



## Communication Through Technology

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### ABSTRACT

*In ancient times, when people started writing on a stone or wood, communication became portable to a limited area only. As civilization advanced various other means of communication were also invented. The various means of communications used are printed texts, radio, televisions, video cassette, recorders, video text, and computers etc, in which both the source of teaching and the beneficiary of teaching interact well for the proper realization of the teaching-learning objectives. However, this paper deals, proper interaction between teacher as well as students is required to acquire the art and technique of good communication.*

**KEYWORDS :** Communication technology, Functions, Process, Effective Communication, etc

### Introduction

In ancient times, when people started writing on a stone or wood, communication became portable to a limited area only. As civilization advanced various other means of communication were also invented. The printing press, the most remarkable invention in this regard, brought about a revolution in communicating to larger groups. The printed words communicated to all those who could read what had been written on stones, wood or paper. The technological innovations added to the efficiency of the printing technology. Today, we have the most sophisticated communication technologies -both print and non-print. The various means of communications used are printed texts, radio, televisions, video cassette, recorders, video text, computers etc, in which both the source of teaching and the beneficiary of teaching interact well for the proper realization of the teaching-learning objectives. However, this paper deals, proper interaction between teacher as well as students is required to acquire the art and technique of good communication.

### Communication through Technology

The word 'Communication' came from the Latin word *communicare*, meaning 'to share'. The act of teaching and learning is also an act of sharing the content, the skills and the attitudes. Communication is a science, which is based on certain principles, which can be verified and used to make communication effective. The technologies, such as computers, videotapes, videodiscs, tele-text, communication satellites and teleconferencing services have stepped in to improve the nature of educational communication. These technologies have made the teaching-learning process more lively and interactive. Communication technology is a vital area of instruction. It is an instructional tool in modern education and its scope is increasing day by day and becoming the backbone of teaching. Education needs many improvements including improvements in the field of Communication Technology. Effective communication is really the dire need of the hour.

### Functions of Communication

Communication involves individual as well as collective activities of sharing ideas, facts, and information. Thus communication performs various socio-psychological functions. Mac-Bride (1980) has given some functions of communication in a social system.

### Information

Communication refers to collective storage and dissemination of information for wider utilization by people.

### Socialization

Communication helps in dissemination of information to individuals who get an opportunity to understand each other and appreciate others feelings, emotions, ideas and expectations in a social system.

### Motivation

Communication fosters the individual and community activities, and motivates the people to meet mutually agreed upon goals.

### Education

Dissemination of information enhances the individual's intellectual development and helps one acquire the required skills and aptitude to become a productive member of the society.

### Entertainment

Communication helps in various activities like drama, dance, music, sports etc.

### Different Media of Communication

It is well-known fact that a teacher who can communicate well is bound to get success in the teaching-learning process. But his success is quite dependent upon the success of the learner's power of communication. In turn the success of the task or process of communication very much depends upon the appropriateness of the media of communication.

### Audio Media

In a Communication process, both the communicator and receiver may rely on the audio media only. This means that in a classroom situation a teacher may communicate only through verbalization or lecturing and students may receive the communicated knowledge only through hearing. Communication through radio, tape recorder etc., also provide the examples of audio media.

### Visual Media

Classroom communication may involve only visual media for the required transmission and receiving of the communication. A learner may receive information or message by reading out a written or printed statement or through the visual interpretation of graphic material (chart, diagram, graphs etc.). A student may grasp the content material through the writing on the blackboard etc. The communication through newspapers, magazines, books, etc., also provides the communication through visual media. Learning through demonstration is also carried out through the visual media.

### Audiovisual Media

In most of the situations, the communication in the classroom or in day-to-day situation is generally carried out through a combination of audio and visual media. When a teacher writes on the blackboard, draws a diagram, displays a model or graphic, and demonstrates on the demonstration table, he also makes use of his skill of narration, explanation, lecturing and exposition along with his visual display. No doubt, the audiovisual media proves more effective than the use of the only audio or visual media for communication.

### Multi-sensory Media

Our senses are said to be the gateway of knowledge. Hence each of these five senses (sight, hearing, smell, taste and touch) separately or in combination may work well as an effective medium in the communication process. As a result, if we are able to make use of different types of media and aid material involving as many senses as possible we will certainly get better results in the teaching-learning communication process.

**Mass Media**

Radio, television, video, cinemas, films, printed media like books, newspapers and magazines, Internet communication in the form of e-mail, conferences, satellite communication and transmission etc. All comprise the media of mass communication. The online education and correspondence course run by many institutions are seen to make use of the mass media in a formal and organized way.

**Multimedia**

A communication process may be termed as based on the multimedia approach when it employs a number of media by using them in a planned and organized combination for deriving maximum output in a particular communication situation. Most of the well-organized programmers' of the reputed open education or distance education institutions like IGNOU are run through the multimedia approach adopted for interaction with the learners. In advanced countries like USA, UK, Australia, and Canada, this approach is used in an effective way for carrying out a number of online courses.

**Process of Communication**

Communication as a two-way process involving interaction between two or more persons (on giving and receiving ends) is carried out in a cycle as illustrated below:

There are six main components or elements in general in any process of communication.

- a. The Source of communication or Sender of the Message.
- b. Contents of communication or Message.
- c. Media or Channel of communication.
- d. The Receiver of the communication.
- e. Response Material or Feedback.
- f. Facilitators or Barriers of communication.

**Types of Communication Situations**

There may occur a variety of situations or environment involving two or more individuals at one or the other time. These may be classed or grouped as below:

- a) One-to-One Communication
- b) Small Group Communication
- c) Large Group or Public Communication
- d) Organizational or Institutional Communication
- e) Mass Communication
- f) Classroom Communication (Verbal and Nonverbal)
  - i) Verbal Communication
  - ii) Non-Verbal Communication

**Principles of Effective Communication**

(Effective Classroom Communication)

1. Principle of competency
2. Principle of suitability of content
3. Principle of division of content
4. Principle of focus
5. Principle of effective strategies
6. Principle of feedback and reinforcement
7. Principle of readiness and motivation
8. Principle of sharing and interaction
9. Principle of pupil-centeredness
10. Principle of sympathy and kindness

11. Principle of co-operation
12. Principle of mutual understanding
13. Principle of conducive environment and proper control
14. Principle of facilitators and barriers of communication

**The Intent and the Content of Communication**

The relationship between thoughts and expressions is the relationship between intent and content of a message. Any communication is bound to be positive and pleasant only when our thought process is under control and we are in a positive frame of mind to communicate and also receive communication. Positive communication, which is minus negative thoughts and words, is closely connected with the communicator's existing frame of mind and the core competencies. In fact, a person whose inner qualities / core competencies are positive is likely to be a better communicator than those whose perceptions, values, outlook and attitude are not in a positive frame. However, given the nature of communication, which is highly intricate and interactive, it is not possible to have a complete control over ourselves. The concepts of ISEP and ISEC illustrated below explain the tacit relationship between our thought process (intent) and the words we use to communicate (content of message).

The two put together form coin of communication. The perfect blend of ISEP and ISEC brings success to communicator. But this is not always very easy to achieve. The concept of ISEP and ISEC is at the basis of all effective communication. An effective communicator not only has to have mastery over functional skills of communication but also on personal qualities. The concept of ISEP illustrated some of the competencies of an effective communicator. Similarly the concept of ISEC illustrates the power of the Cs of communication. The concept of ISEP and ISEC emphasizes that communication is not only about learning a few functional skills in isolation but also about knowing the 'Why' & 'How' of communication.

**Seven Cs for Effective Communication**

The powerful seven Cs of communication govern the composition of our messages, whether we speak or write.

- Courtesy
- Clarity
- Conciseness
- Concreteness
- Correctness
- Consideration
- Completeness

**Conclusion**

The success in the implementation of technology based teaching depends on learning approach, a student adopts, because present education system is purely learner centred one; Technology has a power to products of its best teacher globalized education. It is the ability of teachers to focus their method in utilizing a variety of e-resources available. Employing the sources highlights and strengthens teaching method, which also has the grace among the learning community. Technology enable teaching is an effective medium for a healthy advancement of learner centred education. The students reflect interest to learn new technologies, which allowed being more creative and independent.

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