**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Paper 1**

**Introduction to Communication & History of Journalism**

**Assignment 1, Question 2**

**“Define communication and explain its scope”**

**Communication: Definition and Scope**

**Introduction**

The word communication is derived from the Latin noun communis and the Latin verb communicare that means to make common.  This word is much known to the contemporary world. It is an all encompassing word which includes the multitude of experiences, actions and events. In everyday life, the communication is a system through which the messages are sent, and feedback received. Communication is very important for the human beings. It really regulates and shapes all human behaviour. Communication is the mechanism through which human relations exist and develop.

**Definition**

According to Brown, “Communication is a process of transmitting ideas or thoughts from one person to another for the purpose of creating an understanding in the thinking of the person receiving communication”[[1]](https://lijoab.wordpress.com/2012/09/16/communication-and-its-scope/#_ftn1)

According to Kelly, Communication is a field of knowledge dealing with the systematic application of symbols to acquire common information regarding an object or event.[[2]](https://lijoab.wordpress.com/2012/09/16/communication-and-its-scope/#_ftn2)

According to Luther, It is the transmission of commonly meaningful information. It is a process that involves the exchange of behaviours.

**Scope of Communication**

Communication is essential component of every sphere of human life. Hence, its scope is wide and pervasive. From birth to death, human beings are somehow engaged in communication. No one can pass even a day without communication.

The scope of communication can be evaluated and analysed from different point of views.

**The Social dimensions**

Communication helps to ensure the social enlightenment of the people. It really plays a vital role in the determination of the social behaviour of the human being. It motivates the people according to their own interest and makes them aware of the hazards as well as beneficial things. It works as an instructor and means of transformation in the fast changing society. The different forms of communicative techniques entertain the society that they can be relaxed and prepared for the life struggles.

**The educational dimensions**

Communication system is the part and parcel in educating the people. In the past centuries where there were no much facilities also the people could use different techniques of communication for the educational purpose. The various tools that we use in mass communication work as instructors to the people who are in search of knowledge. The educational objectives of modern communication system are increasing day by day.

**Organisational dimensions**

Communication has a vital role in the organisational structure of a system for the smooth functioning. All the three levels of management- strategic, tactical, and operational- depend on the transfer of messages done through the communicative techniques. The communicative skills of manager will really boost the employees in every respect.

**Cultural dimensions**

Communication provides an opportunity for the promotion and preservation of culture and traditions. It makes the people fulfil their creative urges. The cultural settings of a particular society can be known to the public through communication. Communication helps to spread the cultures into different areas. The concept of inculturation is developed in the postmodern context of communication.

**Entertainment dimensions**

To break the routine life and divert our attention from the stressful life we lead today, entertainment is an essential part of everyday life. Communication opens a wide possibility of entertainment to the people. It begins from the interpersonal communication to the vast ocean of mass communication. The scope of films, drama, music, comedy etc is really wide in the entertaining aspect of it.

**Integrative dimensions**

Communication is the one which connect people from different parts of the world. It develops integration and tolerance towards each other. The different cultures are merged together through the medium of communication. It integrates different people from the different background of the world. It works as a source of persuasion. The well functioning of the society depends on the integrating element of communication.

**Conclusion**

Communication of message takes place through different medium. The main functions of communication are information entertainment and education. Communication means transferring messages from one to another through any medium. From the above discussion, we can draw the conclusion that the scope of communication is so wide that encompasses almost every sphere of our personal, social, national, international and religious lives. In other words, the scope of communication is never ending. The communication will be the part of society as long as it exists.

**References**

1. Long man, Little John& Foss. “Theories of communication” – 2008
2. Gerald Stone, Michael Singletary &Virginia P. Richmond. “Clarifying communication theories,” 2003.
3. Seema Hasan. Mass Communication, Principles and Concepts, CBS Publishers,

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