the other, creating a harmonious understanding of both oneself and one's world.

➢ Meanwhile, expectations are future-oriented messages dealing with long-term roles, sometimes called life scripts. These sometimes are projections of learned relationships within the family or society.

Intrapersonal communication may involve different levels of communication activity: internal discourse, solo vocal communication, and solo written communication.

- Internal discourse involves thinking, concentration and analysis. Psychologists include both daydreaming and nocturnal dreaming in this category. Prayer, contemplation and meditation also are part of this category, though from a theological point of view the argument may be made that this is not solely internal to one person. In Sufi tradition, this is similar to the concept of naps, negotiating with the inner self. **Example:** Consciously appreciating the beauty of a sunset.
- Solo vocal communication includes speaking aloud to oneself. This may be done to clarify thinking, to rehearse a message intended for others, or simply to let off steam. Example: Talking to yourself as you complain about your boss.
- Solo written communication deals with writing not intended for others. **Example:** An entry in a diary or personal journal.

Interpersonal Communication

Interpersonal communication involves a direct face-to-face relationship between the sender and receiver of a message, who are in an interdependent relationship. Because of interpersonal communication's immediacy (it is taking place now) and primacy (it is taking place here), it is characterized by a strong feedback component. Communication is enhanced when the relationship exists over a long period of time. Interpersonal communication involves not only the words used but also the various elements of nonverbal communication. The purposes of interpersonal communication are to influence, help and discover, as well as to share and play together.

Interpersonal communication can be categorized by the number of participants.

- ➢ Dyadic communication involves two people. Example: Two friends talking.
- ➢ Group communication involves three or more persons, though communication scholars are inconsistent as to the top end of the number scale. The smaller the number in the group, the more closely this mode resembles interpersonal communication. Often group communication is done for the purpose of problem solving or decision making. Example: University study group.

- ➢ Public communication involves a large group with a primarily one-way monologue style generating only minimal feedback. Information sharing, entertainment and persuasion are common purposes of public communication. **Example:** Lecture in university class. Another way of categorizing interpersonal communication is on the function or setting of the communication.

- ➢ Organizational communication deals with communication within large organizations such as businesses. This is sometimes considered part of group communication, but communication scholars have built up a body of knowledge focused primarily on organizations. **Example:** Work focused discussion between employer and employee.

- ➢ Family communication focuses on communication patterns within nuclear, extended and blended families. Like organizational communication, this too is sometimes seen as part of the general category of group communication, but much research has been focused specifically on communication within a family relationship. Family communication can be enhanced by the long-standing and close relationships among participants as well as the likelihood that families have shared heritage, similar values, and social rituals. Patterns differ in communication between spouses, between parent and child, among siblings, and within the wider family context. **Example**: Conversation during a holiday meal.

The process of interpersonal communication includes several stages over an extended life cycle. Communication scholar Mark Knapp has outlined one useful framework for understanding the coming-together process. Note that these stages can be applied to personal friendships, romantic relationships, business encounters, and many other types of interaction.

- • The initial encounter offers a first impression that can be full of communication data. Likes or dislikes can be instantaneous, though many people have learned that first impressions may be misleading.

- • Experimenting is the second step in interpersonal communication. In this step, information is exchanged on a variety of topics – general and "safe" at first, gradually becoming more personal and more self-revealing.

- • Intensifying follows when the experimentation leads to positive mutual conclusions that the relationship is worth pursuing.

- The fourth step in interpersonal communication is integration, in which mutual decisions are made that the relationship is fulfilling. This is the stage of intense friendships, close business partnerships, romantic commitments, and so on.
- Bonding is the final stage, in which the relationship is sealed (often formally with contracts or written agreements) and generally is publicized (such as through announcements).

Mediated Communication

Mediated communication involves technology that assists or links the sender and receiver of messages. This may involve immediacy (live, or so-called real time). It does not involve a primary context but instead uses technology to link the various parties in communication.

- Dyadic communication includes two people, with some of the elements of interpersonal, but the context is not face-to-face. **Example**: Two business colleagues using the telephone or e-mail.
- Group communication includes a small group of people. **Example:** Teleconference in a distance learning class.

Mediated communication offers the advantage that it allows people to communicate over a distance or throughout a time span that would not be possible in direct communication. E-mail offers instantaneous global communication, and cell phones are highly mobile. Computer technology makes it possible for people to do their job without being physically present, allowing them to work from their home or from across the world.

Like direct communication, mediated communication may be formal or informal, personal or public. Feedback may be immediate or delayed. Machines even can assist in communication across language barriers (more on that in Unit 5 on intercultural communication).

Mediated communication has several inherent limitations, including the ability of telephone or Internet users to mask or disguise the source of the message, or the susceptibility of machines to various mechanical or technological noise sources.

Mass Communication

Mass communication is a more public form of communication between an entity and a large and diverse audience, mediated by some form of technology. This may be either real time or on a taped delay basis, or it may be rooted in the usually recent past.

Public communication becomes mass communication when it is transmitted to many people through print or electronic media. 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 message. The intentionality and goals of the person actually creating the message, such as the writer, television host, or talk show guest, vary greatly.

Technological advances such as the printing press, television, and the more recent digital revolution have made mass communication a prominent feature of our daily lives.

Unlike interpersonal, group, and public communication, there is no immediate verbal and nonverbal feedback loop in mass communication. With new media technologies like Twitter, blogs, and Facebook, feedback is becoming more immediate.

The technology to mass-produce and distribute communication messages brings with it the power for one voice or a series of voices to reach and affect many people. The potential consequences of unethical mass communication are important to consider.

Examples: Radio and television, newspapers and magazines.