

## What is Communication?

1. Communication is derived from a Latin word *Communis*, which means common.
2. The impairing, conveying or exchange of ideas, knowledge etc whether by speech, writing or signs. (Oxford English Dictionary)
3. Communication is a chain of events in which significant link is a message. The chain connects a source that originates and a destination that interprets the message. The process also involves production, transmission & reception of messages. (Encyclopedia Americana)
4. The exchange of meaning between individuals through a common system of symbols. (Encyclopedia Britannica)
5. Social interaction through message. (Gerbner-1967) → Society -
6. The transmission of information, ideas, attitudes or emotion from one person or group to another (or others) primarily through symbols. (Theodorson)
7. Communication is a process and method by which people use culturally based signs & codes to express themselves and to share meanings with other people.\*

\*Graeme Burton & Richard Dimbleby. (1990). *Teaching communication*. New York: Routledge

## Levels of Communication.

1. Extra Personal e.g. God and Angels
2. Intra- Personal e.g. monologue, thinking, reflection, writing diary etc
3. Inter- Personal e.g. between two persons
4. Group Communication e.g. class room
5. Public Communication e.g. public meeting
6. Mass Communication e.g. by newspaper, magazines, radio, TV etc

## Forms of Communication

1. Speaking ✓
2. Writing ✓
3. Drawing ✓
4. Signs ✓
5. Pictures etc ✓

## What is Mass Communication?

intended → اراده / قصد

Diverse → مختلف very different -  
attempt → کوشش / تلاش → Try → efforts -

1. Mass Communication is a process in which professional communicators use media to disseminate <sup>disperse / spread</sup> messages widely, rapidly, and continuously to arouse intended meanings in large and diverse audience in attempt to influence them in a variety of ways.\*

\*Melvin L. Defleur and Everett E. Dennis.  
*Understanding Mass Communication.*

2. Mass Communication comprise the institutions & techniques by which specialized group employ technological devices (Press, Radio, T.V etc) to disseminate symbolic content to large, heterogeneous & widely dispersed audience. (Janowitz 1968).

→ Comprise → ضم → consist of

→ Content → محتوا → A thing which are included in some thing.

→ Heterogeneous → متنوع → diverse in character or content.



## COMMUNICATION (Definitions)

1. The transmission or exchange of information, messages signals or data by any means such as talk, writing, person to person or via telephone, telegraph, radio or other channels, with in a group or directed to specific individuals.  
(Dictionary of Media and communication by: Richard Winner)
2. The establishment of a social unit from individuals, by the use of language or signs the sharing of common sets of rules, for various goal seeking activities.  
(Cosmos Dictionary of mass communication by: H.B. Jacobson)
3. The transmission of information ideas, emotions, skills etc, by the use of symbols, words, pictures, figures, graphs etc. It is an act or process of transmission.  
(Burleson and Steiner 1964)
4. Communication is an international process in which meaning is stimulated through the sending and receiving of verbal and non-verbal messages. Verbal messages can be spoken or written, and transmitted in a variety of ways most non-verbal messages between us are in the form of body language.  
(Communication and Management by: Niraj Kumar)
5. Communication is mutual inter changes by any effective means. (Thayer)
6. Communication is the process by which two or more people exchange and share ideas, facts, feelings, attitudes or impressions in ways, that each gains a common understanding meaning, intention and use of message.  
(Leagans)
7. Communication is the exchange of ideas and information in such a way, that the meaning and intentions are accurately understood by the persons involved.  
(Two way Communication) (Nanayakkana G)
8. Communication is the process of transferring message from source to receiver. (One way Communication)  
(Roger and Shoemaker)
9. Communication is vehicle through which abilities and physical resources are combined to produce outputs, and achieve objectives.  
(Jitendra 1998)
10. Communication is a creative and dynamic continuous process, rather than a discrete exchange of information.  
(Lasswell)
11. Communication is the social interaction, where at least, two interacting agents share a common set of signs and a common set of 'semiotic' rules. This commonly held rule is some sense ignores auto communication, including intrapersonal communication via diaries or self-talks.
12. Communication is described along a few dimensions: Content, source, sender or encoder, and the purpose or pragmatic aspect, destination.
13. It is through communication that collaboration and cooperation occurs.
14. Communication is the articulation of sending messages, through different media, whether it be verbal or non-verbal, so long as a being transmits a thought provoking idea, gesture, action etc.

# **Journalism**

## **(Definitions)**

1. Journalism is the:  
Collecting and writing (by news agencies and by reporters),  
Editing and evaluating (by editors),  
Publishing and disseminating (through various media) current news, news related materials and facts of current interest.  
(Funk Wagnall's new Encyclopedia)
2. Journalism is an arena of professional practice and a subject focus for intellectual and academic inquiry. More specifically it entails the critical analysis of the various processes involved in gathering, evaluating, interpreting, editing and presenting information and comment on a wide range of subjects. (including business, politics, entertainment, sports etc)  
(Key Concepts in Journalism by: Bob Franklin)
3. Journalism involves gathering, shifting and presenting news, comments and events into a form that is recognizably different from its pure form into which they firstly occurred.  
(Journalism an Introduction)
4. Journalism could not only be employed to disseminated current news and official propaganda, but in the magazine format, and to some extent in news paper, columns and culture as well.  
(Collier's Encyclopedia)
5. The word journalism was originally applied to the reportage of current events in printed form.  
(Britannica Encyclopedia)
6. Journalism is a multi-disciplinary study i.e. it includes in it many disciplines like Political Science, Economics, Sociology etc. It is the study (and eventually practice) of writing for communications media.  
(Dictionary of Journalism by: Monica Sareen)
7. Journalism is the business of managing and practice of writing, producing news media and publishing it (periodicals) on regular basis for profit which considers news as primary product.
8. Journalism is the profession of writing or communicating by employee by publication and broadcasts for the benefit of people. Journalism is described as the fourth estate.  
(Wikipedia Online Reference)
9. Journalism is both an art and profession which records events and opinions and seeks to interpt and mould them for the benefit of educated public.  
(Journalism in India by: Rangaswani Parasarathy)

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10. Journalism is a contemporary report of the changing scene, intended to inform readers of what is happening around them.  
(Modern Journalism Reporting and Writing by: Diwakar Sharma)
  11. Journalism consists in finding things out then telling people about them via various forms of media.  
(Key Concepts in Journalism Studies by: Bob Franklin)
  12. Journalism covers a huge range of output across all media and is recognizable as a form of communication.  
(An Introduction to Journalism by: Richard Rudin)
  13. Journalism covers a multitude of literature activities like articles, paragraphs, sketches, verses, features, anecdotes and a large variety of non-descript.  
(Dynamics of Journalism)
  14. Journalism is the ability to meet the challenge of the filling space. It is the voice of common people.