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Research Paper

Education

# Scientific Approach of Communication Theory

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**ABSTRACT**

*Communication plays significant role in the life beings (animal and human) in the world. Without communication we cannot do anything for any kind of development. Communication is a two way process. Number of factors affects the communication process. Noise is one of them which makes the hindrance in the communication. This paper highlights the different theories of communication. Each and every theory has its own scientific way for the presentation which makes the strong base for the person who is going to communicate something to the other person of the society. There are several theories of communication. These are classical theories of communication, authoritarian, free press, social responsibility, communist, development communication, democratization, magic bullet, one step, two step, multistep, uses and gratification, spiral silence, consistency, agenda setting, media depending, play ,stalagmite, diffusion and social learning of communication. These theories of communication make a scientific base for effective, fruitful and result oriented communication from one person to another in the society.*

**KEYWORDS: Communication, Teaching, theories, scientific**

The Encyclopedia Britannica states that Communication is "the exchange of meaning between individuals or groups through a common system of symbols or language. 'Communication is continuous process going on n the society.It is an integrated part of the world of all bengs ( human and animal).Communication is a Latin word "communis". Communis means common.Denis McQuail(1975) stated that human communication is as the sending of meaningful messages fron one person to another.These messages could be oral or written, visual or alfactory.He also includes laws, practices,customs,ways of dressing,gestures,military parades and flags as methods of communication.The history of communication consists of different ages of sighns and signals, speech and language,writing,printing,mass communication age and the age of information revolution.

On the basis of the indepth study of communication and multimedia, there are several theories of communication as under:

A. Structural and functional theories indicate real social structure and objectivity observation.
B. Cognitive and behavioural theories indicate individual psychology.
C. Interactionist theories give emphasis on interaction in social life.
D. Interpretive theories – focus on understanding of own experiences
E. Critical theories focuses on conflicts of interest in two groups and the domination / domination of conflicts of interest in two groups in society.

Four theories of press (1956) written by Siebert ,Paterson and Schramm gave earliest theories of communication. These theories were also termed as "Normative Theories". Mass media function under an existing norms and values in the society.

Theories of communication are based on political and economic aspect of the society.

**1. Classical theories of Communication :**

The following theories come under classical theories of communication.

A. Authoritarian theory : In this theory, mass media is not under the control of the country. In western Europe, ruling classes (a bench of people) control the freedom of thought. In most of the cases, various measures are considered to control the freedom of expression. Threats and punishment are given to those who do not follow the rule of censorship and do not respect authority. Plato, Thomas Hobbes and Engel give emphasis on Authoritarianism to safe the country and it is safe only in the control of some wise person controlling mass media for the communication of thought for the welfare of the country.
B. Libertarianism or Free Press Theory : In this theory, individual is free to express his/her view without any hindrance and pressure. This theory of communication came into existence in 17th century in England when printing press printed books and pamphlet at low rate less price. Lao Tzu, 16th century philosopher, John Locke 17th century, Great Britain, John Milton, the Epic poet, John Stuart Mill, an essayist "on liberty propounded this theory of Free Press. In Declaration of the Rights of Man, the French wrote in 1789 that "Every citizen may speak, write and publish freely".
C. Social Responsibility Theory : In "Four Theories of Press" a book written by Wilbur Schramm, Siebert and Theodore Paterson said that "pure libertarianism is antiquated, outdated and obsolete".

The communication of The Freedom of Press 1949, in USA started this theory. In this theory, the media has responsibility for the society. Element of conscience is the root of the right of free expression.

**Communist Theory :**

Marx and Engel expressed that "the ideas of the ruling classes are the ruling ideas". For the effective freedom of press, source of modern information and communication technology must be controlled. In this theory, the main objective of mass media is to educate the large number of people of the society.

**Development Communication Theory :**

According to this theory development can not take place without communication. The media plays significant role for the positive developmental programmes with the consideration of restrictions, instructions and suggestions from the state. The media fulfils/satisfied social, cultural, political, and economic needs. The UNESCO gave tacit support for the development communication theory.

**Democratization theory of Communication**

This theory of communication indicates the democratic participation of media. It is against the commercialization of modern media. Bureaucratic restriction of media is not desired.

**2. Magic Bullet Theory of Communication**

There was no systematic study of communication before first world war. After world war First, the Magic Bullet Theory came into existence. According to this theory of communication the mass media has a effect on the people of the country and good control the behviour of the people. Klapper (1960) after making generalizations, found in his research that "Mass media ordinarily does not serve as a necessary and sufficient cause of audience effect, but rather functions through a nexus of mediating factors and influences. These mediating factors render mass communication as a contributory agent in a process of reinforcing the existing conditions". The mediating factors, he considered are as under :

A. Selective exposure: tendency to expose with attitude and interest.
B. Selective perception and retention: organizing messages with existing views.

**3. Two Step Flow Theory**

An American survey conducted by Lazarsfield, Berolsen and Goudet found that "informal social relationships had played a part in modifying the manner in which individuals selected content from the media campaign". Radios and newspapers often give due importance to the

ideas of leaders in comparison to the less active person of the society. Informal social groups have effect to some extent on individuals of the society and modify the way of selecting the media content.

**4. One Step Flow Theory**
According to this theory of communication, the channels of mass communication media gave message straightly to the people of the society without the messages being filtered by opinion leaders.

**5. Multi Step Flow Theory**
According to this theory of communication, a large number of channels and relays for the effective communication are used from different sources for the large number of the people of the society.

**6. Uses and Gratification Theory of Communication**
This theory of communication came into existence in 1970 by Katz. The person of society use media for satisfying their needs. The individuals of the society select what they like to see or read the different types of media for gratification of their needs. There are four types of gratifications like information, personal identity, integration and social integration and entertainment.

Riley and Riley (1951) found that different people use the same messages from the media for different purposes. Katz, Gurevtch and Hass found that the media fulfill the specific needs of the people are as under :

A. Cognitive needs (getting information, knowledge, understanding)
B. Affective needs (emotional, pleasurable experience)
C. Personal integrative needs (making self image strong)
D. Social integrative needs (making self image theory)
E. Tension release needs (Escape and diversion)

**7. Spiral Silence Theory of Communication**
Spiral silence theory of communication given by Elisabeth Noelle Neumann exposes that the mass media publicizes mainstream opinion of the people according to their perception. Innovators, researchers and change agents are free to express their ideas freely without any fear.

**8. Consistency theory of Communication**
Consistency theory of communication propounded by Festinger considers need of the people for consistency in their beliefs and judgements.

**9. Agenda Setting theory of Communication**
Agenda setting theory of communication, propounded by McCombs and Shaw considers the importance of mass media to make the significant effect of happenings in the minds of the people of the society. The agenda is set for the discussion of individuals. They keep the information in order on the basis of priority. There is a correlation between the mass media and people ordering of priorities.

**10. Media Depending Theory of Communication**
Media depending theory of communication propounded by Ball Rokeach and DeFluer states that public depend on mass media information to cater the needs and obtain objectives. Institutions of society and systems of mass media make the interaction with people to develop needs, interests and motives in the person.

**11. Play Communication Theory**
Play theory of communication propounded by Stephenson indicates that communication play a significant role in pursuing pleasure. All the communication activities would be treated as a play which are very important for resulting pleasure and happiness. There would not be more subjectivity in mass media. The role of mass media communication would not be escapism and seducing but it should be felt as anti-anxiety producing and pleasure to the public of the society.

**12. Stalagmite Theories of Communication**
Stalagmite theory of communication consists of two theories of communication: Meaning theory and Cultivation theory of communication.

The experiences of the mass media modify meanings by keeping things in a specific framework. George Gerbner found that influence of TV cultivated a common view of the people of the society and made the different cultures homogeneous. After sometime, specific symbols, images, messages, meanings become dominant and are treated as the truth.

**13. Diffusion Communication Theory**
According to this theory of communication propounded in 1943 by Bryce and Niel Gross of Iowa State University communicates new idea or practice by specific channels over time among members of a social system.

**14. Social Learning Theory of Communication**
Social learning theory of communication given by Albert Bandura at Stanford University states that mass media messages provide an opportunity to public to find out some important characters that demonstrate behavior, involve emotions, and allow mental exercises and showing new behavior.

**Baran and Davis (2000) stated that there are main three theories of communication as under :**
A. Microscopic theories of communication giving attention on everyday activities of the public who make the process of information.
B. Middle range theories of communications supporting the limited effects perspective of the mass media.
C. Macroscopic theories of communication considering impact of mass media or culture and society.

"Cause and effects" is the root of the theories of mass media communication. The effect of mass media on the mind of the public is seen always in the constructive and enlightened society. Schramm Wilbur (1954) said that "In fact, it is misleading to think of the communication process as starting somewhere and ending somewhere. It is really endless. We are little switchboard centres handling and reranking the great endless current of information".

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