



**NEERAJ®**

# **MEDIA AND COMMUNICATION SKILLS**

**B.E.G.G.- 171**

**Chapter Wise Reference Book  
Including Many Solved Sample Papers**

*Based on*

**C.B.C.S. (Choice Based Credit System) Syllabus of**

# **I.G.N.O.U.**

**& Various Central, State & Other Open Universities**

*By: Kshyama Sagar Meher*



**NEERAJ  
PUBLICATIONS**

*(Publishers of Educational Books)*

Retail Sales Office:

1507, First Floor, Nai Sarak, Delhi - 6 | Mob.: 8510009872, 8510009878

E-mail : [info@neerajbooks.com](mailto:info@neerajbooks.com) Website : [www.neerajbooks.com](http://www.neerajbooks.com)

**MRP ₹ 280/-**

Published by:



## NEERAJ PUBLICATIONS

(Publishers of Educational Books)

Retail Sales Office: 1507, First Floor, Nai Sarak, Delhi - 6 | Mob.: 8510009872, 8510009878

E-mail : info@neerajbooks.com Website : www.neerajbooks.com

© Copyright Reserved with the Publishers only.

**Reprint Edition with Updation of Sample Question Paper Only**

Typesetting by: Competent Computers, Printed at: Novelty Printing Press

### Disclaimer/T&C

1. For the best & up-to-date study & results, please prefer the recommended textbooks/study material only.
2. This book is just a Guide Book/Reference Book published by NEERAJ PUBLICATIONS based on the suggested syllabus by a particular Board/University.
3. These books are prepared by the author for the help, guidance and reference of the student to get an idea of how he/she can study easily in a short time duration. Content matter & Sample answers given in this Book may be Seen as the Guide/Reference Material only. Neither the publisher nor the author or seller will be responsible for any damage or loss due to any mistake, error or discrepancy as we do not claim the Accuracy of these Solutions/Answers. Any Omission or Error is highly regretted though every care has been taken while preparing, printing, composing and proofreading of these Books. As all the Composing, Printing, Publishing and Proof Reading, etc., are done by Human only and chances of Human Error could not be denied. Any mistake, error or discrepancy noted may be brought to the publishers notice which shall be taken care of in the next edition and thereafter as a good gesture by our company he/she would be provided the rectified Book free of cost. Please consult your Teacher/Tutor or refer to the prescribed & recommended study material of the university/board/institute/ Govt. of India Publication or notification if you have any doubts or confusions regarding any information, data, concept, results, etc. before you appear in the exam or Prepare your Assignments before submitting to the University/Board/Institute.
4. In case of any dispute whatsoever the maximum anybody can claim against NEERAJ PUBLICATIONS is just for the price of the Book.
5. The number of questions in NEERAJ study materials are indicative of general scope and design of the question paper.
6. Any type of ONLINE Sale/Resale of "NEERAJ BOOKS" published by "NEERAJ PUBLICATIONS" in Printed Book format (Hard Copy), Soft Copy, E-book on any Website, Web Portals, any Social Media Platforms – Youtube, Facebook, Twitter, Instagram, Telegram, LinkedIn etc. and also on any Online Shopping Sites, like – Amazon, Flipkart, eBay, Snapdeal, Meesho, Kindle, etc., is strictly not permitted without prior written permission from NEERAJ PUBLICATIONS. Any such online sale activity of any NEERAJ BOOK in Printed Book format (Hard Copy), Soft Copy, E-book format by an Individual, Company, Dealer, Bookseller, Book Trader or Distributor will be termed as ILLEGAL SALE of NEERAJ BOOKS and will invite legal action against the offenders.
7. The User agrees Not to reproduce, duplicate, copy, sell, resell or exploit for any commercial purposes, any portion of these Books without the written permission of the publisher. This book or part thereof cannot be translated or reproduced in any form (except for review or criticism) without the written permission of the publishers.
8. All material prewritten or custom written is intended for the sole purpose of research and exemplary purposes only. We encourage you to use our material as a research and study aid only. Plagiarism is a crime, and we condone such behaviour. Please use our material responsibly.
9. All matters, terms & disputes are subject to Delhi Jurisdiction only.

### Get books by Post & Pay Cash on Delivery :

If you want to Buy NEERAJ BOOKS by post then please order your complete requirement at our Website www.neerajbooks.com where you can select your Required NEERAJ BOOKS after seeing the Details of the Course, Subject, Printed Price & the Cover-pages (Title) of NEERAJ BOOKS.

While placing your Order at our Website www.neerajbooks.com You may also avail the “Special Discount Schemes” being offered at our Official website www.neerajbooks.com.

No need to pay in advance as you may pay “Cash on Delivery” (All The Payment including the Price of the Book & the Postal Charges, etc.) are to be Paid to the Delivery Person at the time when You take the Delivery of the Books & they shall Pass the Value of the Goods to us. We usually dispatch the books Nearly within 2-3 days after we receive your order and it takes Nearly 3-4 days in the postal service to reach your Destination (In total it take nearly 6-7 days).

Content

**MEDIA AND  
COMMUNICATION SKILLS**

*Question Bank – (Previous Year Solved Question Papers)*

|                                                      |     |
|------------------------------------------------------|-----|
| Question Paper–June-2023 (Solved) .....              | 1   |
| Question Paper–December-2022 (Solved) .....          | 1-2 |
| Question Paper–Exam Held in July-2022 (Solved) ..... | 1-3 |
| Sample Question Paper–1 (Solved) .....               | 1   |
| Sample Question Paper–2 (Solved) .....               | 1   |

---

| <i>S.No.</i> | <i>Chapterwise Reference Book</i> | <i>Page</i> |
|--------------|-----------------------------------|-------------|
|--------------|-----------------------------------|-------------|

---

**BLOCK-1 : INTRODUCTION TO MASS COMMUNICATION**

|                                                  |    |
|--------------------------------------------------|----|
| 1. The Concept of Communication .....            | 1  |
| 2. Mass Media and Communication .....            | 11 |
| 3. Characteristics of Different Mass Media ..... | 22 |
| 4. Writing for Mass Media .....                  | 33 |

**BLOCK-2 : ADVERTISEMENTS**

|                                        |    |
|----------------------------------------|----|
| 5. Types of Advertising .....          | 43 |
| 6. Public Service Advertisements ..... | 53 |
| 7. TV ADS and Story Boards .....       | 63 |
| 8. Ethics in Advertising .....         | 71 |

**BLOCK-3 : MEDIA WRITING**

|                                          |    |
|------------------------------------------|----|
| 9. Script Writing for Radio and TV ..... | 80 |
| 10. Writing for News .....               | 92 |

---

| <i>S.No.</i> | <i>Chapterwise Reference Book</i> | <i>Page</i> |
|--------------|-----------------------------------|-------------|
|--------------|-----------------------------------|-------------|

---

11. Editorial Writing ..... 102

12. Editing for Print and Online Media ..... 110

**BLOCK-4 : INTRODUCTION TO SOCIAL AND CYBER MEDIA**

13. Types of Social Media ..... 122

14. The World Wide Web ..... 132

15. Internet and Impact on Journalism ..... 142

16. Impact of Social and Cyber Media ..... 152



**Sample Preview  
of the  
Solved  
Sample Question  
Papers**

*Published by:*



**NEERAJ  
PUBLICATIONS**

[www.neerajbooks.com](http://www.neerajbooks.com)

# QUESTION PAPER

June – 2023

(Solved)

## MEDIA AND COMMUNICATION SKILLS

**B.E.G.G.-171**

**Time: 3 Hours ]**

**[ Maximum Marks: 100**

**Note:** This question paper has two Sections. Section A and Section B. Both Sections are compulsory.

### SECTION-A

**Note:** Answer the following questions:

**Q. 1. Write a brief note on cyber media.**

**Ans. Ref.:** See Chapter-16, Page No. 152, 'What is Social and Cyber Media?'

**Q. 2. What are the aims and objectives of an advertisement? Explain.**

**Ans. Ref.:** See Chapter-5, Page No. 46, Q. No. 1 and Q. No. 2.

**Q. 3. Discuss the process involved in preparation for an 'unscripted' programme.**

**Ans. Ref.:** See Chapter-9, Page No. 80, 'Preparing for Unscripted Programmes'.

**Q. 4. What are some of the uses of multimedia? Give an example as an illustration.**

**Ans. Ref.:** See Chapter-13, Page No. 126, Q. No. 6 and Q. No. 7.

### SECTION-B

**Note:** Answer the following questions:

**Q. 1. What are the basic rules and techniques followed by TV news reporters while writing for television? Explain.**

**Ans. Ref.:** See Chapter-4, Page No. 34, 'Writing for Television' and Page No. 37, Q. No. 3.

**Q. 2. Discuss the impact of radio and television on our lives by giving examples.**

**Ans. Ref.:** See Chapter-2, Page No. 13, 'Impact of Radio and Television' and 'Impact of Films'.

**Q. 3. What is an Advertisement? State its need and function.**

**Ans. Ref.:** See Chapter-6, Page No. 53, 'The Advertisement: Need and Function'.

**Q. 4. Discuss the various strategies for advertising a product or an idea. Explain by giving examples.**

**Ans. Ref.:** See Chapter-6, Page No. 56, 'The Selling Approach'.

**Q. 5. What do you understand by the basics or the grammar of television programmes? Explain with examples.**

**Ans. Ref.:** See Chapter-9, Page No. 82, 'The Grammar of Television: Shots and Transitions'.

**Q. 6. Discuss the role of the internet in writing and media.**

**Ans. Ref.:** See Chapter-2, Page No. 13, 'Impact of Internet' and Chapter-4, Page No. 35, 'Writing for the Web' and Chapter-15, Page No. 142, 'Introduction' and 'Journalists and the Internet'.

**Q. 7. Discuss the impact of social and cyber media on our lives.**

**Ans. Ref.:** See Chapter-16, Page No. 153, 'Impact of Social and Cyber Media'.



# QUESTION PAPER

December – 2022

(Solved)

## MEDIA AND COMMUNICATION SKILLS

B.E.G.G.-171

Time: 3 Hours ]

[ Maximum Marks: 100

Note: This question paper has two Sections. Section A and Section B. Both Sections are compulsory.

### SECTION – A

**Q. 1. Discuss the basic rules for writing for various mass media.**

**Ans. Ref.:** See Chapter-4, Page No. 33, 'Writing for Print', 'Writing for Broadcast', Page No. 34, 'Writing for Television' and Page No. 35, 'Writing for Web'.

**Q. 2. What are the different strategies employed to create an advertisement? Discuss.**

**Ans. Ref.:** See Chapter-6, Page No. 56, 'The Selling Approach'.

**Q. 3. Identify the principles and examine the processes involved in news scripting for the broadcast media.**

**Ans. Ref.:** See Chapter-10, Page No. 93, 'Scripting for Broadcast'.

**Q. 4. Discuss the structure and various types of editorials.**

**Ans. Ref.:** See Chapter-11, Page No. 104, 'Structure of an Editorial' and 'Types of Editorials'.

**Q. 5. Define communication. Discuss its role, functions and different kinds.**

**Ans. Ref.:** See Chapter-1, Page No. 1, 'Communication and Its Function' and Page No. 3, 'Kinds of Communication'.

### SECTION – B

**Q. 6. Prepare a copy for radio advertisement for promotion of regional languages in the context of National Education Policy (NEP). How is radio advertisement distinct from Press and TV advertisement?**

**Ans.** बहुत जरूरी होती शिक्षा  
सारे अवगुण धोती शिक्षा,  
चाहे जितना पढ़ ले हम पर,  
कभी न पूरी होती शिक्षा,

शिक्षा पाकर ही बनते हैं,  
नेता, अफसर शिक्षक,  
वैज्ञानिक, यात्री व्यापारी,  
या साधारण रक्षक,

**Also Ref.:** Chapter-6, Page No. 55, 'Radio Advertisement Vis-a-Vis Press/T.V. Advertisements'.

**Q. 7. Write a 30 sec. TV advertisement for promotion of the idea of 'Education For All' without models. (No human beings).**

**Ans.** The "School Chalein Hum" TV campaign was written by Mehboob and composed by Shankar/Ehsaan/Loy, and its words encapsulated precisely the ideals it aimed to promote – making primary education universally accessible in India.

*Savere, savere yaron se milne,  
Bun-than ke nikle hum*

*Savere, savere, yaron se milne,  
Ghar se door chalein hum*

*Roke se na ruke hum, Marzi sa chale hum*

*Baadal sa garje hum, Saavan sa barse hum*

*Sooraj sa chamke hum — school chalein hum*

**Q. 8. Write a feature article on impact of social media.**

**Ans. Impact of Social Media**

Human beings are social creatures. We need the companionship of others to thrive in life, and the strength of our connections has a huge impact on our mental health and happiness. Being socially connected to others can ease stress, anxiety, and depression, boost self-worth, provide comfort and joy, prevent loneliness, and even add years to your life. On the flip side, lacking strong social connections can pose a serious risk to your mental and emotional health. In today's world, many of us rely on social media platforms such as Facebook, Twitter, Snapchat, YouTube, and Instagram to find and

# **Sample Preview of The Chapter**

*Published by:*



**NEERAJ  
PUBLICATIONS**

[www.neerajbooks.com](http://www.neerajbooks.com)



---

# MEDIA AND COMMUNICATION SKILLS

---

## BLOCK-1 : INTRODUCTION TO MASS COMMUNICATION



---

### The Concept of Communication

---

#### **INTRODUCTION**

Communication is very essential for human survival. It regulates and shapes all our behaviours. We need to communicate as we need to drink, eat and sleep. Communication tells us about various happenings in our surroundings and creates awareness about various policies, programmes and developments. It motivates us to be active partners in the nation-building. Thus, we need to have a clear understanding about communication and its various aspects. In this chapter, we will understand what communication is, explain its importance, know the communication process, identify essential elements and its seven C's.

#### **CHAPTER AT A GLANCE**

##### **COMMUNICATION AND ITS FUNCTIONS** **Communication**

Communication is a process of sending a message by using different media. We communicate when we transmit a message from one person to another person or to a group of people. Communication facilitates exchange of information. In communication, we express our perceptions, point of view or experiences gained. Communication can be verbal as well as non-verbal as we use body language, sign language, paralanguage, touch, eye contact or writing. Every society needs to communicate to survive. Primitive tribes had sentinels who scanned the environment and reported dangers. Councils of elders interpreted facts and made decisions. Tribal meetings were used to transmit these decisions to the rest of the group. Some tribes had storytellers and jesters who functioned to entertain the group. When society became larger and more complex, the mass media took over. Sometimes the mass media perform dysfunctions which are the consequences undesirable from the point of view of the welfare of society.

#### **Functions of Communication**

The functions of communication are:

**(a) Information:** Information is processed, organized and structured data. It provides context for data and enables decision-making process. The concept of information is related to imparting instruction, mental stimulus, knowledge, meaning, pattern, perception and representation. For example, customer's sale at a retail store is data—this becomes information when the business is able to identify the most popular product.

**(b) Persuasion:** It is the action or process of persuading someone or of being persuaded to do or believe something. It is a kind of social influence. It guides people to adopt an idea, attitude, or action by rational and symbolic means. It is a problem-solving strategy relying on "appeals" instead of strength. Aristotle said persuasion is one of the most important functions of communication. It is so because persuasion helps in reaching decisions or consensus on public policy and facilitates governance.

**(c) Debate and Discussion:** Debate involves formal discourse on a particular topic. In debates, arguments are put forward for often opposing viewpoints. It is a formal method of interactive argument. Debate includes persuasion which appeals to the emotional responses of an audience which enable people to discuss and decide on differences, within a framework defining how they will interact. People debate on various issues in Parliaments, Legislative Assemblies and in various meetings. Audience vote or judges, or combination of the two decide the outcome of a debate. In democracies, formal debates between candidates for elected office are common. Debate and discussion clarify different viewpoints on issues of public interest and arrive at a general agreement on matters of importance.

**(d) Instruction:** An instruction is a form of communication which explains how an action,

behaviour, method, or task is to be begun, completed, conducted, or executed. It implies teaching and learning of knowledge, skills and attitudes. It enables people to operate as effective members of a society or helps people in socialisation. It also creates awareness and helps people to take part in public life.

**(e) Entertainment:** Communication provides entertainment through various means such as music, drama, pictures, films, dance, art, literature, comedy, sports and games. Entertainment is a form of activity that holds the attention and interest of an audience or gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention. It helps in breaking the monotony of routine and divert their attention from the troubles and tensions of daily life.

**(f) Cultural Promotion:** Communication helps in promoting the culture of a society. When people write, read and perform their festivals, traditions, values and rituals, they promote and preserve them. It helps in pursuing and satisfying the creative urge. Communication provides opportunity for culture to be preserved and promoted.

**(g) Integration:** Communication disseminates knowledge and information and helps in social integration. It is a great integrating tool. People know one another, understand and appreciate each other's ways of life and thereby develop tolerance towards one another.

#### ELEMENTS OF COMMUNICATION

Communication involves five major elements—message, communicator, transmission medium, receiver and feedback.

**1. The Message:** A message provides information. The meaning of a message depends on the context in which it is used. A message may be spoken words or written words or a non-verbal message, it involves other elements like emotions which shape the meaning. So, the words may not establish the full meaning of the message. Non-verbal communications may provide clues that the receiver can use to interpret the message and get its meaning.

**2. The Communicator:** The communicator or the sender starts the communication process. Before transmitting the message, she/he takes the following steps:

- (i) Formulating the message by putting thoughts into words.
- (ii) Passing the message through various psychological or internal communication barriers. Psychological barriers may originate from the sender's existing knowledge, beliefs, biases and feelings.

(iii) The message is encoded for transmission. It may involve stringing words together, to putting the message into some form of code.

(iv) Transmitting the message.

After this, a good communicator gets ready to get feedback for verification of the message delivery. Success in encoding a message depends partly on the communicator's ability to convey information clearly and simply and also on his/her ability to anticipate and eliminate sources of confusion. Failure to understand the receiver may result in failure in the communication process. For example, an illiterate cannot understand a written message but can understand if it is explained in spoken words. A good communicator should have good communication skills. Communication becomes effective when both the sender and the receiver understand the same information.

**3. Transmission Medium (Channel):** The transmission medium is the channel used for communicating the message. It carries the message from the sender to the receiver and back. There are different channels of transmission – verbal, written or electronic. Verbal may be face-to-face meetings, telephone conversations and video-conferencing. Written may be letters, e-mails, memos and reports. Different channels have different strengths and weaknesses. For example, giving a long list of directions verbally may not be effective. Advertisers choose different channels to reach their target audience.

**4. The Receiver:** The receiver decodes the message to get the meaning. Successful decoding involves the following steps: Receive, decode, filter and interpret. After obtaining the message, the receiver decodes it through assimilation and interpretation. If a receiver is reading a newspaper, she/he has to read and understand the news. Communication may not be effective, if the receiver fails to decode. The receiver filters the message through his/her own psychological barriers such as existing knowledge, attitude, beliefs, biases and perceptions. To decode a message effectively, the receiver may need to have technical knowledge, field of experience and critical items called Operational definitions. Environment may also interfere with message receptions. For example, noises from the roadside, constant chattering of individuals outside the communication act, blaring loudspeaker and faulty transmission may affect decoding.

**5. Feedback:** Feedback confirms that the message has been received and understood. It completes the communication process. If the meaning of the message has not changed, the communication be said as successful. In a written form of communication like

THE CONCEPT OF COMMUNICATION / 3

email, a reply can be taken as feedback. However, there are various mediums of communication in which collecting feedbacks are not feasible.

**KINDS OF COMMUNICATION**

**Intrapersonal Communication**

Intrapersonal communication is defined as communicating with oneself. Communicating with oneself involves a range of cognitive behaviours, mental entities like traits and knowledge and processes like association and comparison. In intrapersonal communication, the individual becomes his own sender and receiver. He provides feedback to himself in the ongoing internal process.

**Interpersonal Communication**

Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people through verbal or non-verbal methods. It often includes face-to-face exchange of information, in a form of voice, facial expressions, body language and gestures. The level of one's interpersonal communication skills is measured through the effectiveness of transferring messages to others. Daily internal employee communication, client meetings, employee performance reviews and project discussions are interpersonal communication.

**Group Communication**

Group communication is the process of sending and receiving messages to multiple members of a group. Group communication happens among three or more people. Group communication can be beneficial for groups of all sizes, from smaller focus groups to entire departments. When groups communicate effectively, they can share necessary information as they work to accomplish mutual goals. Three general categories identified as critical to group communication are:

**(a) Commitment:** It refers to the integrity of the members in the group and qualities of the leadership.

**(b) Communication:** It involves discussion, listening and facilitation.

**(c) Organization:** It means setting ground rules for communication, decision-making in a group.

**Mass Communication**

Mass communication refers to a process by which individuals and entities relay information to large segments of the population through mass media. Newspaper and magazine publishing, radio, television and film are examples. Mass implies great volume, range or extent of people or production and reception of messages. In mass communication, the recipients constitute a vast sea of passive, undifferentiated people. Mass communication has great impact on people. The development in Media Technology has become catalyst

for the growth of mass communication. Media products such as computers, cell phones and internet have become vital tools for communication today.

**THE SEVEN C's OF COMMUNICATION**

Designing communication starts with good questions and effective listening, and ends in developing a presentation, document, system or user's experience. The seven Cs of communication are discussed below.

**Content**

Content is information produced and directed at an end-user or audience in communication. Effective communication depends on content. Content depends on the type of information needed. The content determines the audience in a communication process. Thus, the message must have the meaning for the receiver, and it must be compatible with his value system.

**Context**

The context is important in a communication process. The receiver of a message may get confused if he is not aware of the context. So, the context must be clear to the people involved in communication. The message should be compatible with the context.

**Channels**

Channels are important in communication. It depends on the audience or the target receivers. Different channels have different effects in communication. For example, the advertisers choose different channels of communication to target different groups of people.

**Clarity**

Clarity in communication means the message must be clear and understandable to the receivers. Complex topics must be clearly said. It also depends on the channels. The farther a message has to travel, the simpler it should be because the channel of communication may alter the meaning of the message.

**Composition**

Composition means the design of the message or content. The effectiveness of a communication depends on the composition of the message. It can be both written and visual composition. In writing, the creator of the message has to consider the main characters, the scene to be set-up, the goals and conflicts, how the story will reach a resolution, where will the reader start, how the audience will be engaged. Communication should be broken down into basic "building blocks" of content. The information should be formulated into clusters and groups for its effectiveness.

**Contrast**

Contrast is where two or more elements that have opposite qualities are placed together. Contrast is a

useful design principle that can make a visual communication more effective. Contrast can assist in attracting the target audience and can lead their eye through a visual communication.

Contrasting fonts may be used in the one presentation to assist in separating information. A contrasting colour scheme may be used to make something stand out. Contrast is a trigger to the brain that says “pay attention!”.

### Consistency

Consistency in communication usually means two things: Repetition and frequency. Communication should be made on a regular basis. It depends on the project or situation, this may involve creating a set communication schedule to provide updates. Or, it can simply mean being proactive and responsive in terms of how a person communicates by e-mail, over the phone, or in meetings. Communication thus is an unending process. It needs repetition to achieve penetration. It must be consistent.

## CHECK YOUR PROGRESS

### Q. 1. What do you understand by communication?

**Ans.** Communication refers to a process of imparting or exchanging of information. It is as important a need for all living beings as is food and shelter. In communication, people express their perceptions, point of views or experiences. Communication can happen through verbal as-well-as non-verbal means. Communication regulates and shapes all our behaviours. It tells us about various happenings in our surroundings and creates awareness about various policies, programmes and developments. It motivates us to be active partners in the nation-building. Thus, we need to have a clear understanding about communication and its various aspects.

### Q. 2. List the various functions of communication.

**Ans.** Various functions of communication are:

**(a) Information:** Communication helps us get various information about different happenings, products and services. For example, advertisers inform the audience about their products and services. Newspapers and News channels provide us various happenings.

**(b) Entertainment:** Music, drama, pictures, films, dance, art, literature, comedy, sports and games entertain people. These are different sources and mediums which give us pleasure and delight. It helps in breaking the monotony of routine and divert their attention from the troubles and tensions of daily life.

**(c) Instruction:** To provide instructions, people communicate, explaining how an action, behaviour,

method, or task is to be begun, completed, conducted, or executed. Communication helps in teaching and learning of knowledge, skills and attitudes. It enables people to operate as effective members of a society or helps in socialisation. People know different things and take part in society effectively.

**(d) Persuasion:** Communication persuades receivers. It suggests people to adopt an idea, attitude, or action by rational and symbolic means. Aristotle said one of the most important functions of communication is persuasion. For example, advertisers persuade people to buy their products and services by telling them about their benefits.

**(e) Debate and Discussion:** Communication helps in debate and discussions. In debates, the participants put forward opposing viewpoints. People take part in debates on various issues in Parliaments, Legislative Assemblies and in meetings. Audience vote or judges, or both together decide the outcomes of a debate. Formal debates between candidates for elected office are common in democracies. Different viewpoints on issues of public interest are clarified through debates. People arrive at a general agreement on matters of importance through debates and discussions.

**(f) Integration:** Communication helps in social integration. People know one another, understand and appreciate each other's ways of life and thereby develop tolerance towards others.

**(g) Cultural Promotion:** Communication promotes culture. When people write and read about festivals, traditions, values and rituals, they know about them. Thus communication provides opportunity for culture to be preserved and promoted.

### Q. 3. What steps does a communicator follow to transmit information?

**Ans.** The communicator takes the following steps to transmit information:

- (i) He formulates the message by putting thoughts into words.
- (ii) He passes through various psychological or internal communication barriers while preparing the message. These barriers may come from his knowledge, beliefs, biases, feelings and experiences.
- (iii) He encodes the message by stringing words together or putting the message into some form of code.
- (iv) The communicator transmits the message at last by using a medium.

An effective communicator gets ready to get feedback for verification of the message delivery. Success in encoding a message depends partly on the