

COMMUNICATION

- Communication can be regarded as a Two-way process for exchanging ideas, feelings & information's

Goals -

To bring a change in desired direction of the person who receives the communication

This may be

Cognitive - in terms of increased Knowledge

Affective - in terms of exchanging existing patterns of behavior &

Attitudes

Psychomotor - in terms of acquiring new skills

- Components of Communication process

Channel

Sender

Message

Receiver

FEEDBACK

2. Receiver (audience)

Communicator/originator of the

message

This may be a single person or a group of people 2 types

i. Controlled audience -

ii. Held together by a common interest

3. Message (content) Uncontrolled/Free audience - Gathered together from motives of curiosity

Information which the communicator transmits to his audience A good message must be

Fitting the audience

Based on felt needs

Clear & understandable Specific &

message

This may be a single person or a group of people 2 types

i. Controlled audience -

ii. Held together by a common interest

3. Message (content) Uncontrolled/Free audience - Gathered together from motives of curiosity

Information which the communicator transmits to his audience A good message must be

Fitting the audience

Based on felt needs

Clear & understandable Specific &

accurate Interesting

4. Channels of communication (medium)

Media of communication between the sender & the receiver 3 media systems

i. Interpersonal communications

Face to face communication

Important in influencing the decision
Motivational effect

Most effective for communication

ii. Mass media
iii. TV, radio, printed media
larger population in a shorter time One-way channel

unset;">not effective in changing established behavior

Folk media

5. Feedback (effect). Folk dance, singing, dramas, nautank

iImportant channels of communication for rural population as it is close to their cultural values

Reaction of the audience to the message

Obtained through Opinion polls, Attitude surveys & Interviews

TYPES OF COMMUNICATION

- 1. One way communication (Didactic