# A TEXTBOOK OF
# COMMUNICATION MEDIA AND SOCIETY

**Mukul Sahay**
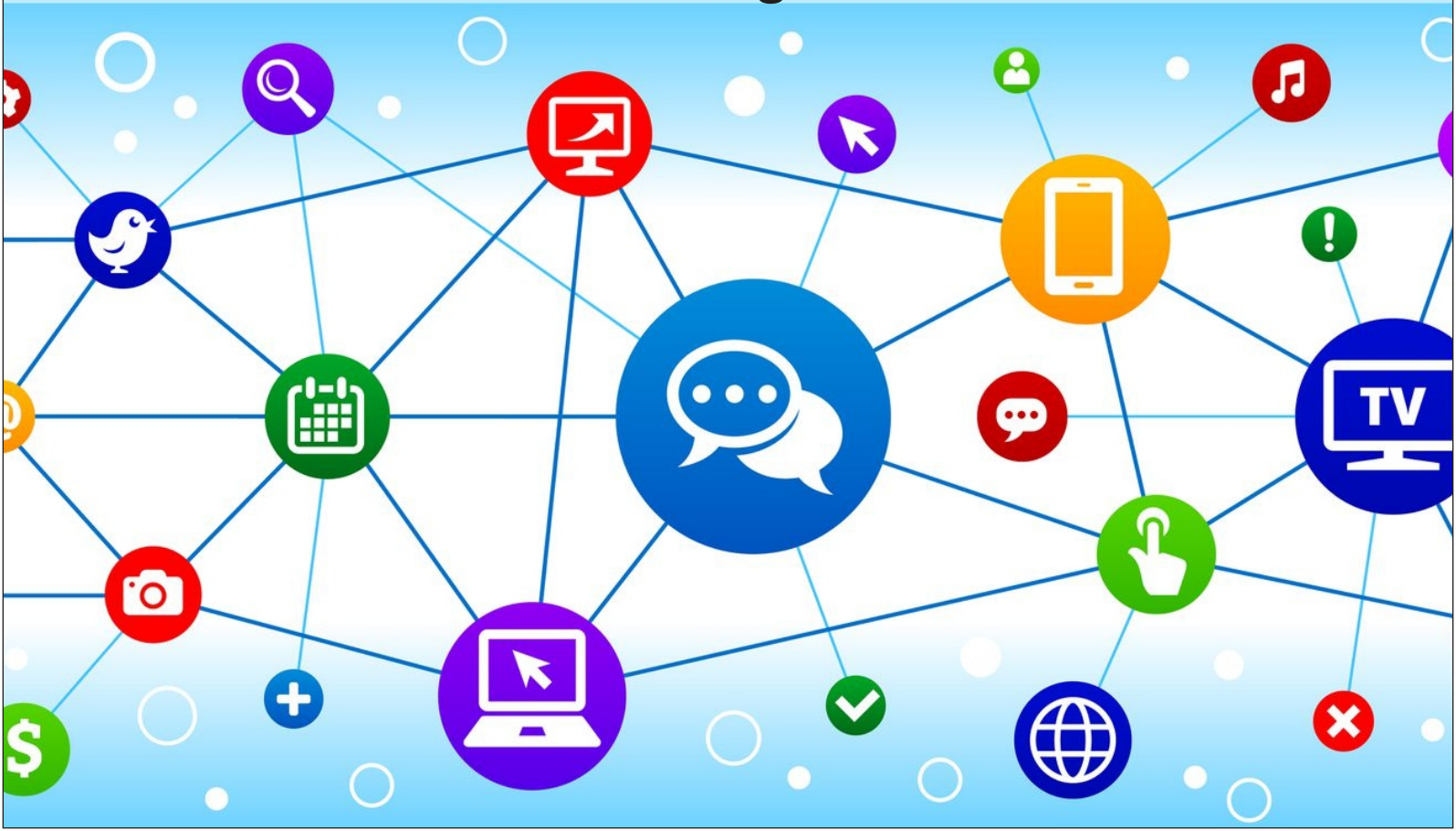**Dr. Parag Amin**

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## A Textbook of Communication, Media and Society

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**A Textbook of Communication, Media and Society**
*Mukul Sahay, Dr. Parag Amin*

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# CHAPTER 1
# EXPLORES THE CORE TENETS OF
# THE PRINCIPAL OF COMMUNICATION

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**ABSTRACT**:

The Principle of Communication serves as the foundational framework that underpins the effective exchange of information and ideas between individuals, groups, and entities. This principle encompasses a multitude of elements, ranging from verbal and nonverbal cues to technological mediums, which collectively shape the transmission, reception, and interpretation of messages. Successful communication hinges on the sender's ability to encode information with clarity and coherence, while the receiver's skill in decoding and comprehending the message is equally pivotal. Over time, advancements in technology have revolutionized the methods and speed at which communication occurs, fostering both opportunities and challenges in diverse spheres of human interaction. This abstract explores the core tenets of the Principle of Communication, delving into its theoretical underpinnings and practical applications, ultimately emphasizing the vital role it plays in fostering mutual understanding and cooperation across contexts.

**KEYWORDS**:

Audience, Clarity, Encoding, Feedback, Interference, Message.

## 1. INTRODUCTION

Meaning of Communication: Without the usage of communication, a day would be quite difficult to go through. Sending and receiving information between two or more persons is referred to as communication. The transmitter of the communication is referred to as the sender, while the recipient of the message is referred to as the receiver. Facts, ideas, thoughts, views, beliefs, attitudes, directions, and even emotions may all be included in the information being delivered.1 The management process's most crucial and successful component is thought to be communication. All management operations need interpersonal communication as a core component. All other managerial tasks need communication in some capacity for instructions and criticism. successful communication is a prerequisite for successful management. Poor communication is perhaps the most commonly stated cause of interpersonal conflict. Due to poor communication, misinterpreted communications, and imprecise directions, several operations have failed. Since we spend about 70% of our waking hours talking, writing, reading, and speaking, communication plays a crucial part in life in general, including friendships, family relationships, and distance between parents and children. As a result, communication is crucial to both organizational success and life in general [1], [2].

Without communication, which includes information flow and comprehension, no group can exist. Ideas can only be communicated and debated when meaning is passed from one person to another via communication. It is a meaningful contact between individuals when ideas are communicated from one person to another in a way that both the sender and the recipient of the communication understand the significance and worth of the thoughts. This is a crucial component; without it, no matter how well it is communicated, a concept will fail. This is a

crucial component since, no matter how brilliant an idea, it will be useless until it is shared and properly understood by others.

This is one of the reasons why members often think and communicate at a comparable level. Both thinking and talking are done at a comparable level. If some group members are highly intelligent or highly technical and others are not, the message will not be comprehended by everybody [3], [4].

**Consistencies in Communication**

The following are some communication characteristics. As a minimum of two people are required for communication because no one person can converse with themselves, this is the first significant aspect of communication. To hear one's thoughts, one needs a listener. Therefore, the transmitter of the information and the recipient must both be present.

**Discussion of Ideas**

Without an exchange of ideas, communication is impossible. The exchange of thoughts, commands, sentiments, etc. between two or more people is necessary for communication to be completed [5], [6].

**Mutual Recognition**

Mutual understanding refers to the idea that the information should be received in the same spirit in which it is delivered. Understanding the information is more crucial in the communication process than really doing it.

**Communicating Directly and Indirectly**

It is not required for the information sender and receiver to be face-to-face during communication. The two types of communication are direct and indirect. Face-to-face interaction is considered direct communication, whilst other forms of communication are considered indirect.

**Permanent Process**

As in business, where managers regularly allocate tasks to their employees, check on the status of the job, and provide instructions, communication is an unending process.

**Utilization of Words and Symbols**

There are several ways to communicate, including verbally, in writing, and symbolically. Examples of symbolic communication include the ringing of bells to close schools or colleges, gesturing with the neck, expressing anger or displeasure with the eyes, making decisions with the finger raised in cricket, etc.

**Goals for Communication**

An organization's communication is its lifeblood. It serves as the means through which organizational duties are carried out effectively and objectives are met. The following goals pertain to business communication as a distinct subject of study [7], [8].

1. To share information Information sharing with internal and external partners is the primary goal of corporate communication. Orders, instructions, recommendations, comments, and other forms of internal communication take place inside the company.

2. To create plans A plan is a roadmap for future activities. For the purpose of achieving organizational objectives, a plan must be created. Information is needed by management in order to create a plan. The goal of communication in this situation is to provide the concerned management the information they need [9], [10].

3. To carry out the strategy A strategy must be carried out after it has been created. Timely communication with the people involved is necessary for plan implementation. As a result, the goal of communication is to spread a strategy across the company for effective execution.

4. To aid in the creation of policies are instructions for carrying out organizational tasks. Policies are sometimes referred to offer permanent solutions to ongoing issues. To govern its operations, every company has to create a set of policies. Information from a variety of sources is also needed while creating policy. As a result, the goal of communication is to gather data needed for policy development.

5. To achieve an organizational objective The combined efforts of managers and employees are crucial for accomplishing organizational objectives. The actions of workers at different levels are synchronized and coordinated via communication in order to accomplish the organization's stated objectives.

6. To arrange resources an organization may make use of a variety of resources, including human, material, and financial ones. The managers' biggest problem is in effectively and efficiently arranging these resources. The solution to this problem is communication.

7. To organize an essential managerial task is coordination. Large businesses' several functional departments are connected. Organizational objectives cannot be achieved without adequate and timely coordination. As a result, the purpose of communication is to coordinate the activities of many departments to make achieving organizational objectives easier.

8. To lead the workers under you A manager's responsibility is to facilitate the work of others. Management must guide, direct, and supervise the workers in order to complete the tasks. These management duties must be carried out with good subordinate communication.

9. To inspire workers The fulfillment of employees' material and non-material demands is a prerequisite for motivation. Money returns are used to meet financial demands. However, constant formal and informal communication between management and staff is necessary to meet non-financial requirements.

10. To bring about awareness Employees in a company need to be aware of their obligations. Communication gives them the knowledge they need and helps them understand their obligations.

11. To make things work better Employee efficiency should be improved by giving them the essential knowledge and instructions. Communication gives them access to such knowledge and norms.

12. To add energy Organizations need to be flexible in order to adapt to internal and external changes. Finding new and improved methods of doing things is necessary to provide dynamism. To do this, communication facilitates the collection of fresh proposals and ideas from both internal and external sources.

13. To strengthen cooperation between labor and management for a company to succeed, ties between management and employees must be harmonious. The goal of communication in this context is to enable an open and equitable exchange of information as well as to foster mutual understanding.

14. Boosting job satisfaction Employee work satisfaction is increased via communication. It fosters a welcoming atmosphere where workers may express themselves. They thus feel happier about their jobs.

15. To express employee response Employee responses, comments, recommendations, and complaints regarding the company's goals, rules, programs, and strategies are communicated to superiors via communication.

16. To orient worker new hires are introduced to the company's policies, rules, regulations, processes, etc. via communication.

## 2.  DISCUSSION

The process of exchanging verbal and nonverbal signals is known as communication. It is a never-ending process. Rather from being a static phenomenon, communication is a dynamic activity. A message is a need of communication.

The addressee must receive this message through some kind of means. It is crucial that the receiver of this communication understand it in the same words as the sender. He has a deadline by which he must react.

Therefore, communication is a two-way process and is lacking without feedback from the receiver to the sender about how effectively he got the message. There are seven main components to communication:

### Sender

Sender or communicator is the term used to describe the individual who seeks to transmit the message with the goal of disseminating knowledge and concepts to others.

### Ideas

This is what the communication is about. This might be a viewpoint, attitude, mood, command, or recommendation.

### Encoding

The continued transmission of information necessitates the use of specific symbols, such as words, acts, or drawings, etc., since the subject matter is theoretical and intangible. Encoding is the process of converting subject content into these symbols.

### Transmission Path

The individual who wants to communicate must decide which channel to use to deliver the necessary data, thoughts, etc. Through certain, official or informal routes, this information is sent to the recipient.

### Receiver

The recipient is the individual to whom the communication is addressed or who receives it. In order to accomplish the intended goals, the message must be understood by the recipient in the best way possible.

### Decoding

The person who gets the message or sign from the communicator attempts to translate it in a manner that will allow him to fully comprehend its meaning.

**Feedback**

Feedback is the process of confirming that the message has been received and understood by the recipient in the same way that it has been intended by the sender.

**Communication Forms**

It may be challenging to map out the many messages that are sent across an organization via communication, but it may be feasible to categorize these messages based on how they are sent, who is communicating with whom, or the connections that are formed as a result.

**1. Considering the Communication's Direction**

**Lower-Level Communications**

When information and messages go down via a formal chain of command or hierarchical structure inside an organization, downward communication has taken place. In other words, communication and commands flow downward from the top levels of the organizational structure. In the same way, responses to downward transmissions ascend upward.

**Positive Communication**

Being able to communicate effectively is crucial while working in a professional setting. To run a successful firm, both management and workers must be able to communicate with one another. Information passing from front-line staff to managers, supervisors, and directors is referred to as upward communication.

**Communicating Laterally or Horizontally**

Information exchanged between individuals, departments, divisions, or other organizational units at the same level of the organizational hierarchy is known as horizontal communication. It may be distinguished from vertical communication, which is the dissemination of information among organizational levels. The term "lateral communication" is often used to describe horizontal communication.

**2. Considering the Mode of Expression**

**Speaking out loud**

It happens through spoken words. Meetings, conferences, lectures, etc. are some other forms of oral communication. In oral communication, the sender and the receiver exchange ideas through speech, either face-to-face between individuals or between individuals and a group, or through any mechanical or electrical device, such as a telephone, public address system, etc.

**Written Expression**

The act of transmitting a message using written symbols is referred to as written communication. In other terms, written communication refers to any message sent between two or more people using written language. The most popular and efficient method of corporate communication is writing. Electronic mail, memos, reports, papers, letters, diaries, job descriptions, staff manuals, etc. are a few of the frequently used written communication formats in every firm.

### 3. Using organizational structure as a foundation

### Communication in Form

The interchange of formal information that moves up and down the organizational hierarchy and complies with the organization's established professional norms, policies, standards, procedures, and regulations is known as formal communication.

The formal communication is regulated and adheres to an appropriate designated route of communication. It abides by all established organizational norms and is regulated by the chain of command.

### Informal Interaction

Informal communication is the exchange of information among members of a group inside an organization rather than on the basis of formal connections made within the organizational structure. It could cross paths, levels, or places. Regardless of their official jobs and affiliations, informal communication enables diverse individuals to interact with one another while working side by side for hours on end. The term "grapevine" denotes an unofficial method of disseminating rumors or information. It is straightforward, impulsive, and adaptable. It is private, informal, and mostly verbal.

### Communication's Vitality

The improvement of labor relations and efficient management depend on effective communication. In the present world, communication is more important than ever in organizations of all sizes, regardless of their style or nature, due to the development of telecommunications, information technology, and rising industrial complexity. A business CEO has to be able to interact with his superiors, departmental coworkers, and subordinates in an efficient manner. He will be motivated to perform well and will be able to offer the organization his all as a result.

1. Effective management: Communication facilitates management's efficient functioning. Managerial tasks can only be carried out through an efficient communication system.

2. Strengthen relationships and morale: Effective communication places an emphasis on the involvement of the workforce in management. It promotes positive workplace relationships between management and workers and raises employee morale.

3. successful leadership: Effective communication is a prerequisite for successful leadership. Effective communication benefits from two-way communication. The managerial leader must manage the staff. Leadership is crucial for ordering quality. And it may be acquired through a suitable communication system.

4. Mutual trust and confidence: For an organization to go forward effectively, labor and management must have mutual trust and confidence in one another. Effective communication helps in reducing misunderstandings and fostering trust between parties.

5. Better choice: A better decision may be used to gauge an organization's progress. Making decisions is hampered when information, data, and other facts are not adequately delivered. In this case, the applicable department, organization, or individual will be informed of the facts. Making quick judgments is simple.

6. Staffing: Accurate and timely information sharing aids in the functions of recruitment, placement, socialization, promotion, and transfer.

7. Better managerial concern: Communication is necessary for the proper execution of all management tasks, including planning, organizing, leading, and regulating.

## Communication Barrier

Relationship development is greatly influenced by communication. It may also have an impact on how a family or an institution's management interacts. More particular, communication affects how disciplinary issues are handled, performance evaluations, and teaching. Clear communication is preferred. The hurdles have the potential to make it complicated, challenging, and irritating. Three layers may be the source of a miscommunication: the transmitter, the medium, or the receiver. Noise is the technical term for anything that prevents clear communication. Or we could just call it a "barrier to communication."

The planning, organization, transmission, and comprehension of the message are hampered by the physical, social, and psychological barriers. Such barriers may arise in the course of communication in a variety of situations. The message will inevitably be misunderstood as a consequence of such barriers or interference. The following are some examples of communication hurdles.

## Physical Obstacles

## Distance and time

The passage of time and distance are further hindrances to effective communication. The usage of the telephone and computer technologies has greatly accelerated communication and removed the physical barrier to it. However, sometimes, mechanical failures make these services useless. In these circumstances, the separation between the transmitter and the receiver acts as a significant impediment. Shiftwork is used in several industries. A communication gap exists between those working in various shifts.

## Noise

Unfortunately, noise, which mostly happens at the transmission level, greatly affects and distorts communication. The phrase "interference that occurs in a signal and prevents you from hearing sounds properly" is what the term noise implies literally. Therefore, it is the first significant obstacle to communication. Oral communication becomes challenging, for instance, at a factory where there are always running equipment and motors. Whether we are speaking face-to-face or on the phone, the blaring of loudspeakers will inevitably disrupt our discussion.

## 3. CONCLUSION

The Principle of Communication is a timeless example of the complex dance of information exchange that characterizes human connection. Effective communication emerges as a key to advancement in many fields because to its all-encompassing embrace of verbal and nonverbal clues, technology innovation, and contextual awareness. The terrain of communication is always changing, necessitating constant adaptation, particularly at a time when global connection is no longer a luxury but rather a need. Individuals and society may overcome obstacles, close gaps, and foster harmonious relationships by adopting the principle's essential ideas and using the power of sympathetic and intentional communication. The Principle of Communication serves as an unshakable compass as we navigate the complexity of the contemporary world, reminding us of the capacity to cross barriers and create relationships that improve our shared human experience.

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# CHAPTER 2
# AN OVERVIEW ON LANGUAGE
# SEMANTIC BARRIERS

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**ABSTRACT**:

Language semantic barriers, an intricate facet of intercultural communication, impede effective understanding and meaningful interaction between individuals from diverse linguistic and cultural backgrounds. These barriers arise from variations in word meanings, nuances, idiomatic expressions, and cultural connotations, often leading to misinterpretations, confusion, and unintended consequences. This abstract delves into the multifaceted nature of language semantic barriers, highlighting their origins, manifestations, and the challenges they pose in fostering cross-cultural communication. By exploring potential strategies and approaches to mitigate these barriers, this abstract underscore the significance of cultivating linguistic awareness and sensitivity to bridge the gaps that hinder genuine cross-cultural exchanges. If the communicator and the receiver belong to different language groups, their ignorance of each other's language or the lack of a common language will be a barrier to communication between them. It is not possible for them to communicate with each other unless they know some common language which is properly understood by both of them.

**KEYWORDS**:

Interpretation, Language, Miscommunication, Semantics, Syntax, Translation.

## 1. INTRODUCTION

The study of meaning, signs, and symbols used in communication is known as semantics. The term is derived from the Greek word "soma," which means "signs." Semantic barriers to communication are the symbolic impediments that alter the conveyed message in a manner that is different from the intended interpretation, making the message challenging to comprehend. Words, signs, and symbols may have multiple meanings to different people, and one word may have hundreds of distinct interpretations. As a result, when a message is transmitted from a sender to a receiver, it may be misunderstood throughout the communication process and lead to misunderstandings. This may occur as a result of many circumstances that create a semantic barrier between the sender and the recipient. Additionally, it results from factors like language, education, culture, location of origin, and perhaps their experiences. In a communication, it is comparable to and connected to language obstacles [1], [2].

**Cultural Barriers**

Communication issues are often brought on by cultural differences, particularly in an international setting. For persons from other nations and cultural backgrounds, the same category of words, phrases, symbols, behaviors, and colors might have entirely distinct meanings. For instance, whereas white is the color of sorrow in the Far East, black is the color of death and grief in Western nations. In contrast to Britain, where individuals are more formal and prefer to be addressed by their last or little name, Americans enjoy to be called by their first name [3], [4].

**Psychological or emotional barriers**

The term "psychological or emotional barriers" refers to a person's psychological condition, including their opinions, attitudes, status awareness, emotions, etc., which has a significant impact on their capacity for communication. Communication is greatly influenced by a person's mental state; if a person is not mentally or emotionally stable, he or she will be unable to communicate successfully, whether as a sender or a receiver. The following are the main categories of psychological barriers:

**1. Inattentiveness**

The psychological barrier to communication emerges when a person is preoccupied with other activities and does not properly listen to what the other person is saying. The individual won't be able to understand the message as it was meant and won't be able to provide appropriate feedback if he doesn't listen to others [5], [6].

**2. Improper Evaluation**

Many individuals have a propensity to draw conclusions quickly and pass judgment without taking all the facts into account. People who are impatient and use selective listening often engage in this. This early assessment of the material serves as a roadblock to successful communication and reduces the sender's spirits.

**3. Low Retention Rate**

The ability of a brain to keep or store information in memory is referred to as retention. The brain only retains the knowledge it believes will be useful in the future, rather than storing all the information it encounters. Because of this, a significant amount of information is lost throughout the retention process, which creates a barrier to successful communication.

**4. Transmission Loss**

When information trades hands, there is a loss via transmission that lowers the trustworthiness of the information. It is most often seen in oral communication situations when sloppy handling results in the transmission of information that has lost part of its accuracy. As a result, inaccurate or incomplete information that is communicated to others hinders communication.

**5. Untrust Both**

Communicators must trust one another in order for communication to be successful. If there is a lack of trust between the two parties, they will often overlook what has been said and take the message to imply something bad. Without trust, the recipient won't pay attention to what is being stated by the sender, making the communication worthless.

**6. Feelings**

The emotions of a person have a big impact on communication. A person with a bad disposition would not listen to what was said correctly and may say things that would insult the speaker. Other emotions that impact communication include rage, anxiety, perplexity, restlessness, etc. As a result, each and every human person has a special mind made up of a variety of emotions, beliefs, perceptions, ideas, and thoughts that enable various types of communication.

**Social and psychological hindrances**

**Barriers to Organizational Change**

An organization is anything that management consciously creates to achieve a certain set of goals. The organization's daily operations are controlled in a way that helps to achieve these goals in the most efficient way possible. The design of the structure, the organization of the activities, the formation of numerous policies, rules and regulations, and processes, the establishment of behavior standards, the use of a reward and punishment system, among other official measures, are all used to achieve this goal. Each of these elements has a significant impact on how the organization operates [7], [8].

## 2. DISCUSSION

In an organization, official channels set up by the organizational hierarchy must be used for the transmission of communication. The personnel are required to communicate with their immediate superiors or subordinates in order to reach their superiors and subordinates. This often leads to problems and challenges in maintaining open communication. Some managers disagree with the hierarchical boundaries and suggest that everyone in the organization should be able to speak freely with anybody else who can assist him in finding solutions to his difficulties [9], [10].

**Workforce Specialization**

The growing level of employee specialization is a significant impediment to efficient internal communication in big, complex commercial organizations. The employees virtually every leaves their compartments to interact with those in other functional groups since the jobs are defined and the processes are set up in such a manner. They exclusively focus on tasks that need a functionalized group to do them. Each of them has been given a certain assignment to do. This makes it harder and harder to notice and interact with others outside of one's field of expertise. In such a structure, the right hand never has access to information about what the left hand is working on. Each employee's job is kept as focused on a single purpose as feasible. This, however, is not always feasible.

There are several communication channels and tools. Oral communication may take the form of discussions, speeches, phone calls, conferences, addresses on the radio, etc. Face-to-face communication, written communication, or nonverbal communication are all possible forms. All of these communication channels or mediums are appropriate for communicating at various times and with various ends in mind. Before choosing a communication medium, it is crucial to consider the relative strengths and limits of each.

The sales manager must consider if speaking to the potential customer in person rather than over the phone would be preferable. Load on Communications One of the main obstacles to communicating is communication load. It alludes to the quantity and complexity of signals that the recipient receives. Organizational guidelines General instructions in this respect are provided by the organization's general communication policy. This policy may be expressed in writing or it must be deduced through organizational behavior, especially at the highest level. Communication would not be easy or efficient if the policy made it difficult for information to flow freely in all directions.

**Physical Obstacles**

Noise The signal transmission is hampered by it. Additionally, it describes the "unwanted" signals of communications that obstruct and interfere with the receipt of the desired signals.

Although noises are often the source of this disruption, this is not always the case. It may also take the shape of anything tangible, intangible, textual, physical, or psychological. Technical or physical noise includes loud machine noise, stereo blare, and other sounds that are challenging for listeners. For example, if a committee member is late to the meeting, everyone on the committee will be bothered by his tardiness.

The length of time that elapses between communication interactions has an impact on the frequency of human connections as well as the intensity of such relationships. A communication void may develop between a husband and wife or an employee and his superiors if they are kept apart for an extended period of time. This communication void may harm the couple's relationship. Distance If technological communication methods like the telephone, telex, etc. are not available to connect them, the distance between the communicator and the receiver might be a significant obstacle to communication. Ineffective workplace seating arrangements might lead to a communication gap that can be closed by altering the distance.

**Tips for Effective Communication**

An open-door communication strategy should be created and enforced by managers at all levels in order to eliminate communication obstacles. To close the credibility gap, the organization's leaders must foster a culture of confidence and trust inside the organization. strong efforts in this direction. The organization's communication strategy should allow for both upward and downward communication. It promotes communication between the sender and the recipient and brings two brains closer together. In order to prevent distortion in the filtering of damages, the organization should implement a feedback mechanism. There shouldn't be any gaps in communication. For communication to be successful, the communication network has to be enhanced.

To achieve this, the communication process should be streamlined, and the number of levels in downward communication should be kept to a minimum. By holding regular meetings, conferences, and timely information distribution to the subordinates, decentralization and delegation of power should be promoted to improve information communication. The management should advocate for the participative management style. The decision-making process should include the participation of the subordinates. It should break down obstacles to communication and enlist the assistance of the subordinate.

Appropriate Language Specific symbols are utilized in communicating. These symbols might take the shape of words, images, or even movements. If words are utilized, they should be used in basic, understandable sentences. The sender must communicate in the recipient's native tongue. To emphasize key themes, the message should be supplemented wherever required by images or action. The sender must also put into practice what he or she says to others or demands of them.

**Communication Credibility**

Credibility is one aspect of good communication. Because their acts have shown them to be trustworthy, the subordinates follow the directions of their boss. They must put what they preach into practice. The superior must continue to be dependable. Communication will be successful if the subordinates have faith in the superior.

**Decent Listening**

A good communicator also has to be a good listener. A wise boss allows his employees plenty of time to speak out and express themselves before he arrives. The manager also receives some

information that is helpful for future communications and may also get a better grasp of the wants, requests, etc. of the subordinates.

**Choosing a Successful Communication Channel**

The message must be delivered to the recipient via an efficient method in order to be successful. An efficient route ensures that the communication is delivered in a timely manner, to the intended recipient, and without distortion, filtering, or omission.

**Oral and Written Communication: Differences**

The two main kinds of communication are oral and written. Oral communication is the term for spoken exchanges between people. Writing or drawing symbols is a need for written communication. In the whole globe, oral communication is the most common kind of communication. It is known that humans have used this mode of communication to communicate over the ages of civilization. Another important characteristic that sets humans apart from other animals and supports the assertion that they are the most intellectual species on the planet is oral communication. Since the invention of pictographs, written communication has been widely used on Earth. Drawing symbols or drawings on cave walls or other flat surfaces allowed individuals to see them and understand the information being given, which was the basis of the pictograph communication technique. This is essentially how writing works, with the exception that we now interact with readers through alphabets, numbers, punctuation, etc. Written communication is no longer only a technique for communicating with paper and a pen. Writing today includes digital communication channels including emails, text messages, online chats, etc. When it comes to official business, formal agreements, etc., written communication is regarded as the preferable method of communication. This is so that written rather than spoken communication may be used more successfully in such circumstances. For instance, since written communication always takes the form of writing, it can be recorded, but oral communication cannot.

**Communication**

Both written and spoken communication must adhere to the seven C's of successful communication. These are listed below.

**1. Clear**

The addressee should be able to grasp the message clearly. Only the recipient will be certain of the communication's aim once the sender has made it apparent to them. The message shouldn't include several concepts in a single line and should focus on one aim at a time.

**2. Authentic**

The sender must verify that there are no grammatical or typographical errors and that the message is proper, using appropriate terminology. Additionally, the message must be precise and timely. The effect of precise communications on the recipient is stronger, and the accuracy of the message also boosts the sender's confidence.

**3. Complete**

The message must be comprehensive, meaning it must include all the facts the target audience needs to know. The comprehensive information assists the recipient in making better decisions by providing answers to all of their inquiries.

**4. Concrete**

The message should be precise and specifically worded so that there is no possibility for misunderstanding. This is known as being concrete in communication. In order to support the sender's claims, all relevant facts and information must be included in a message.

## 5. Succinct

The message must be succinct and concise. The sender should aim to deliver the message in the fewest words feasible and avoid using long phrases. The concise message is more thorough and aids in keeping the recipient's attention.

## 6. Consideration

To establish an efficient communication, the sender must take the receiver's views, knowledge, mindset, background, etc. into account. The sender must be engaged and have a connection to the receiver in order to communicate.

## 7. Generous

It means that in order to ensure that the message is encouraging and targeted at the audience, the sender must take into account both the sentiments and perspectives of the recipient. The message must not be prejudicial and must use language that respects the receiver.

## 8. Verbal Interaction

Verbal communication is any kind of communication in which the message is transmitted verbally; this includes written communication as well as spoken communication. Every communication has as its goal getting our point through to the audience. When communicating verbally, keep the KISS acronym in mind. We presume that people comprehend what we are saying when we speak to them because we are the ones who are speaking. However, this is untrue. People often bring their own attitudes, perceptions, feelings, and beliefs about the subject, which makes it difficult to convey the intended message. You must thus consider your audience's perspective and put yourself in their shoes in order to convey the proper message. Would the message be clear to him? On the opposite side of the, how would it sound? Oral communication uses spoken words. Face-to-face communication, speech, telephone communication, video, radio, television, and voice over the internet are all included. In oral communication, pitch, loudness, speed, and clarity all have an impact on the message.

### Written Expression

Written signs or symbols are used to convey in written communication. A message may be typewritten or printed. Writing allows for the transmission of messages by email, letter, report, memo, etc. In written communication, the vocabulary and grammar employed, writing style, and the clarity and accuracy of the language used all affect the message.

### 3. CONCLUSION

Intercultural communication is hampered by language semantic barriers, which take the shape of subtle differences in word meanings, cultural connotations, and linguistic subtleties. It is crucial to remove these obstacles because they stand in the way of efficient communication, which is essential for social cohesion, economic prosperity, and international collaboration. Understanding the variety of language expressions and being aware of the possibility of misinterpretation are essential for navigating the maze of cross-cultural relationships. Individuals and society may create a climate that supports breaking down these obstacles by establishing an openness, patience, and empathy attitude. As a means of expression and a window into society, language has the ability to both strengthen and break down boundaries.

We can remove the barriers that stand in the way of fruitful and peaceful cross-cultural interactions by working together to improve language awareness and adapt communication techniques.

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# CHAPTER 3
# EXPLORING THE MULTIFACETED NATURE OF VERBAL COMMUNICATION

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**ABSTRACT**:

Verbal communication is a fundamental aspect of human interaction, playing a pivotal role in conveying information, emotions, and ideas. This paper explores the multifaceted nature of verbal communication, examining its various components, forms, and significance across different contexts. Through an analysis of the cognitive processes involved in language production and comprehension, as well as the impact of cultural and social factors on communication patterns, this paper sheds light on the intricate mechanisms that underlie effective verbal exchanges. Furthermore, the paper delves into the advancements in technology and their influence on contemporary verbal communication, highlighting both the opportunities and challenges presented by digital platforms. The significance of active listening, clarity, and empathy in enhancing verbal communication outcomes is also emphasized. Ultimately, a comprehensive understanding of verbal communication is essential for fostering better interpersonal relationships, professional success, and effective cross-cultural interactions.

**KEYWORDS**:

Feedback, Language, Nonverbal, Paralanguage, Pitch.

## 1. INTRODUCTION

Verbal communication is using words to convey the desired message. Written and spoken communication are the two main types of verbal communication. It covers conventional paper-and-pen letters and papers, typed electronic documents, e-mails, text messages, and SMS, as well as anything else that is expressed via written symbols like language. For official business communications and delivering legal directions, this style of communication is essential. Handbooks, brochures, contracts, notes, press releases, formal business proposals, and similar communication formats often involve written communication. The writing style, grammar, vocabulary, and clarity all affect how well something is communicated in writing. It is a task that calls for thoughtful and original work. The mental stimulation that was generated are what gave this attempt its creative flair. The sensory receptors take up external inputs or vocal communication. In other words, written communication is more precise and well-planned than spoken communication, which is reliant on a quick response to cues from the environment [1], [2].

**Time Issue**

The time component involved in written communication is the second important characteristic. There is no set time limit for the delay that must inevitably occur with written communication, unlike face-to-face interactions where the recipient may instantly decipher the sender's encoded data.

**Less Cycles**

Written communication has fewer cycles than face-to-face spoken communication, which is its third key characteristic. Oral communication involves the repeated interchange of symbols that initiate several cycles.

1. It is not essential for the transmitter and recipient to be there at the same moment.
2. It is a crucial aspect of textual communication when simply the sender or the receiver are required at any one moment in order to continue the conversation.

**Written Communication's Benefits**

Typically, written communication is carefully crafted. Even the thought of writing awakens consciousness. He considers his thoughts carefully and makes an effort to arrange them. The communicator must be truthful and true since written communication is subject to scrutiny and may have its veracity readily disputed. As a result, higher clarity and accuracy are required in written communication. A written communication allows the recipient to read the message several times. He may read it again and over again until he believes he has comprehended it completely. Additionally, there is less chance of losing the whole communication. Oral messages are delivered just once. The receiver does not ask for it to be repeated even if it is not well understood because he is concerned that it would negatively reflect on his own competence. Additionally, a crucial component of the communication might be lost or muddled up. Written communication forms part of the organization's permanent record and may be highly helpful for future research. Old orders and choices may act as models for new ones. Reports from prior years are useful for setting new goals and creating new rules [3], [4].

**Formal Record**

Written correspondence is recognized as a legal document. Because of this, some executives believe that even when communications are delivered verbally, they should still be validated in writing. It is considerably simpler to allocate duties if conversations are recorded in writing. If an error occurs during oral communication, it may be very difficult to determine whether the communicator or the receivers were at fault. Managers sometimes have a propensity to make employees feel less comfortable when they receive commands verbally. Because of how quick communication mediums have grown, written communication is widely accessible. Written communication conveyed via the mail is the least expensive and could even be the only possible method of contact between them if the communicator and perceiver are separated by a great distance [5], [6].

**Speaking out loud**

The spoken word, whether it be done face-to-face, over the phone, in a voice chat, during a video conference, or via any other means, is the other kind of verbal communication. Oral communication takes many different forms, including formal discourses like lectures and conferences as well as informal ones like the grapevine or unofficial rumor mill. Oral communication is useful in talks, casual chats, and group interactions. The clarity of speech, voice modulation, tone, volume, pace, and even non-verbal clues like body language and visual cues all have a role in how well oral discussions go. The easiest and fastest way to express ideas is verbally, and this kind of communication is still the most effective. However, this accounts for just 7% of total human communication [7], [8].

## 2. DISCUSSION

The most popular method of transmitting messages is oral communication since it offers a number of unique benefits. Below are some of these benefits.

1) The ability to get instant response and explanation is one of oral communication's biggest benefits. People who are listening to the speaker are free to react, ask questions, and contribute to the information that has already been given. The speaker and the listener or listeners may each have a brief conversation to further the aim of the communication [9], [10].

2) By bringing the superior and the subordinate together, oral communication fosters a positive workplace culture. The superior gains a deeper knowledge of the subordinate's thought process and the subordinate gains a sense of significance. Informal or scheduled gatherings may significantly advance knowledge of the challenges or problems they become partners in.

3) Oral communication may help you save time. Oral transmission of the message makes the communication instantly effective, but a letter written and printed, recorded in the diary, placed in the envelope, and transported to the person addressed will take a lot of time. Because of this, many savvy managers phone their subordinates or approach their supervisors instead of filling out paperwork to save time.

4) Oral communication is the most powerful persuasive method because it gives the whole transaction a personal touch. Without oral communication, it will not be feasible to resolve a disagreement. Conflict will persist until a manager or supervisor speaks to the employees in a convincing manner. A meeting may accomplish things that a written exchange cannot.

5) Following the preceding paragraph's point-by-point progression, it is clear that oral communication is particularly beneficial for communicating with groups. By putting his thoughts out and exchanging points, the speaker may quickly gauge the group's response and come to a suitable conclusion.

6) Oral communication is also incredibly cost-effective in both time and money. It saves organizations that need all instructions and messages to be in writing money spent on stationery.

7) Oral communication gives the message's sender plenty of room to be understood by appropriately altering his or her words, voice, tone, pitch, etc., but written words cannot be modified after they have been published. In other words, once a statement has been sent in writing, it cannot be changed. On the other hand, the benefits of spoken communication allow for immediate adaptation, withdrawal, and improvement.

**Rules for Oral Communication Success**

First and foremost, words must be spoken properly and accurately in order for oral communication to be successful. Speaking incoherently causes oral signals to be often misconstrued by the listener. Poor oral transmission is often caused by the inability to move the jaws freely, to talk with limber lips and tongue, and to speak slowly. When someone attempts to speak as quickly as they thought, their words race to congregate and be smashed into one another, making it difficult for them to inquire, "What did you have?He will only be successful if he says "wajuhave?' Appropriate Word Selection People interpret words differently.

Thus, it is crucial to choose words carefully. While speaking, the speaker assumes that the listener understands what he or she is saying as well, which may not be the case. In oral communication, it is more crucial to utilize language that the listener is acquainted with than it

is the speaker. Natural Voice Some speakers consciously adopt an exaggerated manner in the hope that it would elevate their appearance. Nothing is falser than the natural way people speak, yet nothing makes an impression like it. The most successful speech is that which is proper and at the same time natural and unaffected, according to one of the office staff manuals in an American company. Try to soften an odd accent and eliminate any speech affectations. Aim to talk clearly and distinctly with an attractive voice. Shortness Because people like talking, oral communication often suffers from over-communication. However, if a speaker talks for an excessive amount of time, his message will be buried in a sea of verbosity and side topics.

The message must be as succinct as you can manage without being rude or disrespectful. Oral communication may be incredibly successful when done with precision. It is advisable to specify the time and request that you please complete these bills and bring them back to me in half an hour rather than just requesting that you do it as soon as possible. Since all of these letters need to be sent by first class mail, saying "Come to the office early tomorrow" is not as effective as asking "Could you arrive at the office tomorrow by 8 o'clock?"

Conviction When speaking verbally, a speaker must be sure of his position. Lack of conviction results in a lack of confidence, which prevents him from persuading the recipient of the message. Sincerity in approach, serious consideration, and meticulous preparation lead to conviction. When creating the message, careful consideration and objective assessment help to strengthen the speaker's belief in it.

Avoiding Cliches and Hackneyed Phrases Speakers often use phrases like "what I mean," "do you follow," "is not it," "I see," etc. when they are struggling for words. Such words and phrases obstruct their speech's natural flow and slow down understanding. Although they are used unintentionally, presenters should make an effort to keep them out of their discourse.

### Logical Order

If the speaker has given his message careful consideration, he will be able to organize the different concepts it contains in a logical order. Confusion is caused by jumbled thoughts, but concepts that are systematically structured build a strong argument. The speaker must engage the audience during an oral presentation by using engaging body language. Keeping the audience's attention requires crucial body language, such as eye contact, a grin, nodding, and finger waving, among others.

### Using a Slow Voice

In order for the listener to comprehend the speaker, he or she should talk slowly. If the speaker speaks quickly, the listener could not immediately comprehend or follow him.

### Putting Emphasis on a Crucial Issue

To ensure that the audience pays close attention to his oral presentation, the speaker should focus on key topics. The speaker decides how to weigh the relative value of the various components of his speech.

### Emotional Self-Control

To effectively communicate verbally, the speaker must restrain his or her emotions. When a speaker is too emotional, both the audience and the speaker may be misled or irritated. Using Visual Aids Visual aids may add interest and life to a spoken presentation. Slides, a multimedia projector, an overhead projector, a whiteboard, and other tools may be used by the speaker to create a stunning and dynamic oral presentation.

**Making Preparedness**

Before speaking in front of an audience, a speaker must make the appropriate preparations. Prior to making a presentation, he should properly arrange the subject, audience, time, location, etc.

The audience's attention must be captured by a presentation that has been carefully planned and produced. Making a Draft of the Speech The speaker should prepare a draft of the speech before giving it. It will assist him in better planning his speech, allocating time to certain topics, and editing the message if necessary.

**Verbal Communication's Benefits**

1) You can offer direct directions to your subordinates, which saves time. Within a short time, get instructions on a subject. Transmit your message quickly. You have the ability to communicate your desired message swiftly while communicating verbally, which saves you time. You won't have to look around for sign languages either. You will be understood in a split second if you just write it down or speak it.

2) It saves you money If the majority of the material is vocal, you won't have to spend time or money trying to explain things in other ways. Your task would be completed with nothing more than a speaking or writing medium. Additionally, there are less possibilities of being misunderstood as everyone receiving the instructions can comprehend one another's common language.

3. Quick feedback Verbal communication has the specific benefit that the recipient may ask questions and get immediate answers to their answers. If there is any ambiguity, the sender may quickly learn if the recipient understood the message as intended or not and can enlighten them. Additionally, the communication barrier is eliminated.

4) Most practical approach Verbal communication is the most extensively used form of communication worldwide, yes. Because verbal communication is more convenient than other forms of communication, people choose it more often. When speaking, you are more likely to express information simply in easily understood language and straightforward, legible writing, which is the recommended method.

5) Persuasion in action Managers may utilize this to their advantage to strengthen and make more persuasive2 their argument. A person may examine the other on any subject using non-verbal cues and words.

6) Ease of preparation Oral communication is the simplest kind of communication since it requires no written or visual aids. So, informal talks are often simple to have. Maintain secrecy There is no way to prove what you said; thus it might be quite helpful if you want to keep anything private. One-on-one interactions make it simple to have private conversations, and privacy is well preserved if concerned parties are given clear instructions on how to do so.

7) Clarity of the message If the information is given in written form, the recipient may review the content at a later time and clarify any questions. As a result, in this situation, the written format sometimes has an advantage over the oral one.

8) Content's legality Because the papers may be copied, the textual format has legal significance. For serious discussions, many individuals prefer to communicate in writing or verbally. These talks may be archived or recorded for later use as documentation for a lawsuit or as evidence in a criminal investigation.

**Instructions for Verbal Communication**

We may typically suggest the following for verbal communication to be successful in work meetings and negotiations: Use straightforward language to convey what you mean and to make your points. Avoid using unclear language. By doing this, you will avoid misunderstandings, improve the impact of your message, and maintain the serious image that is given by your actions. Be concise Avoid overwhelming your conversation partners with information and words. Avoid using lengthy phrases.

Use succinct language and break up your material into smaller chunks. Your speech will become more pertinent, accurate, and understandable as a result, making it easier for the audience to follow and comprehend you. Clearly provide your material in a logical sequence. However, the logical order that you believe exists may not match the logical order that your coworkers believe. As a result, attempt to put yourself in their position, think the way they do, and modify your communication to reflect their opinions and mentality.

Say all that is relevant and required for your message to be understood. Keep in mind that your departmental peers, subordinates, and communication partners may not be as knowledgeable as you are or possess the same information. For others, what you take for granted may be crucial knowledge without which they may not be able to comprehend your message's meaning and substance fully.

Separate the key information from the details and less significant elements of the message. The people who will hear you speak will comprehend and remember it more clearly. Additionally, the discourse will leave a better impression. Make a clear distinction between facts and assumptions and beliefs. Give the truth as it is, your opinions as they are, and your assumptions as they are.

The words you use might really make a difference in whether or not the others comprehend you. For circumstances at work, professional vocabulary is often a highly exact and correct phrase. However, it will only work if the other person in your contact understands how to use the appropriate business jargon. If not, you must choose a language that is widely spoken. One key principle to remember is to tailor your message's wording to the audience. Additionally, you need to modify your speech's cadence according to the audience.

Most of the time, people like to listen to speeches at their own pace. Your conversation partners will get uncomfortable if your pace is much slower or faster than their pace. Additionally, if the message recipient's own pace is sluggish and yours is quick, they won't have a favorable opinion of you and will mostly be unable to follow.

**Nonverbal Interaction**

Non-verbal communication is the exchange of information and its interpretation via any modality other than language. Non-verbal communication refers to any behavioral or expressive form of communication, including body language, voice tone and pitch, facial expression, and many more. Non-verbal communication contains clues for both information transmission and interpretation, and it's often more of an instinctual than a controlled process when it comes to achieving particular personal objectives like deception or impression management.

\Most of us are not completely aware of the ways in which we interact nonverbally, despite the fact that we constantly send and receive nonverbal signals. However, if you pay close attention, you'll see that the majority of top executives are skilled nonverbal communicators. Some refer to it as charisma. Some refer to it as style. They have whatever it is.

**Specifications of Communication**

Every day of our lives, we encounter nonverbal communication everywhere. The way we express ourselves to one another without using words, such as via body language, facial emotions, and hand gestures, all affects the meaning of the words you are speaking. Below are some crucial features of nonverbal communication.

1. Because it makes use of socially determined symbols used to transmit messages, nonverbal communication is symbolic. These symbols are well-known and have significance; a grin denotes joy or happiness.

2. Non-verbal communication is often considered to refer to the exchange of messages without the use of words.

3. Through gestures, touch, body language, postures, facial expression, and eye contact, messages are conveyed nonverbally.

4. Since individuals often speak non-verbally without being aware of it, non-verbal communication may be deliberate or unintentional.

5. Because it comes before verbal communication, nonverbal communication is primary.

6. Since one is always communicating via non-verbal activities, non-verbal communication is ongoing.

7. Since non-verbal behaviors may have varied meanings depending on the user's personality, family, influences, and culture, non-verbal communication is often unclear.

8. Most interpersonal conversations include non-verbal communication.

9. Compared to verbal communication, nonverbal communication carries more information.

**Non-Verbal Communication Benefits**

1. The importance of nonverbal communication in communicating our feelings may be stated first. emotions include joy, gratification, assurance, surprise, eagerness, fatigue, tension, and sadness, among others. Nearly all of these are communicated via various facial and body expressions. By analyzing each other's expressions, we are able to communicate. For instance, if someone sobs, others will be able to aid since it shows that something has occurred to them.

2. Additionally, it is crucial for expressing interpersonal interactions. Interpersonal communication allows us to build connections based on trust and may also reveal a person's loyalty. And only the use of verbal and nonverbal communication modes makes them feasible. Interpersonal communication encompasses verbal exchanges as well as those that take place via tone of voice, body language, and facial emotions. Numerous researches have also shown that 93 percent of our views and ideas may be communicated via nonverbal interpersonal communication, such as body language.

3. Thirdly, verbal contact is mostly supported by nonverbal communication. They interact and provide a whole meaning. Because nonverbal communication may distort or duplicate a spoken message, it is important to highlight the message and offer other or complementary meanings to ensure that it is understood effectively. For instance, if a teacher observed a student who was grinning and asking for permission to take a break, he would allow it right away since he could tell the kid was in pain not only from hearing the reason but just by looking at him.

4. The fourth point is that nonverbal communication may also reveal a person's personality. "Personality encompasses every aspect of human character, including intelligence, temperament, skill, morality, and every attitude that has been developed throughout the course of one's life. It is the full mental organization of a human being at any point of his growth.

5. Finally, nonverbal communication is more important in performing rituals like greetings and farewells. For instance, the smile we give when we see someone, we know from a distance says a lot about the value of nonverbal communication, as does waving our hand to say goodbye.

**Non-Verbal Communication Drawbacks**

Despite the benefits of nonverbal communication, there are certain restrictions or drawbacks that include:

1. Vague and imprecise Non-verbal communication is quite vague and imprecise because no words or language are used to convey a clear meaning to the receiver, and the meaning of the messages varies not only by culture and context but also by degree of intention.

2. Continuous Verbal communication can be stopped, but nonverbal cues are usually unavoidable. Additionally, spoken language has a structure that makes it easier to determine when a subject has changed, for example, or to analyze its grammar, whereas nonverbal does not lend itself to this type of analysis.

Everything is occurring at once, so it may be difficult to attempt to keep up with everything, so most of us just do not do so, at least not consciously.

3. Multi-channel while studying someone's eyes, you may miss something crucial in a hand gesture.

4. A few other gestures seem to be universal; evidence suggests that humans of all cultures smile when happy and frown when unhappy. However, most nonverbal symbols seem to be even further disconnected from any "essential meaning" than verbal symbols. Gestures seen as positive in one culture may be seen as obscene in another.

5. Long talks are not feasible When communicating nonverbally, neither side can discuss the specifics of the signals or provide the required explanations.

6. Difficult to comprehend Since it employs gestures, facial expressions, eye contact, touch, etc. to communicate with others, it may be difficult for the simple and ignorant people to understand and takes a lot of repeats.

7. Not everyone chooses to interact with others nonverbally. It is less impactful and cannot be utilized everywhere. It cannot be used as a public instrument for communication. Sometimes it cannot make an effect on individuals or listeners.

8. Non-verbal communication does not adhere to the same rules, formalities, or structures as other forms of communication. In the majority of situations, individuals participate in non-verbal communication unintentionally and frequently by moving the different parts of their bodies.

9. Expensive In certain circumstances, nonverbal communication is quite expensive. For instance, compared to other forms of communication, neon signs, power point presentations, movies, etc. are highly expensive.

10. Information distortion Since non-verbal communication relies on gestures, facial expressions, eye contact, touch, sign, sound, paralanguage, etc. to communicate with others, there is a high likelihood of information distortion.

### 3. CONCLUSION

The foundation of human connection is verbal communication, which enables the dynamic and ongoing interchange of ideas, emotions, and knowledge. The complexity of encoding and decoding communications, which is affected by cognitive, social, and cultural aspects, emphasizes the need of improving one's communication abilities. Technology plays a crucial part in our linked society and both enhances and complicates spoken communication routes. Active listening, clarity, empathy, and adaptation, however, remain the fundamental tenets of good communication and are of the utmost importance. Learning the art of verbal communication is becoming more important as people work to close gaps, settle disputes, and forge connections across borders. People may confidently negotiate the complexity of contemporary communication landscapes and forge enduring relationships by understanding the power of words and mastering the intricacies of language.

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# CHAPTER 4
# ANALYZING THE TYPES OF NON-VERBAL COMMUNICATION

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**ABSTRACT**:

Non-verbal communication constitutes a vital and often overlooked dimension of human interaction. This paper examines the diverse forms and significance of non-verbal communication, exploring its role in conveying emotions, intentions, and social cues. Through an exploration of body language, facial expressions, gestures, proxemics, and paralinguistic features, this paper delves into the intricate ways in which individuals communicate without words. Cultural variations and the universality of certain non-verbal cues are discussed, shedding light on the complex interplay between individual and collective interpretations. The impact of technology on non-verbal communication is also explored, as digital mediums increasingly shape the dynamics of virtual interactions. Ultimately, an understanding of non-verbal communication enriches interpersonal relationships, cross-cultural understanding, and effective communication strategies.

**KEYWORDS**:

Body Language, Facial Expressions, Gesture, Haptics, Nonverbal Cues, Paralanguage.

## 1. INTRODUCTION

Experts claim that nonverbal cues make up the majority of human communication. We react to millions of nonverbal clues and behaviors every day, such as postures, facial expressions, eye contact, gestures, and voice tones. Nonverbal cues show who we are and have an influence on how we connect to others, from the way we shake hands to the way we dress our hair. Since then, there has been a wealth of study on the forms, implications, and manifestations of nonverbal behavior and communication. Research has found a number of distinct nonverbal communication styles, despite the fact that these messages are often so subtly hidden that we are not consciously aware of them. We often use a variety of nonverbal behaviors to convey information [1], [2].

**1. Body language means of communication**

A kind of non-verbal communication is body language. In body language, behavior is used to convey meaning. This kind of communication is used by both humans and animals. This behavior includes some unconscious elements. As a result, it differs from, say, conversing using sign language. Body language is not used intentionally in communication; sign language is. Body posture, gestures, facial emotions, and eye movements are examples of behaviors utilized in body language. Body language may give us hints about someone's mood or mental condition. It could signify hostility, alertness, boredom, a calm condition, pleasure, amusement, or drunkenness, for instance. Relationships and communication both benefit from language. It is applicable to management and leadership in the workplace as well as in public settings. Some people may find it applicable outside of the job. It often aids in mating, parenting, family situations, and dating. Although nonverbal or no spoken, body language may convey a lot about your sentiments and meaning to others as well as how others express their feelings toward you. Signals from the body language occur both consciously and unconsciously [3], [4].

## 2. Gesture-Based Communication

Gestures are the organic movements made by any part of the human body, notably the head, hands, and neck. It is referred to as communication by gestures when the sender or receiver conveys any concept, sentiment, or thinking using a normal head, hand, neck, or other human body part. Face-to-face communication with gestures enhances and complements speech communication. They add to and enhance speech.

They successfully communicate what a speaker intends to say. Appropriate gestures make our conversation exciting, appealing, and attractive by taking away its dullness and monotony. Because each gesture is similar to a word from a language, understanding gestures is crucial. Gestures come to life in front of us when they are combined into their final positions. Inappropriate or excessive gesture usage ruins communication, diverts the listener's focus, and causes misunderstanding and confusion. Thumping, shrugging, winking, shaking hands, and laughing are a few examples of gestures used to communicate. Gestures are the only means of communication for the deaf and dumb [5], [6].

## 3. Postural Communication

Position of the body is referred to as posture. Our posture, how we sit or lie down, and how we move reveal our attitude, our thoughts, and our emotions. A person's way of standing, sitting, or holding themselves while working constitutes their posture. Every bodily movement or posture serves an adaptive, expressive, or defensive purpose; some of these purposes are conscious and others are unconscious.

One crucial aspect of body language is posture. We can determine by a person's posture if they are feeling unsure, confident, or overconfident. Examples of posture-based communication include when a person is sitting in a chair, placing his hand on his cheek or placing his half-closed palm under his chin, indicating that he or she is pondering over an issue in their head. Though difficult to decipher, posture plays a significant role in communication. Any career benefits greatly from having a graceful posture.

## 4. Facial Expressions that Transmit Information

Face is a reflection of a person's character; whatever occurs in the heart also occurs in the mind and is shown on the face. Clearly, facial expressions have a role in communication. A glad or approving grin, a disgruntled frown, a look of surprise, and other facial expressions may communicate, with or without words, the attitude and emotion of the communicators. A cheerful or depressed face impacts most individuals who view it. One may convey a variety of emotions via facial expressions, such as friendliness, love, hatred, wrath, suspicion, nervousness, etc. In oral, face-to-face communication, eye contact is crucial. A person may express their ideas and emotions far more clearly via their eyes than they can through spoken or written words. Face expressions therefore convey attitudes as well as emotions [7], [8].

## 5. Human Behavior and Communication

The transmission of ideas and emotions via one's actions or behavior is known as communication through human behavior. Have you heard the phrase "still waters run deep" before? This expression highlights the significance of facial expression and behavioral communication. A person's personality may be expressed via their calm, composed countenance more effectively than through spoken communication. A fantastic illustration of how facial expressions and human behavior may be used to communicate is seen in the silent films of comedian Charlie Chaplin. We can tell when someone is ill or under a lot of mental strain when we observe them moving slowly, nearly dragging their feet.

### 6. Communication via Touch

Touch-based communication is a combination of non-verbal and speech communication. This is only feasible when there are at least two other people present and there is face-to-face, personal conversation. Additionally, it is a kind of body language communication [9], [10].

### 7. Communication via Appearance

Although looks may be deceiving, it is also true that we all have a tendency to first appraise someone based on their appearance. Communication via clothes and grooming. In communication via dress and grooming, the wearer's clothing, cosmetics, and overall look convey a broad image of the encoder or decoder. One's appearance and clothing provide a strong indication of their personality.

The things we wear and how we style our hair become indicators of our personalities. While on the job and in the office, some organizations require their administrative employees to wear ties. Untidy clothing conveys the wrong impression about a person's outlook on life. If the personnel is well-groomed and well dressed, the organization will seem professional to the public. An applicant who is not well dressed does not impress the interviewer and may not obtain the job, even though he is highly qualified. This is an example of communication via clothes and grooming. People who are dressed well have a higher chance of being chosen than those who are not.

### 8. Interaction with Proxemics

The way one utilizes the environment around them to communicate, or proxemics, produces meanings in both their own and other people's thoughts. The study of our immediate surroundings, including how and what we organize there, is known as proxemics. Thus, it is a language of personal space. Examples of proxemic communication include the observation that a superior keeps some distance when conversing with a subordinate in line with his or her position within the company. The coworkers in the same department do not maintain such physical separation since they are close and communicate both professional and personal problems. Distance is greater between strangers, but not between friends.

### 9. Sign and Symbol Communication

Visual and nonverbal forms of communication include signs and signals. Both the terms "signs" and "signals" come from the Latin word "signum," which means "mark. In the age of visual and audio-visual culture, signs and signals have become crucial communication tools as we go into the 21st Century. Communication is facilitated by the use of established symbols and indicators. Here are some instances of how signs and symbols may be used to communicate Calculations are expressed in mathematics using signs and symbols. Green is flashing on a traffic light, instructing drivers to proceed. A musician, a shorthand writer, and a proofreader all utilize signals and signs to communicate.

The language of signs and signals is global; for instance, "danger" is denoted by two crossed bones with a human skull in the middle, and "no smoking" is denoted by a lit cigarette with a cross on it. Using such graphics to communicate is incredibly successful since it can be done quickly. There are also auditory "signals," which may be heard and instantaneously convey a message to the intended recipient, such as manufacturing sirens that indicate "time" for shift employees. The church bell signals the hour for prayer, the school bell conveys a particular message to students, and the traffic policeman's whistle is correctly understood by those who breach traffic laws. All of these audio signals provide the message to various categories of listeners at various times.

### 10. Communication via Maps, Graphs, and Charts

Maps, graphs, and charts are examples of nonverbal visual communication. They are visual depictions of statistics and other types of data. Maps and graphs have a stronger effect in communication through charts, maps, and graphs than charts alone because they condense a lot of information into a small area and project it extremely clearly. Graphs are used to display numerical and statistical data. Maps are used to show the spatial connection between locations. Examples of information conveyed using charts, maps, and graphs include data on country sizes, mountain range heights, river lengths, agricultural yields, rainfall, and other variables. Graphs are used to display patterns in continuously updated information across time. As a result, information may be conveniently represented on charts, maps, and graphs.

### 11. Poster communication

A poster is a kind of visual communication in poster communication. The most common usage of posters is in advertising. Posters are made up of images or photos and a slogan. As a result, it combines verbal and nonverbal communication.

### 12. Color-Based Interaction

The use of colors in communication by color is a visual, non-verbal communication. We utilize colors in our apparel and home décor, among other things. Colors are significant in our lives. The psychological effects of color are used in color communication. Light colors are seen as being smart, while bright, garish colors are worn by those who are ineffective or young. Shiny colors are said to represent aggressive, passionate people, whereas light colors are considered somber colors. Color conveys information about individuals and their culture when communicating via color. Banks utilize separate color papers for creating withdrawal slips or paying in slips, for example. In workplaces, different colored papers are used for various types of needs. Colors may be used to mark both very tiny and very big things. The fact that some individuals are partly color blind is the sole drawback of communicating with color. The following are some examples of color communication Use of color to convey messages.

### Communication via Silence

When we communicate via quiet, stillness aids our conversation. Prominent writers have lauded the value of stillness in their writings. The finest examples are the proverbs "speech is great, but silence is greater" and "speech is silver, but silence is golden 'or' silence speaks louder than words," both by Thomas Carlyle. Silence may be used to convey approval, rejection, apathy, gratitude, or disengagement. Here are several instances of communicating via silence. When an employer requests a pay increase and the boss is quiet, the request has been rejected. When a manager inquires, and the employee remains silent, the employee has responded in the positive. When your buddy is upset with you, he could decide to remain silence; similarly, someone who is anxious or depressed might want to remain silent. His actions and facial expressions are sufficient to reflect his feelings.

## 2. DISCUSSION

A person's body language is their primary means of communication. Every human being on planet uses it. It may be the sole form of communication someone uses at times. When visiting a foreign country without knowing the local language, a visitor utilizes body language to communicate. Sometimes, the meaning of body language varies from country to country, which may be problematic when we utilize certain body parts for communication that have negative connotations in another country.

Modern relationships and communications heavily rely on body language. Therefore, body language is crucial to management, leadership, and all areas of work and business where verbal and nonverbal communication may be seen and physically observed. Body language is reciprocal. Others may learn about your thoughts and intentions by the language you use. You can read other people's emotions and meanings via their body language. Body language is a crucial component of communication and may account for 50% or more of what we say. It makes sense to know how to use your body to convey what you mean if you want to communicate effectively. Depending on the interior emotions and mental processes, body language manifests as a collection of signals and postures. The clusters of motions Crossing, Expanding, moving away, moving forward, Opening, Preening, and Repeating, Shaping, Striking, and Touching are only a few of the fundamental patterns in body language that may be recognized. Both individually and collectively, the bodily components may convey messages. Details of what each bodily part does are included below.

## Listening

In the communication process, listening is the capacity to properly hear and comprehend communications. To communicate effectively, you must first listen. Messages are readily misconstrued if one lacks the skill to listen properly. As a consequence, there is a breakdown in communication, and the message sender may get upset or dissatisfied. Listening is the one communication skill you should work to learn. Because listening is so crucial, many prestigious firms provide their staff listening skills training. This is not unexpected given that effective listening abilities may result in higher productivity with fewer errors, improved customer happiness, enhanced information exchange, and ultimately, more inventive and creative work. Effective listening abilities are credited by many successful businesspeople and leaders. Richard Branson routinely mentions listening as one of the key elements in Virgin's success. All successful interpersonal connections are built on the ability to listen effectively. The act of listening involves hearing intently. According to research, we spend 45% of our time listening. We talk less than we listen. We can master the instruments of communication skills if we employ listening skill appropriately. As the human mind is prone to distraction, listening may be challenging.

A person who has mental self-control and pays close attention to what is being spoken gains many additional talents and benefits. The phrase "Listening is the act of hearing attentively" may be used to characterize listening ability. It is a comparable process to reading in that it requires a comprehension of phonology, syntax, semantics, and text interpretation. According to Thomlison, listening involves "active listening, which is crucial for effective communication." Another definition of listening is "more than just hearing and to understand and interpret the meaning of a conversation. Your ability to listen will help you succeed at job, in your home, and in society. To work in communications, management, planning, sales, etc., you must have excellent listening skills. A new set of manners are needed while listening, including asking for clarification, evoking empathy, and offering a thoughtful answer. Understanding is a talent that comes with good listening. The ability to listen is also influenced by body language. Good listening behaviors include making eye contact with the speaker, sitting up straight, and being attentive.

## Importance of Good Listening

The value of listening transcends the confines of the workplace and the classroom. In order to build positive self-esteem, increase productivity, nurture better relationships, and even become a better speaker, it is crucial to learn how to communicate effectively with friends, family, and significant others in daily life. It's natural to think of listening as a passive, undemanding

activity, yet it calls on more than simply the capacity to take in information from others. Being receptive is a dynamic process. It's important to not take listening for granted. Prior to the introduction of writing, individuals mostly shared information by showing rather than by explaining. Tribal history were delivered to listening audiences by elders. Religious teachings were eagerly embraced by the audience. Only because audiences were willing to listen did myths, folklore, folktales, and stories for amusement continue to exist. Nowadays, however, reading and listening to electronic recordings work just as well for obtaining knowledge and amusement as live listening. You can go back and play a tape if you become sidetracked and let your focus wander.

Despite this, improving your real-time listening skills will still help you in at least four persuasive ways. You will be able to recognize not just the words used in a lecture but also their emphasis and their more sophisticated meanings if you pay close attention to the content being taught in a classroom. You'll take more thorough notes and retain the instructor's assertions, details, and conclusions better. It might be helpful to pay close attention since professors often provide vocal indications about what knowledge is crucial, particular requirements for assignments, and even what material is likely to be covered on an exam. People are more likely to see you as someone who cares about them when you pay close attention to them while they are sharing ideas and experiences that are significant to them. This is particularly true when you give someone your whole attention and abstain from offering your own judgements, thoughts, or suggestions. You can tell that you're inquisitive and interested in people and events when you listen attentively to others. Additionally, being able to interpret what you hear can help you become a more educated and kinder person.

**Benefits of Good Listening for Public Speaking**

You begin to pick up more on the aesthetic elements associated with how individuals construct arguments and present information when you listen effectively to others. As a consequence, you are able to evaluate what you believe works and doesn't work in other people's presentations, which might aid you in changing your own talks. For instance, paying close attention to how other people reference sources orally while they are speaking might help you come up with creative ways to mention sources in your presentation.

**Active Hearing**

A skill like active listening may be learned and improved through repetition. However, attentive listening may be difficult to learn, so it will take time and persistence to become proficient. "Active listening" refers to hearing that is done actively. That involves paying close attention to what is being said rather than merely 'hearing' it passively. All of the senses must be engaged in order to actively listen. In addition to paying full attention to the speaker, it's critical that the "active listener" be "seen" to be paying attention as well; otherwise, the speaker could assume that what they're saying is boring the listener. Both verbal and non-verbal cues, such as keeping eye contact, nodding your head and smiling, nodding your head in agreement and saying "Yes," or just saying "Mmm hmm," may be used to show interest to the speaker and encourage them to continue. The individual speaking will often feel more at ease after receiving this "feedback" and talk more freely, honestly, and openly.

It takes intentional effort to decide to pay attention to and comprehend the speaker's words; listening is not something that automatically occurs. at order to maintain objectivity and avoid passing judgment, listeners should avoid taking sides or forming views, particularly at the beginning of a discourse. Patience is another aspect of active listening; pauses and brief silences should be tolerated. Every time there is a little moment of quiet, listeners shouldn't feel compelled to interject with questions or remarks. Give the other person enough time to explore

their ideas and emotions since active listening includes allowing them space to do so. Active listening involves not just paying close attention to the speaker, but also actively demonstrating verbal and nonverbal listening cues. Typically, presenters want their audiences to engage in "active listening" by giving appropriate responses to what they are saying. Following are some instances of appropriate verbal and non-verbal reactions to listening.

**Active Listening Indicators**

**Nonverbal Cues for Listening Carefully or Actively**

This is a generalized list of nonverbal cues that someone is paying attention; hence, listeners are more likely to exhibit at least some of these cues. These symbols may not, however, be acceptable in all circumstances or across all cultural boundaries.

**Smile**

Small grins may be used as a sign of agreement or happiness with the words being conveyed as well as to demonstrate that the listener is paying attention to what is being said. Smiles may be effective in demonstrating that messages are being heard and comprehended when paired with head nods. It is acceptable and often uplifting for the audience to turn to face the speaker. However, making too much eye contact may be unsettling, particularly for more reserved presenters. Know how much eye contact is suitable in each scenario. To bolster the speaker, use smiles, eye contact, and other nonverbal cues.

**Posture**

In interpersonal encounters, posture may reveal a lot about the sender and the recipient. When seated, the attentive listener often leans slightly forward or to the side. Additional indications of engaged listening might include a small head tilt or resting the head on one hand.

**Mirroring**

An indication of careful listening may be the automatic reflection or mirroring of any facial expressions made by the speaker. In highly emotional circumstances, these thoughtful gestures may aid in expressing compassion and understanding. Facial expression mimicry that is deliberate might be an indication of being unfocused.

**Distraction**

The attentive listener won't get sidetracked and won't fidget, glance at a watch or clock, doodle, play with their hair, or pick their fingernails.

### 3. CONCLUSION

Nonverbal communication comprises a wide range of messages that go beyond and often supplement spoken language. This essay emphasizes the unquestionable importance of nonverbal clues in influencing how people relate to, perceive, and react to one another. Non-verbal communication acts as a potent force that underpins human connection, from the fine details of facial expressions to the spatial dynamics of close proximity. It crosses cultural barriers and often communicates global feelings and intents. Nonverbal cues take on new expressions in the digital sphere as technology continues to alter the communication landscape, posing a challenge to our ability to adapt and interpret signals in virtual environments. Forging strong interpersonal ties in both personal and professional contexts, it is essential to understand the power of non-verbal communication. People may navigate discussions with more sensitivity and empathy when they are aware of non-verbal clues including body language, facial expressions, and other non-verbal signals. Understanding how non-verbal signals are

interpreted differently in different cultures helps people bridge cultural barriers and establish rapport in an increasingly globalized society. Understanding the intricacies of non-verbal communication helps us manage the complexity of cross-cultural interactions, build deeper relationships, and speak authentically as we continue to traverse the complicated web of human interaction.

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# CHAPTER 5
# VERBAL SIGNS OF ATTENTIVE
# OR ACTIVE LISTENING

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**ABSTRACT**:

Active listening is a cornerstone of effective communication, contributing to mutual understanding, empathy, and rapport. This paper focuses on verbal signs that indicate active listening, shedding light on the ways in which individuals demonstrate their engagement and receptiveness during conversations. Through an examination of verbal cues such as paraphrasing, clarifying, and using open-ended questions, this paper delves into the strategies employed by active listeners to enhance communication outcomes. The importance of non-judgmental responses and providing feedback is also explored, emphasizing the role of active listening in fostering meaningful connections. By understanding and applying these verbal signs, individuals can cultivate stronger interpersonal relationships and contribute to more productive and harmonious dialogues.

**KEYWORDS**:

Nonverbal, Receiver, Sender, Source, Verbal, Visual.

## 1. INTRODUCTION

Although a potent indicator of focus, positive verbal reinforcement has to be utilized with care. Although a few words of encouragement may be helpful to the speaker, it's important for the audience to use them carefully so as not to detract from the speaker's message or overemphasize any particular points. Words and phrases like "very good," "yes," and "indeed" that are used casually and often might irritate the speaker. It is often preferable to go into more detail and provide support for your position [1], [2].

**Remembering**

The ability of the human mind to retain information over time is famously poor. To demonstrate that the speaker's words have been heard and comprehended, or that listening has been effective, one might recall a few essential points or even the speaker's name. Recalling specifics, thoughts, and ideas from earlier talks demonstrates that attention was paid, which is likely to urge the speaker to go on. Making extremely short notes during lengthier conversations might be useful for subsequent questions or clarifications as a memory aid [3], [4].

**Questioning**

By asking pertinent queries and/or providing remarks that support or add context to the speaker's points, the listener may show that they have been paying attention. The audience might further demonstrate their interest in what the speaker has to say by asking pertinent questions.

**Reflection**

To demonstrate understanding, reflecting entails carefully repeating or paraphrasing what has been stated. Reflection is a potent tool that may support the speaker's message and show comprehension.

**Clarification**

Clarifying entails asking the speaker questions to make sure the intended meaning has been understood. Open-ended inquiries are often used to provide clarification, allowing the speaker to elaborate as needed on certain issues.

**Effective Listening Barriers**

Poor listening abilities lead to unproductive communication, which often has a negative influence on an individual's, a team's, and an organization's productivity. About 10 obstacles to good listening are listed below, along with advice on how to overcome them. successful listening is the most crucial component of successful communication, which is a vital talent in the business. Poor listening abilities unquestionably have a significant, detrimental effect on team morale and productivity. This circumstance often leads to disagreements and miscommunications among team members, which harms the team dynamic. Fortunately, it is possible to learn how to listen. Finding the listening obstacles is the first step. To remove such obstacles, the next step is to intentionally put these advices into practice [5], [6].

**1. Talking excessively**

Good conversational skills are advantageous, and those who possess them are more likely to succeed in their careers. Effective communication is hampered by saying more than is required. People are reluctant to engage with someone who speaks too much and doesn't listen to them. Additionally, they could feel bored, and chatting too much might come out as hostile. To break this behavior, try these suggestions.

**2. Prejudice**

An unreasonable predetermined notion of emotion is called prejudice. Prejudice is very harmful and has the ability to sour the team dynamic and destroy teamwork. A speaker's ethnicity, religion, age, or physical appearance might be the cause of their bias. A biased individual won't try to listen to or comprehend you.

**3. Interruptions**

Physical, mental, aural, and visual distractions are the four basic categories. Here's how to get around this typical obstacle.

**4. Demanding**

It's only natural to desire to apply one's own personal views and value systems to others around us. Recognize that not everyone has to agree with your ideals. In fact, their distinctive viewpoints could shed light on topics and problems that you haven't been able to address previously!

**5. Misinterpretation**

One of the various causes of misinterpreting what a speaker is attempting to say is improper hearing. It may seem rude to urge the speaker to elaborate on his or her points, but this is absolutely not the case. The majority of individuals will value your concentrated attempt to fully comprehend what they are trying to express.

**6. Disrupting**

Effective communication will suffer if someone interrupts a discussion with poor body language or speech. Here are some pointers to assist you get through this obstacle to listening

well. When the other person is speaking, listen without interjecting. Use proper body language, such as raising your hand or gently asking for additional information, when you want anything clarified [7], [8].

## 7. Distracting Others

When someone is being attentive, they are only "hearing," not "listening." Although there may be some eye contact and nodding, the subject's attention is diverted. The individual can be considering what to eat for lunch or what to wear to the party that night. Some individuals have a tendency of seeming to be paying attention, yet this shows disrespect and dishonesty.

## 8. Invoking Emotions

Communication might be hampered by emotions. When a listener is upset, it's unlikely that their senses are operating at their best capacity. Similarly, if the audience is very depressed, they cannot comprehend or appreciate what the speaker is saying. Tip Avoid engaging in talks when you are very angry or unhappy.

## 9. Noise

Noise is any unwelcome sound. It significantly impedes effective communication. In a loud setting, it is hard to listen, which is irritating for both the speaker and the listener. Avoid having talks while there is background noise. When you can, take care of the noise's cause. Switch off your radio, TV, and mobile phones. Fear A major obstacle to listening is fear. When someone is nervous during a discussion, they are unlikely to listen. They go on the defensive and start arguing. Be mindful that fear will only make things worse. Without fear, pay attention to what the other person has to say. Keeping your cool will give you the mental fortitude to handle any circumstance. A deep breath might help you get over your fear. Good listeners make excellent leaders. Team members that can listen effectively work more productively and efficiently to accomplish their objectives. To remain competitive in the present global environment, you need to have this competence. Applying the aforementioned advice will undoubtedly boost your listening abilities. With self-reflection and self-control, it is achievable.

## 2. DISCUSSION

Communication is more crucial than ever in the high-tech, high-speed, and high-stress world of today, yet we seem to spend less and less time really listening to one another. The gift of time has become more rare: genuine listening. It fosters communication, resolves issues, ensures comprehension, settles disputes, and increases accuracy. Effective listening at work results in fewer mistakes and less time spent. It aids in the development of resourceful, independent children who can handle their own difficulties at home. Building friendships and careers via listening. Both money and marriages are saved. Major recommendations for Effective Listening are listed below [9], [10].

## Step 1: Keep your back to the speaker and make eye contact

It's difficult to engage someone in conversation while they are looking around the room, at a computer screen, or out the window. What portion of the individual's split attention do you truly receive? 50 percent? 5 percent? You may demand, "Look at me when I'm talking to you," if the individual were your kid, but you wouldn't say it to a lover, friend, or coworker. Eye contact is seen as a fundamental component of successful communication in most Western cultures. We maintain eye contact while speaking. While you are still allowed to carry on a discussion from across the room or from another room, if it drags on for too long, you will get up and leave. You get together out of a desire for greater communication. Turn to face your

talking companions as a politeness. Leave your papers, books, phone, and other distractions at home. Even if they don't look at you, gaze at them. In certain cases, cultural taboos, shyness, doubt, humiliation, guilt, or other emotions might prevent individuals from making eye contact. Please excuse the other person, but maintain your attention.

**Step 2: Pay attention, but remain calm.**

Relax now that you've locked eyes. You're not required to keep your eyes fixated on the other individual. You are allowed to sometimes avert your gaze while still acting normally. The most crucial thing is to pay attention. Distracting factors like background noise and activity should be mentally blocked out. Additionally, make an effort to avoid being distracted by the speaker's accent or speaking patterns. Last but not least, avoid letting your prejudices, beliefs, or emotions get in the way.

**Step 3: Remain flexible**

Pay attention without passing judgment on the speaker or critiquing what she says in your head. You may be worried if what she says scares you, but you shouldn't think to yourself, "Well, that was a stupid move." As soon as you start making judgemental jokes, your ability to listen effectively is harmed. Pay attention without drawing judgements. Keep in mind that the speaker is expressing her emotions and ideas through words. The only way you will learn what those thoughts and emotions are is through listening. Be careful not to sentence-grab. My boyfriend sometimes attempts to speed up my mental pace by interrupting and completing my sentences since he can't slow his mental rate down enough to listen properly. Because he is thinking independently and isn't aware of where my ideas are going, he frequently ends up being totally off-base. I normally ask, "Do you want to have this conversation by yourself, or do you want to hear what I have to say?" after a few rounds of this. Although it doesn't work with everyone, I do it with him.

**Step 4: As you listen, attempt to visualize what the speaker is saying.**

Allow your brain to construct a mental representation of the information being conveyed. Whether it's a physical image or a combination of abstract ideas, your brain will perform efficiently provided you maintain attention and are completely aware of your surroundings. Concentrate on, and keep in mind, important words and phrases while listening for extended periods of time. Don't waste time considering what to say next when it's your moment to speak. It is impossible to practice and listen at the same time. Only consider what the other person has to say. Finally, pay attention to what is being stated, even if you find it boring. When your mind begins to stray, push it back to the task at hand.

**Step 5: Avoid interjecting and applying your "solutions"**

It used to be taught to kids that interrupting is impolite. That message may no longer be reaching through. The bulk of talk shows and reality shows, where loud, aggressive, in-your-face conduct is tolerated, if not encouraged, are definitely models for the opposite.

Each of us speaks and thinks at a different pace. The onus is on you to slow down if you are a rapid thinker and an agile talker for the slower, more reflective communicator or for the person who struggles to articulate himself? Don't provide solutions while you're listening to someone discuss an issue. Most of us don't need your suggestions anyhow. If so, we will request it. Typically, we want to come up with our own solutions. Please pay attention and support us in doing it. If you suddenly have a wonderful idea anywhere along the line, at the very least get the speaker's permission. "Would you like to hear my ideas?" you should ask.

**Step 6: Hold off on asking questions until the speaker takes a break.**

Naturally, you should ask the speaker to clarify anything you don't understand. Wait till the speaker takes a break before speaking, however. Say something along the lines of "Back up a second.

**Step 7: Only inquire to make sure you understand**

During lunch, a coworker is enthusiastically about her trip to Vermont and all the amazing things she experienced there. She makes reference of spending time with a friend of theirs throughout this account. Oh, I haven't heard from Alice in years, you blurt out. How's she doing? And then, without warning, the topic of Alice's divorce and her unfortunate children comes up. A comparison of custody rules follows, and before you know it, an hour has passed and Vermont is a distant memory. This exact offensive verbal exchange occurs often. People are led by our questioning in unexpected ways that have little to do with their original intentions. Though it's rare, we sometimes find our way back to the initial subject. It's your obligation to get the discussion back on course if you recognize that your inquiry has misled the other person. Try saying something like, "It was great to hear about Alice, but tell me more about your adventure in Vermont."

**Step 8: Attempt to experience the speaker's emotions**

Your efficacy as a listener is guaranteed if you communicate your emotions via your words and facial expressions when the person you are speaking to displays grief, pleasure, or fear. The heart and soul of effective listening is empathy. You must put yourself in the other person's shoes and allow yourself to feel what it would be like to be her in that situation in order to demonstrate empathy. It is difficult to do this. It demands effort and focus. However, it is a kind and beneficial thing to do, and it improves communication more than anything else.

**Step 9: Give the speaker frequent criticism**

Reflecting the sentiments of the speaker will demonstrate your understanding of their perspective. "You must be over the moon!" What a horrible experience for you. "I can see you're perplexed," Sometimes reword the message's substance to clarify the speaker's sentiments if they are obscured or unclear. Alternately, just nod while demonstrating your awareness with the right facial expressions and the occasional, well-timed "hmmm" or "uh huh."

**Step 10: Improve Your Listening Skills**

You may perceive the world more objectively by listening carefully to others. It deepens your comprehension and increases your ability to empathize. By assisting you in developing your communication abilities, it also boosts your interaction with the outside world. A greater comprehension of someone's circumstances may be gained via good listening abilities, which also make it easier to decide which words to use or avoid. Even while it may appear straightforward, listening properly requires a lot of skill and real effort, especially when disputes are present. The following things should be carefully reviewed if you wish to learn how to listen well.

**1. Do away with or prevent distractions**

Take a minute to think about and eliminate any potential distractions before speaking with someone. Put your phone aside and turn it off. Turn down the volume on your computer or shut it off altogether to avoid hearing incoming emails and alerts. Disconnect from the radio, TV, and any other potentially distracting devices. Ask them to wait until you're finished if they need

to talk to you while you're working on a project or other endeavor, or stop what you're doing and listen. True listening is impossible while multitasking. When speaking privately to someone in a social atmosphere, attempt to go aside to a private area where you won't be distracted or disturbed by other people. Don't ever peek over someone else's shoulder to check whether anybody else is in the room while they are talking.

### 2. Pay attention to nonverbal cues and voice tone

Being a good listener involves more than simply hearing what someone has to say. We convey ourselves far more via our facial expressions, body language, and vocal tones. Pay close attention to the person you are listening to as well. Do they sit openly and confidently or are their arms folded defensively? They seem to be saying, "Everything's fine," yet their expression betrays anxiety. Pay attention to how they deliver their message as well. Do they seem weary, unhappy, ecstatic, or confused? Are they mumbling, speaking too loudly, or posing every sentence as a query? Acquire the skill of interpreting what others are expressing without using words. This may make you kinder and more understanding toward others, and it can also make it easier for you to stay away from relationships with individuals who come across as dishonest, uncaring, or in charge.

### 3. Act as a mirror

Mirroring the person, you are listening to is a wonderful active listening strategy. Try to replicate their voice tone and speaking style without seeming like you are doing so. Additionally, you may imitate their body language and motions. Mirroring facilitates rapport-building and fosters the perception that you and the other person have similar values and viewpoints. To further demonstrate that you heard and comprehended what the other person said, you might additionally repeat the notion or thoughts that they just expressed. This is crucial in your close relationships and during heated arguments. The other person could respond with something like, "I feel really hurt when you don't help me clean up after dinner." "So what I'm hearing you say is that when I don't help you clean up, it causes you pain," you may reiterate after summarizing. To demonstrate that you comprehended what was said and that you cared about it, you mirror words back.

### 4. Demonstrate sympathy, empathy, and interest

Through your own expressions, body language, and words, you may demonstrate your attention and connection in a discussion. To demonstrate your interest and attentiveness, nod in agreement. Lean forward to face your partner. Smile properly or express worry. Offer encouraging and loving comments. To demonstrate empathy, clasp their hands or give them a gentle shoulder stroke. These subliminal cues reveal a great deal about your degree of attention, care, and involvement.

### 5. Maintain silent

Allowing a pause in the discussion is sometimes the greatest way to listen. It's not always essential to respond verbally, and this period of quiet encourages the speaker to elaborate on their thoughts and feelings. Long periods of quiet might be uncomfortable, but try to go over your uneasiness and simply sit there. In those moments of silence, connections may be struck that have the greatest impact.

### 6. Make inquisitive inquiries

As a coach, I regularly utilize strong questions with my clients to help them find their own solutions and answers. I ask open-ended inquiries that call for more information than a simple

"yes" or "no" answer. Open-ended inquiries encourage greater discussion and understanding between the two of you. Simply by following up on a statement with a question, you may demonstrate to the other person that you are engaged and paying attention. Make sure your inquiries don't turn into interrogations. More often than not, you should be listening rather than asking questions, but when you do, they should be appropriate and non-aggressive. "Can you tell me more about that?" is sufficient to demonstrate that you are paying attention.

### 7. Avoid interruptions and switch topics

You must give the speaker a chance to finish their point before interjecting if you want to be an effective listener. It's likely that you've come across individuals who constantly interrupt, dominate the discussion, and utilize the audience as a platform for self-promotion or the imparting of their knowledge or expertise. It seems as if they haven't heard a word, you've said or that they don't truly care about what you have to say, even if they are doing this unintentionally. Be sure the other person has completed speaking before you respond or present your argument. Give the dialogue ample time to stop so that you may make your point. Additionally, avoid suddenly shifting the subject once the speaker has begun speaking about a certain issue. Before you go on to anything you wish to speak about, provide a comment or an extra thought to the current issue.

### 8. Reflect before you answer

When it's your turn to speak, make what you say reflect how attentively you listened. If you are actually listening to what the other person has to say, you won't be thinking about what you want to say. Take a minute to consider your answer and what you want to say, rather than just blurting out the first thing that comes to mind. If you are asked for your opinion, make sure you thoroughly analyze what you just heard so that you can respond in a thoughtful manner.

### 3. CONCLUSION

Active listening emerges as a talent of utmost significance in the field of successful communication, and its vocal expressions work as compass points for navigating discussions with authenticity and depth. This essay emphasizes the value of verbal cues that indicate attentive listening and illustrates how these signals help communicators establish comprehension and confidence. The skill of paraphrasing, addressing uncertainties, and asking open-ended questions shows a dedication to understanding the speaker's viewpoint, providing an atmosphere in which discourse may develop. As this essay draws to a close, it is clear that active listening requires more than just hearing what is being said; it also entails making an effort to connect, sympathize, and reciprocate. Individuals may facilitate more peaceful encounters in both personal and professional settings by using verbal cues of active listening. The effectiveness of these verbal cues depends not only in their capacity to signal attention but also in their capacity to diffuse conflict, clear up miscommunication, and promote cooperation. Therefore, the addition of these signals to one's communication toolkit demonstrates the importance put on successful and meaningful sharing, leading to better relationships and richer communication experiences.

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# CHAPTER 6
# EXPLORING THE PUBLIC SPEAKING AND INTERVIEW SKILLS

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**ABSTRACT**:

Public speaking and interview skills are integral components of effective communication in both professional and personal realms. This paper explores the multifaceted nature of these skills, examining the techniques and strategies that contribute to successful presentations and interviews. Through an analysis of the principles of organization, delivery, body language, and audience engagement, this paper delves into the art of captivating an audience and making a lasting impression. Additionally, the paper highlights the importance of preparation, self-confidence, and adaptability in mastering public speaking and interview scenarios. By acquiring and refining these skills, individuals can enhance their ability to convey ideas, showcase their strengths, and navigate various communicative situations with poise and confidence. In a world where effective communication is paramount, the significance of public speaking and interview skills cannot be overstated. This paper underscores the transformative potential of mastering these skills, recognizing them as catalysts for personal and professional growth.

**KEYWORDS**:

Delivery, Eye contact, Interviewing, Listening, Nonverbal communication, Public Speaking.

## 1. INTRODUCTION

Choosing a speech subject might be difficult. Although it may seem like there are many possible themes, there are a few techniques that might help you limit your options. You need to think about your audience and goal, as well as your expertise and hobbies, while choosing the ideal speech subject. Simply follow these instructions to learn how to choose a speech subject that will get you a standing ovation. Think about the situation. Your choice of subject might be greatly influenced by the occasion for the speech. Depending on whether the event is joyous, serious, enjoyable, or professional, your speech subject will change.

Here are a few ways the occasion might affect the subject of your speech: Your theme should be serious and appropriate for the occasion if the event is somber, such as a funeral or memorial ceremony. If the occasion is enjoyable, such as a toast at a bachelor party, it is appropriate to offer humorous tales and stories rather than your obsession with coin collecting. If the event is joyous, such as a wedding, you should include both serious and heartfelt topics as well as some lighthearted comedy. If the occasion is professional, you should refrain from talking about your personal experiences and instead stick to a professional subject, like website design. Think about your goal. Your purpose, which is the objective you wish to accomplish via your speech, is connected to the situation. Your audience might be the target of your efforts to enlighten, convince, or just amuse them. Although a speech may have a number of functions, it's crucial to be familiar with the most typical ones to educate. You must provide your audience pertinent knowledge on a subject in order to educate them. This material should help them understand a familiar topic in a new way or learn about a totally unrelated topic [1], [2]. You'll need to employ rhetorical devices, analogies, and persuading evidence from professionals to convince your audience that they should do something, whether it's vote for you in government, recycle

more, or give their time in their communities. to enlighten. Even if you're conveying an underlying, serious message, you'll need to use personal or anecdotal examples, hilarious anecdotes, show off your wit, and make your audience laugh in order to amuse them. to rejoice. If you're honoring a particular person or event, you'll need to inspire interest in your topic by demonstrating to your audience what makes that person or event so unique. Be aware of what to steer clear of. Before you even begin to generate subject ideas, you need reject a number of potential themes if you want to choose one that serves your objective and is appropriate for the situation [3], [4]. As you continue to express your views, it will be simpler for you to avoid boring or offending your audience as a result. As you tick those prospective themes off your list, take into account the following.

Avoid choosing a topic that would make it hard to enlighten your audience. You will lose your audience if you choose a topic that is too difficult to discuss in a concise manner or without using several charts and diagrams. Choose a topic that your audience won't be able to grasp in less than a minute or two. You will also lose the attention of your audience if the subject matter is so elementary that you will just need to repeat yourself after speaking for a little while. You want to keep the people in your audience guessing about what will happen next. Choose something that isn't too contentious. It's advisable to steer clear of themes like abortion or gun control unless you're at a conference for contentious remarks. Naturally, if your aim is to convince your audience to support one viewpoint on these topics, then you should proceed with your speech, but be aware that you could lose a lot of people up front. Avoid choosing anything that isn't appropriate for the audience's mood. When speaking at a joyous event, avoid talking about irrigation; when speaking at a business event, avoid talking about how much you adore your mother. Keep in mind your audience's level of education. Before choosing a subject, take into account your audience's level of understanding if you wish to engage them. If you're delivering a speech to a group of aspiring writers, you may feel free to make references to other authors and literary phrases; but, if you're speaking to an audience that is unfamiliar with writing, you should exercise caution when using more cryptic literary allusions. It is not necessary to describe the most fundamental elements of a subject while speaking to an audience that is aware about it [5], [6].

Take into account the academic level of your audience. If you're making a speech to middle school pupils, you'll need to alter your vocabulary and phrasing in order to connect with your audience. If you're speaking at a conference for young professionals, you may use more complex terms and intricate phrases. By talking about a subject that is absolutely beyond their comprehension or by presenting information in such a straightforward manner that it seems patronizing, you run the risk of losing your audience. Take your audience's wants and requirements into account. What would pique your audience's attention and what would they need to know? List all the things your audience would care about by putting yourself in their position. For example, a middle-aged audience would worry about quite different things than a group of teens. Consider yourself a member of the audience. Pretend you are a teenager if they are. Consider examining your subject choice from their point of view. It won't be the best option if it overwhelms or bores you. Take your audience's demographics into account. Your subject may be influenced by knowing the audience's age, gender, and race. You probably wouldn't speak about recent runway fashion trends if the majority of your audience was over 65, and you probably wouldn't discuss retirement savings if the majority of your audience was under 20.

It can be advisable to choose a subject that is gender neutral or aimed toward men if your audience is disproportionately male. Choosing a subject may be aided by being aware of the audience's race. If your audience is diverse, discussing race relations or diversity may be

interesting to them; however, if your audience is primarily made up of members of one race, talking about diversity, interracial relationships, or prejudice against members of that race may not be as well received. Additionally, think about where your audience is from. A person from Idaho may find a certain issue more intriguing than a person from California, and vice versa. Take into account how your audience perceives you. You may be more intimate while speaking to close friends or family than when addressing a large group of unfamiliar people. Your tone would be different if you were speaking to your subordinates than if you were speaking to your workers. Your speech's substance and tone should be adjusted appropriately [7], [8].

Decide on a subject that you are enthusiastic about. Your audience will be able to see and feel your enthusiasm if you choose a topic that is close to your heart. This will also greatly increase your enthusiasm for coming up with speech ideas and delivering the speech. Picking something you like or are interested in can make it simpler and more pleasurable for you to prepare and give the speech if you have limited choices and are unable to choose something you are genuinely enthusiastic about. Select a subject on which you are skilled. It makes sense to choose a subject on which you are an authority if you're making a speech at a professional conference so that you can establish your credibility. But regardless of whether you're giving a speech in a casual atmosphere or about a simple subject, you should still choose a subject you are very knowledgeable about, like baseball or your local area. Making a list of the topics you are knowledgeable in, such as your family, job, politics, gardening, pets, or travel, is a good place to start. To give a fantastic speech, you don't need to be an expert on the subject. You may choose a field in which you have expertise and add to that position with attentive study. Make sure the topic is simple to investigate if you choose a subject, you are familiar with but will need to learn more about. It could be challenging to get additional information about your choice if it is something that is really esoteric. Select a topic that is relevant to your interests. It could be related to gender relations, sports, foreign languages, literature, movies, or even the arts. Whatever it is, you may even be able to identify a theme that cuts across many categories, like "loss of innocence." Make a list of all of your interests and activities to see which would make a good speech subject. There can be a significant overlap between your interests and your knowledge [9], [10].

You may utilize it as a topic for a speech if it has been a subject that keeps coming up in the news. You may deliver a speech on this current occurrence, presenting a nuanced view of the problem, if the setting is right. It could be something contentious like gay marriage or gun control. To find out what others are talking about and how the public is responding to these events, read popular local and national newspapers, listen to the radio, and watch the news. You may also choose a topic that is very relevant to your neighborhood. You may use it as an opportunity for a speech if there has been disagreement about a new policy involving public schools in your community. Choose a topic that will be timely for your audience. If you're speaking to high school seniors, you may discuss the next phase of life following graduation and bring up any pertinent recent news items. Pick a topic that is relevant to your own experience. You may speak about a personal aspect of your life if the situation warrants it. It can be connected to your relationships with your parents, siblings, or friends, a challenge you've faced personally, or a crucial period in your life. Just be careful that the issue isn't too dear to your heart that you can't discuss it without becoming emotional, or that the material isn't so intimate that it makes the audience uncomfortable.

Keep in mind that you may add personal details to a subject that doesn't seem very personal; for instance, you might talk about a particular area of your work while including a personal experience. Select a subject on which you feel competent to talk. You should be able to speak persuasively and clearly on the subject. This implies that you must be passionate about the

subject enough to educate, convince, or amuse your audience. You should avoid making a speech on the value of having a sibling if you are an only child, and it can be challenging for you to make a speech on the significance of picking a major if you haven't yet started college. It also implies that your audience should respect you as an expert on the issue. Regardless of the subject, you should be able to engage the audience throughout the speech. Your audience should get a new knowledge of your issue by the conclusion of your speech, or perhaps earlier in the speech. Choose another subject if you are unable to connect with your audience on this one.

## 2. DISCUSSION

The practice of evaluating data about your listeners is called audience analysis. Using that data, you may modify your message to get the reaction you want from your audience. The audience analysis adaption process consists of three stages: before, during, and after the speech. There are three methods we might use to study our audience: demographic, attitudinal, and environmental methods.

**Population Analysis**

Age, gender, culture, ethnicity, race, religion, and degree of education are all factors. Few factors have more of an impact on a person's viewpoint than their age, according to Aristotle more than 2,000 years ago. We have a shared past as college students, as well as similar television tastes and musical tastes. Back to the Future, Lady Gaga, "The Office," and the Iraq War are all things that everyone can recall. We are similar in all of these regards. I am aware that an audience my own age may not need me to clarify who or what if I were to give a lecture on any of these subjects. Age is a crucial consideration that might help you choose a subject. Another characteristic is gender. The proportion of males to women in the class has to be known. Additionally, be careful not to joke about gender or use sexist language or stereotypes. The majority of the time, if you disrespect males in front of a group of 12 men, they won't listen to the remainder of your speech. You could have damaged your reputation.

Culture is a group's collective knowledge, conduct, attitudes, beliefs, values, and conventions. Being attentive to the sentiments of kids from various cultures is crucial. You could say or do anything that would irritate them. The national or religious heritage of a person is their ethnicity. There can be a student from Little Italy in New York or China Town in Chicago. A person's biological background is expressed in their race. Prior to your speech, it's critical to discover as much as you can about these pupils to ensure that you won't insult or enrage them. Religion is another difficult issue. When discussing other faiths, use extreme caution since individuals have strong feelings about their beliefs. Finally, the educational background of your listeners might influence your word selection, language style, and example usage. This might assist you in choosing and focusing your subject.

A person's mindset determines what they enjoy and don't like. It's critical to research the opinions of your audience on the issue before selecting a topic. Does your audience like rap if you're giving a speech about it? What you hold as true or incorrect is referred to as a belief. You could think that young teens' brains are being ruined by rap. A value is also defined as "a person's beliefs or standards." You may appreciate the young people who will be in charge of the future. It is crucial to research public opinion on your issue before giving a speech. Knowing these three elements will make it much simpler for you to elicit the desired reactions from your audience. Environmental analysis looks at topics like the seating plan, expected attendance, and lighting in the space. The seating arrangement will influence how the audience reacts. Knowing how many people will attend the speech is also crucial. Additionally, the lighting in the space will influence how the audience reacts. There won't be any communication if the

speaker is displaying overheads in the dark. However, if the space is bright and airy, the audience may feel more at ease speaking. The number of attendees, the seating arrangement, and the lighting in the space are all variables that will impact the speech.

**Planning the Speech and Doing Research**

Every public speech involves a planned presentation in a formal setting. Although the speaker's emotions or devotion to the topic may lend the expression intensity, it may not have the desired impact. His tremendous love for a subject will only surface as a result of his thorough commitment in it. As a result, the speaker must carefully plan and deliver his message if he wants to assure maximum efficacy. He need not see the opportunity to speak in front of an audience as a challenge; rather, it may be seen as a good chance to share his message with others. He can have inferiority complexes as a result of his attempts to generate the message he needs to convey while attempting to strengthen his communication abilities and attitude. Nevertheless, the speaker had a clear goal and well organized. His credibility is more likely to suffer from the impromptu speech. A businessman has to be sufficiently knowledgeable about every facet of his company before he can talk authoritatively about it. He must organize and outline his speech's opening, primary topics, supplementary thoughts, and conclusion. Speech that is disorganized or badly organized detracts from the speaker's credibility with the audience. As a result, the speaker must carefully prepare and organize his speech content.

**Setting Up the Speech**

You may convey a clear message to your audience by organizing your speech well. Each speech has four essential sections: the introduction, the body, the transitions, and the conclusion. The majority of what you'll say in the speech is in the body, where you'll provide your primary ideas and evidence. Your final decision on the major elements for your speech is guided by the working outline, which includes a rough draft of your particular objective, thesis, and preliminary thoughts for important themes. Be sure to keep the concepts of clarity, relevance, and balance in mind as you choose and then develop your major arguments. Your major points must clearly state the reaction you seek from your audience in addition to supporting your particular goal. The primary points should also be balanced in terms of their relative relevance and pertinent to both your subject and one another.

There are six standard organizational styles for speeches. cause-and-effect, narrative, topical, geographical, chronological, and problem-solution. The chronological pattern arranges points in a chronologic order. The spatial pattern reveals the directional or physical connections between various locations or items. The topical pattern separates a topic into its parts or constituents. A dramatic recounting of events as a tale or collection of stories is a component of the narrative pattern. The cause-and-effect diagram illustrates how one activity leads to a certain result. Finally, the issue-solution pattern presents potential solutions after describing the problem. Your theme, particular goal, and audience are all complemented by an efficient organizational structure. The various parts of your speech are connected by transitions. Ordering, repeating, contrasting, chronology, causation, and summarizing or finishing are examples of transition types. In order for your audience to know where you are in your speech, transitions serve as markers. Internal summaries are lengthier transitions that refresh the listeners' memories of the earlier topics. Between the introduction and the first major point, between main points, and between the last main point and the conclusion are important areas to employ transitions. You should list each section of your speech in a whole phrase. The complete-sentence outline for your speech contains your subject, general goal, particular purpose, thesis, introduction, major points, sub points, conclusion, transitions, and references. It is the most extensive outline you will create for your speech. This outline will be revised and

rewritten as you gather information for your speech and choose pertinent supporting sources. By creating this detailed outline, you can clearly identify every piece of material you want to include in your speech and see how your thoughts will flow.

**Guidelines for Powerful Public Speaking**

Few abilities will provide you more opportunities in life than the capacity for effective public speaking. The following 12 suggestions may mean the difference between presenters who create an impact and those who are quickly forgotten.

1. Speak with the intention of inspiring others to action. Be aware of what you want your audience to do as soon as they finish listening to your speech. The value of your speech is nothing if no one changes what they would have done regardless of what you said.

2. Get the ball rolling using a "grabber". Something that captures the attention of your audience, keeps them interested, and opens their minds to your message, whether it be a personal narrative, an authoritative statement, or a startling statistic. Give the audience a glimpse of your relationship to the subject.

3. Divide your text into three parts: the grabber, the middle, and the closure. Know your stuff. Become intensely engaged in the subject. Find some excellent tales.

4. Exercise. Practice. Practice utilizing all the tools you want to use aloud. Control filler words through practicing, pausing, and breathing. Check your timing using a clock and provide room for unforeseen events.

5. Recognize your audience. It is easier to talk to friends than strangers, so try to strike up a conversation with one or two audience members as they enter. They will be your allies in the room.

6. Recognize the arrangement. Be sure to arrive early so you may inspect the speaking location and practice utilizing the microphone and any other visual aids.

7. Relax. Start out with a prepared grabber. An effective beginning is a pertinent personal tale. By doing so, you gain credibility. It fosters the appropriate emotional environment and links you to the audience.

8. Envision your achievements. Imagine yourself finishing the speech and being surrounded by people who are applauding and asking you questions.

9. Pausing. Include 3–8 second pauses before or after stories or other important points to fully draw the audience into the speech.

10. Don't apologies; the audience most likely didn't notice.

11. Smile. Look as if the topic is essential to you; otherwise, it would be difficult for the audience to believe that it should be important to them.

12. Acquire expertise. Seize every chance you can to communicate. Plan ahead and be ready. The secret to successful speaking is experience, which increases confidence.

**Gaining Self-Assurance and Conquering Fear**

Giving a speech is, according to the majority of individuals, their worst worry. But one of the most sought-after corporate abilities today is the capacity to deliver a speech. Try these ten suggestions to overcome your trepidation and gain speaking confidence.

1. Be ready to feel anxious Even seasoned speakers face anxiety. Avoid attempting to get rid of your anxiety. Converting them into energy will enable you to increase your delivery.

2. Get ready Understand your intended message as well as your motivation for saying it.

3. Exercise Speak in front of appreciative crowds in intimate settings where there are less stakes, such as at staff or PTA meetings. Take a Dale Carnegie course or join Toastmasters. Consult a coach.

4. Inhale Take three calms, deep breathes through your nose to fill your tummy in the thirty seconds before you speak. Say "Relax" to yourself out loud as you exhale.

5. Practice As you speak aloud, get up and move about. Don't rehearse your speech word by word or remember it. Point by point, go over it. Consider that you are outlining your essential points for a buddy.

6. Keep your audience in mind. The source of stage fear is self-preoccupation.  Put your own needs last. Instead, concentrate on your audience.

7. Clarify In their speeches, most people strive to accomplish too much. Then they start to fret about leaving anything out or digressing. Instead, try to convey only one fundamental concept. Short and uncomplicated is best.

8. Picture success in the days leading up to your presentation, practice relaxation methods. Find a quiet spot to sit or lie down. Breathe gradually. Shut your eyes. Take into account your impending speech. Imagine that you are speaking with assurance.

9. Engage your audience. Recruit the audience to your cause. Before your presentation, engage in conversation with people to get to know them. One at a time, talk to them while maintaining eye contact. As a speaker, it's simpler when your audience agrees with you.

10. Be certain You won't be able to show how anxious you are.  Don't inform them, then. Smile. Extend your chest. Even if you don't feel confident, project it.

### 3.  CONCLUSION

Compelling public speaking is based on the guiding principles of structure, clarity, and engagement, which empower speakers to hold an audience's attention and deliver powerful messages. Similar to that, interviewing skills cover the art of self-presentation, empathy, and flexibility, enabling people to honestly convey their abilities and character. The mastery of public speaking and interview abilities equips people to comfortably handle a number of communication contexts, as this paper's conclusion makes evident. The ideas discussed in this article serve as a set of guiding principles for building meaningful relationships and making an impact, whether speaking to a big crowd or conversing with a single person. People may open doors to new possibilities, develop deeper relationships, and stand out in a field that is becoming more competitive by investing in these talents and consistently improving them. The pursuit of perfection in interview and public speaking techniques ultimately serves as a testimony to the importance of excellent communication for realizing one's personal and professional goals.

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# CHAPTER 7
# A COMPREHENSIVE REVIEW OF PLANNING AND ARRANGEMENT OF MEETING

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**ABSTRACT**:

Effective planning and arrangement of meetings play a crucial role in modern organizational dynamics, fostering communication, collaboration, and informed decision-making. This paper explores the key aspects of planning and arranging meetings, including the identification of objectives, participant selection, scheduling, preparation of agendas, and utilization of technology. The study emphasizes the significance of clear goals, participant engagement, and efficient time management in achieving successful outcomes. Furthermore, it examines the role of virtual meetings in today's globalized and technologically advanced landscape. Through a comprehensive analysis of best practices and case studies, this paper provides insights into optimizing the planning and arrangement of meetings, contributing to enhanced productivity and organizational success. In a fast-paced and interconnected world, where time is a precious resource, the art of planning and arranging meetings emerges as a strategic skill. With an eye on maximizing efficiency, harnessing innovation, and nurturing collaboration, organizations can elevate meetings from routine obligations to powerful instruments driving progress and success.

**KEYWORDS**:

Decision-making, Goals, Meeting, Participants, Preparation, Scheduling.

## 1. INTRODUCTION

A meeting is a gathering of two or more individuals, sometimes in a formal setting, to talk about one or more issues. A meeting is a gathering of two or more individuals who have been asked to get together for the aim of reaching an agreement or exchanging information in order to accomplish a shared objective. Through the use of communications technology, such as a telephone conference call, a skyped conference call, or a videoconference, meetings may take place in person or virtually. An encounter, a sporting event or concert, a party or the company of friends, and a protest are examples of other gatherings that may be distinguished from meetings. The word "meeting" may be used by meeting organizers and other meeting professionals to refer to an event scheduled in a hotel, convention center, or other location specifically designed for such events [1], [2].

**Qualities of a Meeting**

1. A meeting is a get-together of two persons or more.

2. A meeting is arranged to talk about any problem or subject.

3. A meeting ends when a specified objective is achieved.

4. Face-to-face or video conferencing may be used to hold a meeting.

5. Because each meeting has a set agenda, it must begin and conclude on time.

6. The meeting must take place at the location, time, and date specified in the notice calling it.

7. A meeting agenda is created in advance.

8. Everyone gets the chance to share their perspective.

9. Participants pay close attention to one another.

10. As the conference goes on, there are periodic summaries.

11. Each gathering presided over by a knowledgeable individual.

## Meeting preparation

Planning is the most important element of every project. Certain rules may help meetings go smoothly, effectively, and with the most possible advantage. These consist of Always have a clear goal in mind; otherwise, it might be preferable to cancel the meeting altogether. Determine the topics that will be covered in the meeting and their respective importance. They are highly diverse and need a different approach depending on their significance and urgency. Instead of determining the duration of the meeting at random, take into account the time needed for the different elements. Give each thing a time period that is reasonable. Keep your expectations in check; things often take longer than you anticipate [3], [4].

Set the meeting's date well in advance. Keeping your composure during a meeting is essential. By adhering to the plan, controlling the people and relationships, and focusing on the results, one may maintain control. As the chairman, calmly restrain the too enthusiastic and support the apprehensive. Take notes as you proceed, jotting down the key ideas and the agreed-upon steps, together with their respective titles, quantifiable objectives, and due dates. Please arrive on time for the meeting. Don't interrupt people while they are speaking. Observe the chairperson's requests and directions. Maintain good body language. You must:

1. Sit upright for appropriate body language.

2. Look the speaker in the eye.

4. Maintain sufficient eye contact with the speaker.

5. Nod when it's appropriate.

6. Negative behaviors like may be used to convey poor body language.

## Plans for the Meeting

It takes talent to plan a meeting properly. The tasks that must be completed in order to prepare and organize a meeting are listed below. Since certain tasks must be completed far in advance and others the day before, excellent time management skills are required. For instance, reserving a location and sending out a meeting notice must be done well in advance, while setting up the space just has to be done the day before. There may be a lot of other preparations in addition to the conference itself, such making hotel and food reservations. It's crucial to consider the sequence of the agenda items as well as an approximate estimate of the time required for each one. The meeting has to be well-planned in order to go well and provide a desirable result.

Another crucial factor that the person calling the meeting should think about is the expense. Will the participant need a stand-in at their place of employment? Will the participant need transportation or lodging? Will the meeting be worth the expense involved? Is there another

option, like a teleconference, to have this meeting? The person who is planning the meeting must fulfill the following list of duties. When planning a meeting, you must employ time management techniques to create a timetable. Distribute meeting materials, reserve a location and food, and practice effective communication Engage in verbal communication, written or electronic correspondence, and the identification of pertinent persons [5], [6].

## 2. DISCUSSION

The person designated as the meeting's highest ranking official serves as the chairman. A meeting's chairman presides over the proceedings to oversee compliance with the meeting's rules by attendees. Outside of the meeting, they could also represent the group or entity to the public. A meeting's chairperson's job is to make sure that attendees respect one another, adhere to the agenda, and uphold the meeting's regulations. When it comes to deciding the agenda for a meeting, the chairperson has the last word. The duties of the chairperson include setting the agenda, presiding over the meeting, ensuring that the rules of procedure are followed, promoting fairness and equality, speaking on behalf of the group in public, and approving the formal minutes of the meeting once they have been formatted to ensure that they accurately and truthfully reflect the events at the meeting.

The meeting's agenda must be established by the chairman, who must also make sure that everyone follows it. The meeting's rules must be followed at all times, according to the chairwoman. They need to guarantee that everyone in the conference is treated fairly and equitably. The meeting is opened by the chairman, who also extends a warm greeting to all attendees. Each item on the agenda must be introduced as they are discussed, and they must make sure that everyone stays on task and doesn't stray from it. The decision to officially adjourn the meeting rests with the chairman. The meeting's chairman is in charge of officially approving the minutes that have been taken after the meeting. He or she can be asked to speak on behalf of those in attendance to the general public [7], [8].

### Rules for Meeting Attendance

Similar to the idea that a chairman must be well-prepared before leading a group discussion or meeting, a member should also be well-armed. Prior to taking part in the process of collaborative decision-making. Below are some helpful guidelines in this respect.

1) The first need is that the participant understands the meeting's goal and be well-versed on the agenda, i.e., the topics that will be covered.

2) After familiarizing himself with the agenda, he must do any and all homework that is allowed. In other words, he has to take the preparation of the meeting very seriously. He has to ensure that he made the most of his contribution to the decision-making process. For instance, if he has anything significant to say about a sales issue in a certain region, he must collect pertinent data and facts, organize them in a logical order, and be prepared to present them as and when necessary.

3) Be patient and pay attention. This has major significance. A meeting attendee has to listen carefully and actively. No substantial contribution to a debate can ever be made unless the participants first adopt a listening attitude. They have to hold off until the chairman calls on the receptive mood. They have to wait for the chairman to declare the meeting open, ask the secretary to read the agenda and the minutes of all prior meetings. Following this, the speaker who is most knowledgeable or who has anything of significance to say on the first item on the agenda or the meeting minutes will raise his hand and ask the chairman for permission to speak [9], [10].

4) Be specific and relevant. Every meeting has a certain objective for which it is called. Therefore, it is the responsibility of each participant to ensure that anything they say is relevant to the current topics and issues.

It also indicates that there is no room for irrational, passionate, or impetuous speech. Though there is plenty of room for reason, there is rarely any room for feeling.

6) It takes a big heart to allow others an opportunity to speak. Some presenters often err by attempting to control the conversation. But doing that will almost certainly ruin a meeting. Each member has an equal right to speak since they all have value.

7) Avoiding interjecting a speaker is a necessary.

8) In a similar vein, it's never appropriate to critique speakers. The only person having the authority to end a member's statement early without objecting is the chairman. The only thing that can be nicely stated is whether or not a speaker's argument is relevant.

9) Making sure that all of the issues on the agenda are discussed, as well as any extra matters, if any, within the meeting's allotted time frame, is the duty of both the chairman and each member. The organization's operations will suffer if the meeting is permitted to go on for too long.

## Group Discussion: Definitions and Meaning

A "group" is a collection of people who regularly communicate, engage, and collaborate to accomplish a shared set of objectives. "Discussion" refers to the process in which two or more people interact face-to-face and share knowledge or opinions in order to accomplish a task. The final result, or aim, might be more information, agreement that leads to action, disagreement that sparks competition or a solution, or it could be nothing more than a clearing of the air or the maintenance of the status quo. An organization may employ the "Group Discussion" approach, sometimes known as GD, to determine if an applicant has certain personality qualities. GDs play a significant role in the selection of candidates for employment or admittance in a business or institution.

The group of candidates is given a subject or a scenario as part of this process, usually given some time to consider it, and then asked to debate it for a certain amount of time. GD is focused on cooperation, embracing the opinions of many team members to achieve a shared objective, much as in a football game when you play as a team, passing the ball to each team member and aiming for a common goal. Consequently, a group discussion refers to a communication setting where members are free to express their ideas and opinions. It is the systematic sharing of knowledge, ideas, and viewpoints regarding a subject, issue, problem, or circumstance among group members who have similar goals.

## Characteristics of Group Discussion

1. As the name suggests, group discussion is a collective activity that participants engage in. It is a discussion among group members on a certain subject.

2. It is employed as a trustworthy testing instrument, primarily as a tool to evaluate all the applicants in a group at once in order to choose the best from a comparison standpoint.

3. A group discussion is a casual conversation in which members of equal educational standing debate a hot issue.

4. Discussion without a leader is another name for it. This indicates that it seeks to determine the applicants' innate capacity for leadership. No one inside the organization or from outside

will be formally named as the leader, president, chairman, or anything of the kind. Even the supervisor or examiner who starts the conversation will fade into the background. Nobody will take part in or interfere with the group's discussion.

## Group Discussion Types

Group talks will be categorized using the following criteria.

1. Method of action
2. Type of subject
3. Depending on the conduct method
4. Group conversations may be further divided into the following categories based on conduct.

Structured Group Discussion In this sort of group discussion, the selectors choose the subject and give the participants a certain amount of time to debate it. This method of group discussion is the one that is most often used. Unstructured Group Discussion As opposed to structured group talks, in unstructured group conversations the candidates collectively choose the subject. Rarely is this formal approach to group discussions adopted.

Role Play In this kind of group conversation, the participants are assigned certain parts to play against the background of a predetermined scenario. The participants must address the issues posed by the present circumstance within the parameters of their roles. Group Discussion with a Designated Leader Normally, no one is designated as the group discussion's leader, and everyone is treated equally. However, in this kind of group discussion, a person is chosen to serve as the facilitator or group leader. At the conclusion of the group discussion, he may sum up the debate or the solutions raised. The group members themselves may nominate the leader on occasion.

## Depending on the Topic's Nature

Based on the subject chosen by the participants for the conversation, group discussions may also be divided into several categories. There are three categories of topics: debatable, abstract, and case study.

## Contentious Issues

These are subjects that might lead to a debate since they are contentious. These subjects usually keep the conversation active as arguments and counterarguments are put forward. As a result, the assessors have more chances to assess the prospects.

## Case Study

Topics Participants are given a scenario that may represent a challenge that the company or the management are facing. To address the issue, participants must assess the situation and consider several options. The capacity of the applicant to come up with ideas while considering the situational aspects and restrictions is tested in this kind of group discussion. Group discussions are becoming a requirement for entrance screening, particularly for MBA applications. You must avoid the following blunders to stand out in the minds of both your classmates and the examiner in order to ace the group discussion portion of the entrance screening procedure. Let's examine the most frequent GD errors that candidates make in group discussions.

Many students enroll in coaching programs to be ready for MBA admission exams. In these centers, participants are also provided pointers and suggestions for the GD and interview sessions that come after the written tests. And armed with the knowledge they have received

from this, many applicants attempt to start the conversation even if they have no idea anything about it. One of the main issues in the GD round is ignorance. It makes sense to start the conversation if you are knowledgeable about the subject and confident in your assertions. If not, it might be best to wait for the others to get going. Being the second or third speaker won't do you any damage since it will allow you time to think about and comprehend the subject, as well as to provide some insightful commentary that will help you get higher marks.

On the other hand, if you are knowledgeable about the subject and feel comfortable starting the conversation, you shouldn't be hesitant to do so. Because it is true that the candidate who starts the conversation is given more credit if he contributes valuable ideas. It gives the wrong impression to talk straight away without having the necessary background knowledge on the subject. Even if you are informed about the topic, speaking awkwardly is often caused by a lack of experience. Therefore, be sure to take part in as many mock GDs as you can. It is crucial to keep in mind that if all you do in a GD is repeat what others have said, you are not contributing anything of value. It gives the assessor a negative opinion of you. Not to mention that you are about to be eliminated. It's advisable to play it smart if you have no prior understanding of the subject and are absolutely ignorant about it. As you listen to others talk, consider their responses, contribute to them if you can, or consider what further might be said along similar lines. Any suggestion you make must not be one that has already been made. The majority of pupils commit this fairly typical error throughout a GD round.

The subjects that are presented during a GD are often debatable. You may support the argument, be opposed to it, or both. However, what ends up happening in this situation is that you often fail to understand that you are contradicting yourself. And when this occurs, the assessor perceives you as having no real position and lacking confidence in your ideas. Naturally, this is a trait that the managers of the future should not possess. It's crucial to keep in mind that a GD is a conversation that involves many people while taking part in one. Consequently, you are engaging in a conversation with them rather than merely speaking to a group of listeners. In this circumstance, avoiding eye contact is seen as an indication of contempt or a lack of faith in the speaker's ideas. Many applicants keep their gaze fixed only on the assessor or choose to gaze into nothingness. He is not, however, the subject of your conversation; rather, your other hopefuls are. The best course of action in this situation is to keep looking everyone in the eye.

Because it conveys that you are motivated to convince everyone in attendance of your argument. The purpose of group talks is to assess both your speaking and listening abilities. Interrupting someone often has unpleasant consequences. Because although the subject may appear to be up for argument, a general conversation is really a discussion. Therefore, stop interrupting others while they are speaking and instead pay attention to what they have to say before expressing your own opinion, whether you are for or against anything. You'll score higher and be able to communicate your ideas more clearly. If you have a little foresight, you can simply avoid making this error. Students often strive to speak all of their views in one go or at one opportunity. The issue is that they worry they may not have another opportunity to speak. However, that is not the best course of action. Divide each of your points into two to three sections, and then attempt to concentrate on one term at one. Don't speak what you have to say all at once; instead, repeat your viewpoint two or three times. Ensure that everything you say has worth and is not a duplication of anything you or someone else has already stated.

**Keep your confidence high.**

During a GD, it's usual to have anxiety jitters or a lack of confidence. Your success in the GD mostly relies on the subject provided by the examiner. Therefore, many candidates get anxious and lose confidence when anything goes wrong, such as when you present a point incorrectly.

But the point is that grieving over spilt milk is pointless. Everyone makes mistakes, but what matters is how quickly and effectively you learn from them. Consider it a challenge, and make an effort to recover and fix your error. Adding some important points to the conversation while doing so. Not everything you say may be accepted by the group, but the evaluator is more interested in how you say it and how much value you contribute to the group. Keep in mind that every applicant around is attempting to make their case to the evaluator in an effort to impress them. since of this, the situation at GDs often resembles a fish market since everyone is conversing, yet nothing can be heard. Your time and effort are wasted if you speak amid such a clamor. Additionally, you have no chance if your voice is weak, low, or hesitant. If you have a powerful voice, you may attempt to take the initiative in the conversation, make your case, and try to calm the disturbance by speaking at a little louder level. Alternatively, you could wait for the ruckus to die down. It will assist you communicate your message, and the evaluator will get a solid sense of how you can manage the group in this circumstance.

## 3. CONCLUSION

In conclusion, Meeting organization and preparation are essential elements of productive communication and teamwork inside businesses. Meetings may go beyond weekly get-togethers and become dynamic venues for creativity, problem-solving, and decision-making by carefully setting goals, choosing the right participants, and designing well-organized agendas. Accepting technology breakthroughs promotes inclusion and allows participation beyond geographic barriers, particularly in the area of virtual meetings. The active participation of attendees and adherence to accepted best practices are crucial for meetings to be successful. Effective goal-setting, the distribution of background information, and considerate time management are essential for getting the results you want. It is essential to modify meeting planning and arrangement strategies as firms continue to diversify and change in terms of structure. Meetings that are flexible, adaptable, and open to new forms help to make them effective and empowering for everyone engaged.

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# CHAPTER 8
# A BRIEF EXPLORATION ON WRITTEN COMMUNICATION

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**ABSTRACT**:

Written communication is a cornerstone of human interaction, serving as a fundamental means of conveying ideas, information, and emotions across time and space. This paper delves into the multifaceted world of written communication, exploring its various forms, mediums, and importance in both personal and professional contexts. The study highlights the significance of clarity, conciseness, and context in effective written communication, emphasizing the role of technology in shaping modern written interactions. Through a comprehensive analysis of best practices, challenges, and evolving trends, this paper underscores the enduring importance of written communication as a tool for fostering understanding, collaboration, and the exchange of knowledge in today's information-driven society. Clarity and conciseness are essential principles in effective written communication. In an era of information overload, the ability to convey ideas succinctly and with precision is invaluable. Additionally, understanding the context and audience is crucial to crafting messages that resonate and achieve their intended purpose. The advent of digital technology has revolutionized the landscape of written communication, offering both opportunities and challenges.

**KEYWORDS**:

Clarity, Composition, Editing, Grammar, Language, Message.

## 1. INTRODUCTION

The Latin and Middle French roots of the term interview imply to "see between" or "see each other". Interviews often refer to one-on-one conversations during which questions are posed and responses are given. Interviewers are the people who conduct interviews and ask the questions. An interviewer is the individual who conducts our interview and poses the questions. It implies a meeting between two people to get to know one another or to have a better understanding of one another. Typically, when we think of an interview, we picture a situation when a potential employer is attempting to assess a candidate for a position [1], [2].

**Act During the Interview**

Don't be tense or tense as you go into the interview. Avoid tripping on the carpet or the doormat by paying close attention to where you're going. When you enter, avoid scowling or flashing a silly grin. Say a courteous "good morning" to the interviewer. Wait until you are requested to sit down before you do so. Even your sitting position is crucial. Avoid sitting rigidly. Don't let up. Take a relaxed, collected seat. Pay attention to what the interviewer says once the discussion begins. Don't get in his way. Only respond to him when it's suitable. Provide him with replies that are very pertinent. Keep your answers brief; else, the interviewer will seem bored. Avoid being too abrupt or you'll come out as rude. Avoid attempting to display your expertise. Don't exaggerate your ability. The interviewer's job is to ascertain your level of aptitude, and he will do so by using certain probing questions that you must honestly respond to. Declare your ignorance of any information right immediately. Pretending to know something when you don't is pointless.

Many applicants ruin their interview by lying, which puts them in an awkward position. have not put on a show if you are being interviewed by someone who does not have as many college degrees as you have. Offer your entire cooperation and respect to the interviewer. The interviewer must not only be aware of your credentials but also be working on a report on their response. Additionally, the response report is certain to be negative if you make an effort to seem superior. You should have your own opinions and are not required to concur with anything the interviewer says. However, you also need to needlessly irritate or insult him. Throughout the interview, you must stay composed and kind. If you lose your cool, the interview will probably end suddenly. Be upbeat in your outlook. Express your passion for the position and the organization. If it seems that you are not really interested, you will find that your employer is similarly uninterested. Attempt not to wiggle about in your seat. Avoid chewing or biting your fingernails.

Never straighten your hair. Playing with the paper weight or pin cushion on the is not permitted. Do not begin altering the necktie knot. These are all indications of anxiety. And during an interview, anxiety is your worst adversary. When questioned about your prior employment, be honest but refrain from disparaging your former company or coworkers. Even if you still have resentment towards your previous employer, keep it to yourself. Do not air your personal grievances during an interview; instead, focus on the good, enjoyable, and productive elements of your previous career. Do not be hesitant to ask questions if your interviewer has not discussed the position with you. Your decision on whether or not to take the job will be aided by having complete understanding about it. Don't forget to thank the interviewer after it's all done. You might even politely inquire as to when you would be informed of the outcome. Depending on your situation, you may accept the job offer right away or request some time to consider it [3], [4].

**Interview Formats**

An organization may set up interviews for a variety of purposes. Depending on the goals of the interview, yes

1. Of course, the purpose of this kind of interview is to learn more about the interviewer's potential performance on the job via conversation and observation.

2. Evaluation interviews are the interviews that are conducted once a year to assess the development of the interviewee. Of course, it happens between supervisors and employees. Finding out the workers' strengths and flaws is the major goal of this interview.

3. Interviews that try to persuade someone to buy something or accept an idea are known as persuasive interviews. Persuasion occurs when a sales professional persuades a potential customer that a product or concept will satisfy a need.

4. Interviews that are structured Interviews that are structured often adhere to a set agenda or set of questions.

5. Unstructured interviews are those in which there are no specific guidelines or protocols. An unstructured interview is what it is termed. Depending on the interviewee and the interviewer's interests, the conversation will likely be spontaneous and may quickly change topics.

6. Counseling interviews, these may be conducted to learn what has been bothering the employees and the cause of someone's absence from work.

7.Disciplinary interviews take place when a worker is allegedly in violation of the policies and practices of the company.

8. Stress interviews are designed to put the interviewee in a stressful position so the interviewer can see how they respond.

9. Political parties' radio, television, and print interviews are examples of public interviews.

10. Informal or conversational interview in a conversational interview, the interviewer "goes with the flow" during the discussion to be as open and adaptable as possible to the interviewee's temperament and priorities.

11. General interview guide approach the guide approach is meant to make sure that the same general areas of information are collected from each interviewee. This gives the interview more focus than the conversational approach, while still allowing some freedom and adaptability in order to get the information from the interviewee.

12. The same open-ended questions are posed to all interviewers in a standardized or open-ended interview. This method allows for quicker interviews that are also easier to compare and evaluate.

13. A closed or fixed-response interview is one in which all interviewers ask the same questions and are instructed to choose responses from a predetermined list of options. Those who are not used to interviewing will find this formal beneficial [5], [6].

**Appearance**

For all people, a happy face is highly significant since everyone enjoys seeing smiles on other people's faces. Your interviewer will be impressed if you smile a little bit throughout the interview. If I happened to be walking by while you were waiting outside a door to be welcomed inside for an interview and you grabbed me with a frantic look in your eye imploring me for one piece of advice, I would respond, "Don't forget to smile." Smiling is a powerful communicator and provides the interviewer all the correct signals, particularly when trying to establish rapport. Even the best of us sometimes struggle to soften the interviewer with a grin. Importantly, when you smile at people, it often makes them feel better, which tends to bring out their best side. This is just what you want to achieve in the interview. Additionally, it shows the interviewer that you are a decent person with good social skills and no antisocial inclinations. Be sincere; refrain from smiling artificially.

Nothing is worse than when someone tries to grin but only manages to master the skill of clenching their teeth. Avoid going overboard or you can come off as being dishonest. Avoid mirroring the interviewer's glum attitude. We often replicate others' facial expressions and body language without even realizing it. This is not as simple as it may sound because humans, being the creatures that we are, typically require positive feedback in order to continue behaving in certain ways to stop. To put it another way, there is a good chance that if you smile and the other person doesn't reciprocate, you will stop smiling. So don't let the gloomy interviewer turn you off. No matter what, maintain your stance and beam your warmest grin. dozing your head and not dozing off your head is a really effective communicator. Nodding your head is a popular way to express agreement with someone without interrupting them, which is a great rapport-building tactic when the interviewer decides to elaborate on the subject. But use caution while nodding; doing so too much might be dangerous, much like smiling [7], [8].

**Dress**

One of the most effective weapons in the interview fight is clothing choice. It gives the interviewer a partial expression. You may approach the interview in the best possible way and with confidence if you are pushing in a friendly and casual manner. Some individuals continue

to believe they are. They pay little thought to how they will dress for an interview since this has very little to do with how they will perform on the job on a daily basis. Although the reasoning behind this approach may be understandable, it is risky since it ignores the fact that interviews are mostly about creating false impressions. In terms of attire, interviews have certain requirements. It is risky to give in to people who plead for patience. Always err on the side of caution when it comes to attire and look. In general, interviewers are more cautious and conservative than those who make employment decisions. Hiring the incorrect individual is the last thing a hiring manager wants to do. No matter the job type, all companies want for workers that are trustworthy, loyal, consistent, reliable, and reliable.

Your goal throughout the interview is to convince the interviewer that you possess each of these traits; addressing them effectively is a smart place to start. Always make an effort to dress neatly. Jeans or anything else with holes may look good on the dance floor, but they are unlikely to inspire an interviewer. Avoid wearing too much jewelry or makeup. Designer stubble may make you look like the latest trend among our fashion gurus, but it is likely to give the impression that you didn't think the position was important enough for you to both. Avoid excessive hairstyles and too much skin exposure. According to a reasonable school of thinking, you should dress for the kind of job you're looking for.

Therefore, a business suit is suitable if you are looking for an accounting employment, but it is incorrect if you are applying for a laborer position on a construction site. All of this is accurate, yet attire and look still matter. The recommendations made here are generally regarded as suitable for interviews. Every employer has a distinct dress code, so how you dress for work and for an interview may not have anything in common [9], [10].

**Men**

Dress professionally and in a way that is acceptable for the employment you're looking for. This nearly always entails donning a suit. Regardless of the company's dress requirement, it is seldom suitable to "dress down" for an interview. When in doubt, dress conservatively; for interviews, you should don a suit. "Suit" refers to the ensemble of a dress shirt, tie, dress trousers, matching jacket, and dress shoes. Your best bet is a black suit and a light-colored shirt. To appear and perform your best, your suit should be comfortable and fit you well.

There is a difference between attempting to squeeze into the same suit you wore to your sister's wedding when you were 15 and not yet feeling comfortable in a suit. Clothes should be ironed, tidy, and clean. If you don't already own an iron, either invest in one or plan on making many trips to the dry cleaner. the morning before the interview, take a shower or bath. Put on deodorant. Don't use aftershave or cologne. Avoid having a strong scent or, even worse, triggering an allergic response.

Make sure your breath is clean. Before leaving for the interview, brush your teeth, and avoid eating anything. Avoid smoking before a job interview. For a second interview, it could be OK to dress more casually, but you still need to seem professional. Being overdressed is preferable than being overly casual. Dress like your employer is a solid general rule of thumb. Shoes should not have scuffs or wear at the heels and should be well-polished and in excellent shape. And they ought to go with your belt.

A excellent pair of dress shoes in a classic style will serve you well for a long time. Consult the shoe shop salesman for suggestions. Even if you don't typically shave every day, make sure you do it the morning before the interview. This may seem like a lot of restrictions, but these are the widely accepted criteria you should go by when choosing what to wear to an interview. If you have a full beard or moustache, make sure it is well groomed. Respect is shown for

oneself, the interviewer, and the employer by dressing properly. You may not need to dress this way every day, but when you present yourself professionally and take the time to pay attention to details, you are more likely to be regarded seriously.

**Women**

In general, you should dress in a suit with trousers or a skirt. When in doubt, use additional caution. If your waistline is slicing you in two or your jacket is too tight, your suit should be comfortable and fit you properly. Otherwise, you won't look or perform your best. When you buy a suit, some shops provide free modifications. Alternatively, you may wish to locate a tailor to fix a suit you currently possess. Simple, dark-colored suits are recommended for job interviews. Avoid anything that is short, bright, tight, or sheer at all costs. Short skirts should be worn. Even when they are modest, really long skirts are seen as being too fashionable for an interview. Put on a modest blouse with your suit. Avoid wearing garish hues, animal patterns, or lacy, sheer, or low-cut clothing. Makeup and nail polish should be subtle and pleasing; generally speaking, neutral hues for your skin tone are advised. Avert using really long nails or vivid or distinctive colors. Limit the number of hair and jewelry items you wear and only choose simple, unobtrusive pieces.

The ideal is one ring per hand. Low-heeled, modest footwear is preferred. They shouldn't have worn-out or scuffed heels, and they should be in generally decent shape. Any shoes you might wear on a date or to a club are definitely incorrect; avoid wearing shoes with an exposed toe or rear. A simple pump is attractive, functional, and will never go out of style. The shoe store's salesman can point you in the appropriate route. Your hose has to be in neutral. Make sure there are no snags or runs, and that your shoes' heels have not been dyed black. Use the nail polish method only in an emergency; you may wish to bring along an additional pair of hose. Dress professionally and in a way that is acceptable for the employment you're looking for. This nearly always entails donning a suit.

Regardless of the company's dress requirement, it is seldom suitable to "dress down" for an interview. When in doubt, choose the cautious route. Always keep your clothes ironed, tidy, and clean. If you don't already own an iron, either invest in one or plan on making many trips to the dry cleaner. the morning before the interview, take a shower or bath. Put on deodorant. Wearing perfume might make you allergic to it or make you scent overbearing. Make sure your breath is clean. Don't eat or smoke before the interview, and brush your teeth before you go for it. Your hair should be nice, tidy, and groomed in a conservative manner. With a suit, banana clips, flamboyant scrunchies or elastics, and ponytails a la cheerleader are inappropriate. You could choose to style your hair up, in a low ponytail, or with a barrette. The goal is to seem polished and professional, not to flaunt your hairdresser's artistic brilliance.

## 2. DISCUSSION

Written communications include letters, circulars, manuals, reports, telegrams, office memos, bulletins, and other types of written correspondence. It is a more rigid and formal way of communicating. A well-kept written document creates a permanent record for future use. It is also admissible in court as proof. It is unsuitable for secret and urgent communication and takes a lot of time and money. Effective written communication should be clear, thorough, succinct, accurate, and polite. Features Written communication is an artistic endeavor that takes much creativity and work to complete. Written communication is reliant on deliberate effort, while verbal communication is spontaneous. Take the report we wish to offer as an example. We must first gather all the relevant data, put it in a logical sequence, and then properly write it down. Every move we make has to be cautious. Oral communication, whether via spoken words or another medium, is not always accurate. Well-written letters and reports reflect the

organization's image. The authors' creativity and imagination contribute to the company's positive reputation. The time component that is involved in written communication is another significant aspect of it. Oral communications sent face-to-face or over the phone reach the recipient right away, and feedback nearly always follows. With written communication, this is not the case.The sender must carefully set out and encrypt his communication, such as a letter or report. He then transmits it to the intended recipient. The receiver decodes it at his own pace. He carefully considers it or runs it through his thoughts before deciding how to respond to it. It will take some time for him to send back the reply or his remarks. Therefore, it should be remembered that written communication takes time. Thirdly, it should be highlighted that compared to spoken or face-to-face communication, written communication has fewer cycles. An event with several cycles is spoken communication. Oral signals get an instantaneous reaction, which often results in more verbal exchanges. Writing prevents this from happening. Typically, it occurs once per cycle.

## Written Communication's Benefits

Below are some benefits of written communication.

1. It is appropriate for recurring standing orders and long-distance communication.

2. It generates a record of evidence that is permanent. It may be referred to in the future.

3. It allows the recipient enough time to consider, decide, and respond.

4. It is a valid legal document.

5. It may be sent to several people at once.

6. Sending statistical information, charts, diagrams, photographs, etc. is acceptable.

7. Order, task allocation, job distribution, etc. in writing eliminate uncertainty and aid in responsibility fixation.

8. Written communication may be used to preserve consistency in work procedures.

9. It is simple to convey unfavorable or negative news through written communication.

10. Effective written communication may foster goodwill and advance commerce.

## Disadvantages

The following list outlines the drawbacks or restrictions of written communication.

1. It takes a lot of time. Writing a message takes a lot of time. It takes time to write letters, type orders, notifications, etc., and transmit them to the correct location. Additionally, the feedback process takes time.

2. It is costly, but not so much in terms of postage costs as in terms of how much time so many people have to spend on it.

3. It is not feasible to preserve the same level of tight confidentiality as with oral communication.

4. Written communication cannot be clarified right away if it is not understood.

5. Because it is written, it is less adaptable and more difficult to modify.

6. It is ineffective during an emergency.

**Avoid sending too many emails**

The sheer number of emails that employees get is one of the main causes of stress at work. Therefore, ask yourself "Is this really necessary?" before you start composing the email. In order to do this, you should utilize the phone or IM to handle any inquiries that will probably need some back-and-forth communication. To determine the channels that work best for various sorts of messages, use our communications planning tool. Additionally, email is not as safe as you may like it to be, especially because individuals often forward emails without remembering to remove the discussion history. Don't include any private or sensitive information in your emails, and steer clear of topics that you or the recipient would not want to be promoted on a billboard outside of your workplace. Deliver unpleasant news in person whenever feasible. This makes it easier for you to communicate with empathy, compassion, and understanding and enables you to correct any mistakes in your message that may have been made.

**Utilize Subject Lines Wisely**

A newspaper headline has two purposes: it draws your attention and gives you a brief summary of the item so you can decide whether or not to read it. Your email's subject line should accomplish the same goal. Use a few well selected phrases to let the receiver know what the email is about since a subject line with no words is more likely to be ignored or marked as "spam." If your email is part of a regular series, like a weekly project report, you may wish to add the date in the subject line. You could also wish to add a call to action with a message that requires a response, such "Please respond by November 7." The most crucial information is sent in a well-written subject line, like the one below, without the recipient even having to open the email. When recipients open their email, this acts as a nudge to remind them of your appointment. Use "EOM" to alert recipients that they do not need to open the email in order to get the information they want if you have a brief message to give and you can fit the whole thing into the subject line.Keep Your Messages Simple Brief emails should be precise and succinct, much like conventional business letters. Keep your phrases succinct and direct. The email's content should be succinct and informative, and it should include all necessary details. For tips on writing clearly, see our page on writing techniques. However, unlike conventional letters, sending many emails will not increase the cost over sending just one. As a result, think about sending a distinct email to your recipient for each issue you need to discuss. This improves the clarity of your message and enables your correspondent to react to each point separately. Here, it's crucial to strike a balance. It seems sensible to integrate many, related topics into one email in order to avoid spamming the recipient. When this occurs, keep things simple by using numbered paragraphs or bullet points, and think about "chunking" material into manageable chunks.

**Be Courteous**

It's a common misconception that emails may be less official than formal letters. However, the messages you convey should represent your expertise, ideals, and attention to detail, so some formality is required. Avoid using colloquial language, slang, jargon, and improper acronyms unless you are friendly with the person in question. Emoticons may be beneficial for making your intentions clear, but it's preferable to save their usage for close friends and family. Your communication should be signed off with "Regards," "Yours sincerely," or "All the best," depending on the circumstance.

**Examine the Tone**

Face-to-face interactions allow us to read the emotions of others by observing their body language, verbal tones, and facial expressions. We lose this information when we send emails, making it impossible for us to determine whether recipients have misconstrued our communications. Without visual and aural signals, your word choice, sentence structure, punctuation, and capitalization might all be misunderstood. In the first scenario below, Emma could assume that Harry is upset or furious when in fact he is not. Consider how your email "feels" emotionally. Find a less ambiguous manner to express yourself if your intentions or feelings might be misconstrued.

## 3. CONCLUSION

Instantaneous worldwide communication has been made easier, but it has also raised questions about information security and the possibility for misunderstandings. Individuals and organizations must quickly adjust to these changes, using technology for its advantages while being aware of its drawbacks. In conclusion, written communication is still an essential part of human contact that cuts across time and space.

The written word has the ability to enlighten, influence, and connect people and organizations, whether it takes the shape of a handwritten letter, an official business email, or a social media post. It is crucial to have strong written communication abilities since written communication often crosses cultural, language, and geographic borders. It is a tool for establishing connections, influencing choices, and keeping a record of human achievements in addition to being a medium of information transmission. Therefore, mastering written communication is a crucial ability that continues to influence how we interact, work together, and contribute to the always changing global conversation.

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# CHAPTER 9
# TRADITIONAL AND MODERN MEANS OF COMMUNICATION

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**ABSTRACT**:

Communication is a fundamental aspect of human interaction, evolving over time with advances in technology and societal changes. This paper explores the dichotomy between traditional and modern means of communication, shedding light on their respective characteristics, significance, and impacts on contemporary society. Traditional communication methods, such as face-to-face interactions, handwritten letters, and landline phones, are juxtaposed with modern technologies like smartphones, social media, and video conferencing. The study examines how these modes of communication have shaped our personal and professional lives, influencing the way we connect, share information, and build relationships. In a world where the line between tradition and modernity continually blurs, understanding the dynamics of these communication methods is vital for effective interpersonal relationships and the functioning of organizations in the digital age.

**KEYWORDS**:

Cellular phones, Digital communication, Email, Fax, Internet, Letters.

## 1. INTRODUCTION

Africans had a strong traditional or trado-communication superstructure in place before contemporary forms of communication were introduced to the continent. Africans in various rural locations were encouraged to become involved in their community's affairs via traditional communication. Traditional communication mechanisms, however, were unable to fully meet people's communication demands as society became larger and more complicated. As a result, mass media outlets were established in order to concurrently communicate with the relatively big, diverse, and anonymous public. That signaled the dawn of mass media and contemporary human communication. Wilson catches six modes of the conventional communication system, which sounds a little bit advanced. The first is the instrumental mode of communication, and the second is the demonstrative mode of communication. Visual mode of communication, Extra-Mundane mode of communication, Iconographic mode of communication, and Vial mode of communication [1], [2].

**Institutional Communication Style**

Instrumental means of communication include those that use symbology, idiophones, aerophones, and membranophones. According to Wilson, it's crucial to soften the aforementioned lofty terms. Instruments known as idiophones are self-sounding devices that make noise when hit, pounded, pinched, or plucked with the hand or a stick. They generate sound without the use of a middle man. They include tools like the rattle, bell, mental gong, and wooden drums and blocks. Aerophones are devices that use the vibration of an air column inside of them to make sound. The sound that is made might potentially be a signal or a message.

They include the horns, whistles, and flutes made by both plants and animals. Cows, ivory, and deer horns are a few of the most well-known. Animal skin is used to make the communication

devices known as membranephones. The sound that is produced when the membranes are hit or battered might either be a signal or the message itself. The most well-known drum is the 'talking' drum, which is often used by Yoruba-speaking people for both music and conversation [3], [4].

The employment of cryptic representation in the form of writing on materials like the bamboo rind, walls, fabric, or the ground is known as symbolography. This is a kind of symbolic writing or representation that could be used while conversing among members of a closed-door group. The Nsibidi script, which is the most well-known example, is used by people in Cameroon as well as the Cross River, Akwa Ibom, Imo, and Anambra States. Music and signals are used as a kind of demonstrative communication while speaking to the public. Use of tangible items and flowery media constitutes the iconographic mode of communication. the presentation of a bowl of kola nuts is significant in the presentation's setting and also has symbolic overtones Floral communication refers to the utilization of certain flowers from the local vegetation to convey thoughts or meanings to community members.

A way of communication known as the extra-mundane mode is one that is said to occur between the living and the dead, or between the living and the supernatural or Supreme Being. On the surface, it typically appears to be unidirectional, but those who participate in religious crusades, prayer sessions, rituals, and other religious and pseudo-spiritual activities are aware that there is frequently a form of feedback, which can come through intrapersonal processes, physical revelations, or magical, other-worldly verbalizations. Visual communication refers to the use of clothing, appearance, and general conduct to convey certain emotions and attitudes.

A traditional institution is used as a symbol in institutional modes of communication. The marriage, chieftaincy, secret societies, shrines, masks, and masquerades are the most significant of these traditional institutions. By virtue of its advantages, the African communication system strengthens and fosters a feeling of nationality and nationhood in Africa; it serves as the foundation for the diffusion network; it prevents wasteful information transmission and is straightforward and less expensive. Trado-communication is criticized for having a laborious and boring communication method. The communication system's restriction to a group of individuals who speak the same language or dialect has also drawn criticism [5], [6].

## Contemporary Communication

The use of the media for communication is relevant here. The term "mass media" refers to indirect communication with a big audience. They consist of radio, television, newspapers, magazines, comic books, movies, and billboards for advertising. Traditionally, the media has served to inform, amuse, and educate the public. They are the main source of knowledge and concepts in contemporary civilization. They significantly influence how individuals behave and how they think.

They serve as a tool for social control. Other informatics and computopian instruments, such as telephones, walkie-talkies, the internet, and satellites, to name a few, are also helpful channels of communication in contemporary society. Additionally, these informatics technologies aid in the process of mass communication. Modern communication methods are quicker and virtually instantly reach many individuals, regardless of location [7], [8].

## Relationship between Traditional and Modern Communication Systems

Both conventional and contemporary human communication use communication systems. The former is straightforward, but the latter is nuanced and intricate. The demands of a wide range of audiences for communication may be quickly met by the mass media. In order to meet the

requirements of the populace for pleasure and education, they maintain and improve the trado ways of communication. Any conventional means of communication may be used by the mass media to start societal change in a globalized way. The mass media circumvent the difficulties of transnational communication by providing a huge, anonymous, and international audience with 24-hour communication opportunities. Depending on how they are used, both trans-communication and the media may re-engineer society. The mass media have a broader idea, complex processes, and dynamic activities. In conventional communication, the opposite is virtually always true.

## 2. DISCUSSION

We will examine the mass media in this unit, including its different subcategories and traits. This will help the learner understand the specifics around the mass media's overall activities. According to McQuail, mass media is a kind of communication that is widely accessible and affects almost every member of a society, either directly or indirectly. A medium is a conduit or a vehicle by which something is transported or transferred, and media is the plural form of medium. In other words, mass media, mostly print and electronic, are avenues of communication in a contemporary society. According to McQuail, the mass media is an organized way to quickly and freely communicate with a large number of recipients over great distances. The mass media is an impersonal form of communication that has a wide audience. Several millions of individuals get information from the mass media system as its main purpose. The media has a huge impact on society. Each medium is assumed to have a unique impact on perceptions and behavior. Both they and society may be impacted. The mass media are the distinctively contemporary form of public communication, and a large part of its significance comes from the fact that they are a significant factor in all current trends in perception, cognition, public debate, and political action.

The mass media have a significant influence on society due to their scale and the vast audience they reach. Murphy compares the social effects of the media to dynamite, glue, and oil. According to Murphy, communication tools protect the world from breaking down by assisting people in adjusting to their daily realities.

 They promote socially acceptable alternatives to keep society functioning and healthy. The maintenance of social cohesiveness is achieved via communication. According to Murphy, by establishing a debate agenda, the media provides everyone including complete strangers something to speak about. And that over time, communication strengthens and adds to the threads that bind a community together.

Murphy also compares the media to dynamites that have the power to devastate civilization. The propaganda operations that preceded the 1917 Russian Revolution and Hitler's ascent to the German Chancellorship in 1933 are two notable examples of this. Similar to this, newspapers and magazines in particular were crucial in the 1960 campaign for Nigeria's independence [9], [10].

**categorization of the media**

The print media and the electronic media are the two basic categories into which the mass media may be divided. The categorization is carried out in accordance with the technique used for message transmission.

**Printed media**

The mechanism of the print media relies on the printing of informational elements. These include publications that use the public's sense of sight to convey messages, such as

newspapers, magazines, books, pamphlets, and comics. Print media all need plates, blocks, and specialized machinery to press ink onto paper, which is one feature they have in common. Print media items including books, newspapers, and periodicals are included. Newspapers were the first widely used mass media, although books are the oldest form of mass communication. More emphasis would be put on newspapers and periodicals for discourse-related purposes.

There are several kinds of periodicals, including

### i. General-interest publication

This also goes by the name "mass magazine." It focuses on common people's activities. More genuine tales than fiction may be found in general interest publications. A wide circulation is inherent to such magazines, especially in diverse or multicultural societies.

### ii. Specialized Journal

This is intended for a specialist audience and is written in a specialized language for a specialized audience. Pharmaceutical Journal, Nigerian Medical Journal, and other specialty publications are examples.

### iii. Literary or academic journal

Typically published in a very literary language for highly educated or sophisticated members of society, this sort of magazine. Typically, the articles include topics like agriculture, the arts, and literature. Readers Digest, The Economist, Awake, African Today, etc. are a few examples.

### iv. Wasted Magazine

Although intended for the general people, these periodicals are often of poor quality. When it comes to providing precise and accurate information, they are quite untrustworthy. They have more photos than tales, and they live on rumors. Magazines like Ecomium, Hints, Ovation, and others are available here that specialize on sensational or negative news.

### Digital Media

The electronic media make use of apparatuses that can convert sound or light waves into electrical signals, which are then transformed back into something that can be heard or seen on radio or television. The three components of the electronic media technology are creation, transmission, and reception. The Daramola list of electronic media includes

  i.  Audio recordings on the radio and in other media that appeal to the ear

  ii. Video recordings, motion pictures, and television that appeal to both the auditory and visual senses.

The technology of radio and television vary significantly, especially when it comes to the interactions between the receiver and transmitter, or both. A television receiver has more capabilities than a radio receiver, which is just designed to detect and amplify signals. Additionally, it must operate in perfect synchrony with the camera to complete the carefully scheduled scanning procedure.

The television's transmitter and receiver must use the same line and field frequencies to function. The broadcast media nowadays have the greatest influence on people's thoughts, feelings, and even actions. No surprise William Rivers, a former American critic, sometimes referred to the broadcast media as great "mentioners." This implies that they have the ability to both strengthen and weaken a person or an organization, depending on the situation.

**Features of the Mass Media**

Weaver, who was referenced by Daramola, listed five main characteristics of the mass media. which are:

1. The first attribute is implied by the term mass media, which suggests that media is created, disseminated, and consumed by large audiences. The size of the mass audiences is very big, both in terms of absolute numbers and as a percentage of the entire population, and they may be found in both industrial and transitional cultures that are huge and diverse.

2. The second attribute of the mass media is that they are large corporations with millions of employees and, depending on the situation, profits of billions of naira.

3. The fact that the mass media are the only ones that distribute news is another feature of them. The mass media also spreads information that is merely utilitarian, such as recipes, political advocacy, and fictional tales.

4. The speed and frequency with which they receive and disseminate information are further characteristics of the mainstream media. Organizations that produce media are always obtaining information and are in constant connection with their information sources. Mass media are clearly distinguished from other media by the pace and rhythm of this constant process of acquiring and disseminating information, particularly news, and this has a significant impact on the nature of their messages.

5. The fact that all mass media are products of the twentieth century is their sixth distinguishing feature. To put it another way, they all underwent development and reached adulthood about the same time, in response to similar situations and with similar goals.

**The role of the media in society**

The traditional or conventional functions of the mass media as well as additional functions of the mass media will be discussed in this section. The learner will be able to comprehend and appreciate the roles played by the media in society from a wider viewpoint as a result. This is the mass media's first and main purpose.

Public awareness is being raised via information transmission. Communication specialists think that individuals might be made aware of what is occurring or what has already occurred. It is impossible to overstate the pivotal significance that knowledge plays in the expansion and development of society. It makes sense that political scientists, anthropologists, and sociologists have all thoroughly investigated. Their research demonstrates that knowledge may influence societal transformation. Every day, the media disseminate information to the whole population. News sources including radio, television, newspapers, and magazines provide this information. The news makes viewers, readers, and radio listeners more aware of current events.

**Education**

The purpose of the mass media's education role is to transfer information to the public in order to extend its citizens' horizons. By way of various shows like "Who Wants to Be a Millionaire?", "Super tale," etc., the general people may improve their moral and intellectual development. People may learn about themselves and the potentials in their surroundings via education through the media, and they can use these potentials for the society's overall growth. Therefore, it might be claimed that the mass media is a school unto itself. It has the ability to bring light into the lives of the audience and has freed many individuals from the shackles of ignorance and illiteracy.

**Entertainment**

Entertainment is one of the mass media's other crucial roles. The media has the power to make people smile and forget their troubles. The media may provide entertainment in a variety of ways, including sports, drama, movies, short stories, crossword puzzles, and cartoons. These entertainment genres are all byproducts of the mass media.

**Additional Roles of the Media**

In addition to the standard or conventional roles that the media play, the mass media performs a variety of different tasks, in addition to informing, educating, and entertaining. The following roles of the media are listed by Harrold Lasswell in Sambe.

### 1.  Surveillance

This refers to closely monitoring someone or something. In the context of mass communication, surveillance refers to the responsibility of the mass media to educate and enlighten society by monitoring governmental operations and resolving unfavorable events. The "watchman function" is how Lasswell refers to the media's involvement in monitoring. The monitoring role often overlaps with what is known as news handling. This involves gathering and disseminating data regarding environmental phenomena, both external to and internal to any specific community.

### 2.  Cultural heritage transmission

The emphasis of this role of the media is on the dissemination of information, moral principles, and social customs from one generation to the next or from members of a community to outsiders. The capacity of a community's members to share shared values and come to consensus on what behaviors are acceptable is necessary for the community to exist. Additionally, a society's capacity to pass on its values and conventions from one generation to the next is a key component of its survival. Songs and the preservation of certain objects are two ways to do this. The mass media may also help to maintain peoples' clothing habits. The same holds true for certain cultural celebrations that the media may document for future generations.

### 3.  Status Granting

The mass media also serves the purpose of elevating those who make an effort to keep themselves informed about local affairs. Being knowledgeable about current events in politics and society, for example, is a source of prestige in Nigeria. People with strong connections are regarded as thought leaders. Being a newsworthy topic serves the purpose of conferring prestige. For better or worse, the media has the ability to turn previously unknown people into overnight stars. The audience is influenced by the electronic media in particular. Media attention tends to elevate individuals or groups above the norm in terms of prominence. .

### 4.  News interpretation and recommendation

Preventing these unfavorable effects of news dissemination in the media is the main goal of interpretation and prescription. According to Sambe, the selection, assessment, and interpretation of news with a focus on what is most important in the environment serve to minimize overstimulation and over mobilization of the populace. He noted that, similar to monitoring, news interpretation and presentation for behavior, when carried out as mass communication, may be dysfunctional on both a social and personal level. According to academics, some behaviors might inhibit social transformation and exacerbate social dysfunction in a community. Individual members of society are said to experience fear as a

result of the mass media's dysfunctional role. Agenda-setting is one of the major roles played by the media in contemporary society. The mass media's ability to influence public opinion on matters of public importance, including politics, the economy, and social conditions, is a precondition for the role of the media in creating agendas. The ability of the media to influence public opinion via its court of public opinion is the foundation for the agenda-setting role of the media. Folarin added national integration, social-economic modernization, and cultural inventiveness as roles for journalism in addition to the aforementioned roles for mass media.

## 5. Theories Regarding the Media

Understanding the theories of the mass media that function in the social environment is crucial for a forensic examination of the media in the social environment. The theories of mass media play a significant role in defining how the media function in society. Sambe endorses the idea that "press theories imply the ownership, management, and operation of mass media in a specific culture. This unit, therefore, thoroughly investigates the notion of theory, its features and importance, as well as the many kinds of theories. They also assess the limitations imposed on the activities of the mass media in a specific nation.

A hypothesis is a means to describe the sequence and occurrence of various social events. Wilbur Schramm describes theory as a "crop-detector" that allows us to distinguish between scientific and non-scientific claims. According to Mclean, theory is our knowledge of how things operate.

## 6. Research theories

i. According to Kurt Lewin, "there is nothing so practical as a good theory" since they aid us in controlling reality. He claims that sound ideas help us interpret the facts and foretell the future even before the hypothetical occurrences really take place.

ii. A strong theoretical foundation might be the difference between a research project that is skillfully carried out and one that is mediocre, or between a solid scientific statement and one that is not.

Since the beginning of mass media, theories have been developed on its operation, how people use it, how organizations utilize it, and how it affects both the individual and the broader society.

## Theoretical norms

Normative theories start with the fundamental premise that the media tends to take on the shape and personality of the society in which it functions. The four well-known theories are the Soviet Communist, Authoritarian, Libertarian, and Social Responsibility theories. The Democratic-Participant Media Theory and the Development Media Theory are two more emergent normative theories that McQuail draws attention to, increasing the total number of normative theories acknowledged in the literature to six. The following will be scanned on these:

## Theory of Authoritarian Media

The idea, which is 16th century in origin, depicts a scenario in which governmental authority is subservient to the mass media. Regardless of whether the media is privately or publicly owned, they are required to support the government or its officials and are not allowed to criticize them. There are numerous different ways that authoritarian governments may control the media. They include high taxes, restrictive laws, and overt or covert governmental personnel control. Abacha and Babangida's governments in Nigeria were known for their harsh treatment of journalists and suspension of publication, among other things.

**Free Market Theory**

The libertarian philosophy, often known as the free press theory, holds that everyone has the right to freely express their thoughts and print anything they want. It is founded on the notion of a "free market of ideas," which proposed that if both were permitted free expression, good ideas would ultimately replace bad ones. However, the notion does not nullify the laws against libel, sedition, obscenity, and violation of privacy. It thinks that everyone, including journalists, are logical and capable of distinguishing between right and wrong. The theory should ideally be free from governmental control since it exists primarily to check on governments or its officials. The first amendment to the American Constitution, which restricts the right to free speech or the freedom of the press, is the best illustration of the libertarian ideal in action.

**Theory of Democratic Participation**

The basic argument of this theory, according to McQuail, is that the present bureaucracy and professional predominance in the media system should be eliminated in order to guarantee simple access to the media by letting prospective users and consumers. In conclusion, it emphasizes that earlier media theories have not produced the desired effects and urges grassroots involvement in the management of the mass media.

**Theory of Social Responsibility**

It is accurate to say that the social responsibility notion is a product of the industrial revolution. The creation of a philosophy built on the premise that although the press should be free, it must nevertheless be responsible was made possible by the industrial revolution and the emergence of the multimedia society. This paradigm emphasizes the moral and social obligations of the individuals and organizations that run the mass media. "In Public Interest" is the message's primary topic as a result. It maintains that although one has the freedom to publish, he does not have the right to defame someone. It does not acknowledge censorship and just relies on the maturity of the owners, editors, and reporters. The demand for social responsibility, which, if necessary, may be imposed on the media by other institutions when it acts contrary to the laid-out norms of social responsibility, is the major distinction between the demand and the libertarian theory of the mass media.

**Media Development Theory**

The development media theory was proposed as a way of compensating for the Third World Countries' uneven levels of development and information flow as well as a remedy for their technical issues. The Third World is plagued with issues that make the establishment of a mass media system challenging. The lack of a communication infrastructure, professional expertise, production and cultural resources, as well as an audience, are a few of these issues. Media must accept and carry out constructive development tasks in accordance with naturally established policy Freedom of the media should be open to economic priorities and development needs of the society Media should give national culture and language priority in the content Journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination. These are the main tenets of Development Media Theory as articulated by McQuail. The government has the power to step in and impose restrictions on media operations in the sake of development.

### 3. CONCLUSION

In conclusion, the intersection between conventional and contemporary modes of communication highlights the fluidity of human contact. Traditional approaches have lasting relevance because they provide honesty and depth in interpersonal connections. They depict a

simpler, more leisurely time and arouse nostalgia. However, in today's quick-paced, globally linked society, they may not always be as effective or accessible. The way we communicate and do business has been completely transformed by modern communication methods, which are fueled by technology breakthroughs. They enable us to transcend geographic barriers and participate in real-time conversations by providing ease, speed, and reach never before possible. Our personal and professional lives now rely heavily on platforms like social networking, email, and video conferencing. It's crucial to balance efficiency and authenticity when using new communication platforms. The importance of in-person contacts, the coziness of a handwritten message, or the depth of an emotional dialogue shouldn't be diminished by the digital age. Particularly organizations must strike this balance, making sure that technology improves rather than impairs their communication tactics.

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# CHAPTER 10
# EXPLORING THE VARIOUS MODELS OF MEDIA OWNERSHIP AND CONTROL

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**ABSTRACT**:
Media ownership and control play pivotal roles in shaping the content, tone, and influence of media outlets in societies worldwide. This paper delves into the complex dynamics surrounding media ownership, examining how it affects journalism ethics, diversity of viewpoints, and the broader societal implications of information dissemination. It explores the various models of media ownership, ranging from concentrated ownership by a few conglomerates to decentralized, independent outlets. The study also considers the regulatory frameworks and challenges associated with media ownership and control. By analyzing historical and contemporary cases, this paper sheds light on the intricate relationships between media ownership, media independence, and the democratic functioning of societies, emphasizing the importance of preserving a diverse and independent media landscape. Media ownership and control are integral components of the modern media landscape, exerting significant influence on the information disseminated to the public. The dynamics surrounding media ownership have far-reaching implications for the functioning of democracies, journalistic integrity, and the diversity of voices in society.

**KEYWORDS**:

Advertising, Bias, Conglomerates, Censorship, Democracy, Diversity.

## 1. INTRODUCTION

An outcome of society is the mass media. The kind of media systems a civilization will have been largely determined by the character of that culture. We will follow the phases of the mass media's growth in Nigerian society in this section. The network of social interaction may be thought of as the definition of society. According to Daramola, society is a "web of social relationships." Social ties are the "whole complex scheme" or "whole tissue" of society. Sociologist George Simmel in Daramola describes society as "a number of individuals connected by interactions." Ralph Linton, an anthropologist, defines society as any group of people who have lived and worked together long enough to see themselves as a social unit with well-defined boundaries. This definition of society is shared by Daramola. Either society is ordered or not. Its structure will determine whether it is complicated or simple. Nigerian society is diverse and varied in character.

There are up to 250 tribes in Nigeria, and the culture of the nation is diverse. The diverse nature of Nigerian society is reflected in the country's economic, social, political, and religious activities among the many tribes or subgroups. Nigeria's many ethnic groups celebrate their rich cultural history via a variety of traditional festivals and fiestas. Nigeria is a diverse nation in terms of tribes and other factors, and as a result, there are sometimes ethnic disputes there. Umechukwu questioned what impact ethnic chauvinism has on the Nigerian media. It is crucial to emphasize that national unity and national interest have been defined by the media and other stakeholders in the framework of our cultural diversity. It's also important to note that, despite our diversity, Nigerians have a great deal in common [1], [2].

The following historical periods provide an overview of the Nigerian press.

**Colonial times**

The missionaries brought the press to Africa during this time period. In order to share the gospel among the people, missionaries specifically built newspapers in Africa. Because of this, some individuals think that the colonial seas were the Nigerian press was born and raised. Daramola claims that the Nigerian press had its debut in the 1859-launched Iwe Irohin fun awon are Egba ati Yoruba newspaper, published by Rev. Henry Townsend. This former journalist who is now a missionary founded his newspaper primarily to further the gospel and raise the literacy level of the intended readership [3], [4].

**Earlier than Independence**

Africans' political consciousness grew during this time as they pushed for independence and self-governance. At this time, indigenous newspapers emerged and fought tenaciously against the sociopolitical and economic inequities of the colonialists. Newspapers like Ernest Ikoli's African Messenger and Kitoyi Ajasa's Nigerian Pioneer, both founded in 1921, began publishing at this time. The social and economic misdeeds of the colonial overlords were vigorously criticized at this time, which marked the beginning of a kind of oppositional journalism.

**Era after independence**

Research on communication and the media significantly advanced during this time. The leaders support journalistic growth despite several legal restrictions placed on the media. Regional politics now took precedence over national goals. The press adopted a regional and ethnic perspective from 1959 to 1966. This, as previously indicated, was caused by the nationalists who now made up the majority of local legislators fighting for control. Since no press is independent of the society it covers, the post-independence politics of Nigeria gave birth to regional governments that developed regional newspapers, radio, and television to promote their local interests on a national scale. It is crucial to emphasize that the media's flame seems to have died out in this time period. This is because Nigerian journalists have no difficult problems to target and independence, the catalyst for guerrilla journalism, has been achieved [5], [6].

**Current Time**

The press currently does well in terms of advancements in professional development and communication research. Broadcasting and print media have both seen notable improvements. Despite this, endogenous and external issues including economic hardships, technology limitations, censorship, and societal calamities continue to hinder the press. Ralph Akinfeleye, a prominent communication expert, effectively portrayed the development of this time period. As the number of Nigerian journalists continues to rise, so does the number of institutions dedicated to journalism and mass communication in that country. For instance, just fifteen authorized journalism programs at both the university and polytechnic levels existed in Nigeria in 1999.

But as of 2007, my most recent study on this topic shows that Nigeria is home to 58 journalism institutes. Additionally, there are 350 radio and TV stations serving Nigeria, which media scholars deem to be insufficient given the country's population of over 140 million. It is heartening to see Nigeria flaunt a superb crop of print and broadcast media workers who are respected across Africa and beyond. The country has been generating professors and Ph.D. holders in journalism and mass communication who are creating waves on national and

worldwide borders on communication-related topics, making this period in academia lucrative [7], [8].

## 2. DISCUSSION

According to Herbert Altschull, who was mentioned by Lamidi et al, there cannot be an independent press, and news organizations are just tools of those who exert political and economic authority. The mass media are often under some kind of influence from those who own and control the levers of power, regardless of the goodness of the government, the democratic ideals of society, or the growth of any civilization. However, up until 1992, when commercial broadcasting stations were granted licenses for the first time under the leadership of General Ibrahim Badamosi Babangida, the radio and television stations in Nigeria were directly under government control and monopoly. A new era in the ownership of broadcast media began with this event. This idea will be the main focus of this course, along with additional concerns about patterns of media control.

**Ownership of the Media Terns**

**i. Public Sector Ownership**

This is speaking about public ownership of the media. The government owns the media, particularly radio and television, for political objectives. Ownership of this sort may be practiced under both civil and military governments. Because of the worry that if such media outlets were in the hands of private businesspeople, they may be exploited to generate unrest, they would be established, staffed, and controlled by the government. With the exception of Nigeria, which liberalized the broadcast sector in 1992 by allowing private persons to operate radio and television stations, this is a typical situation across Africa. Only state and federal governments owned broadcasting stations before to 1992. In several African nations, including Nigeria, this kind of ownership is typical [9], [10].

**ii. Individual Ownership**

This relates to the media's private ownership. This kind of ownership is widespread in Nigeria, Europe, and the United States.

**iii. Government and private ownership together**

This is more of a partnership between the government and businesspeople. In Canada, this is fairly typical.

**iv. Private ownership**

This is used to describe media that is ostensibly "autonomous" or substantially independent but is really operated on behalf of the public by charter. Public media organizations like NHK and the British Broadcasting Corporation are two such examples. Many media organizations around the world have the label "public corporation," yet given their blatant subordination to the government, they merely are in name.

**(v)User Ownership**

The audience took the initiative in doing this, as seen by fan organizations sending out radio and television stations. In this region of the globe, this kind of ownership is uncommon, although it is prevalent in America.

**Techniques for Taking Control of the Media**

Politicians may exert influence over the media in a variety of methods, regardless of the culture. This can be accomplished by using authoritarian control tools like repressive legislation, high taxes, direct or indirect regulation of vital production inputs, rough treatment of media personnel, issuing of death threats and, in some extreme cases, the assassination of media personnel, as well as censorship and the closing of media outlets. By indirectly controlling the media infrastructure, one may even exert influence over the broadcast media.

**Ownership Structure**

Any media organization's administration is based on its ownership structure. When there is government ownership, management is often set up to represent that government's viewpoints and priorities. In the context of the private sector, the media is set up to safeguard the proprietor's interests. For instance, Chief Gabriel Osawaru Igbinedion's Independent Television Benin City is prohibited from reporting against the Igbinedion dynasty's interests. Africa Independent Television, run by Raymond Dokpesi, falls under the same category. The station is unable to harm the owner's political or financial interests.

**Finance**

The ownership affects how the media is financed. Even while these media establishments still get funding from other sources, the government in developing nations like Nigeria gives subsidies to its media organizations. As a result, when media organizations are owned by the government, the government may use its authority to exert financial pressure on them in an effort to persuade them to adhere to the owner's policies and ideology. According to Akpan, additional funding sources, particularly in publicly funded broadcast organizations. The method through which program production businesses provide programming to broadcast stations is known as syndication. Before being returned to the syndicate for review and re-issuance in a rotational schedule, each copy of the program would be utilized by three or more stations. Programs obtained via barter in addition to purchasing programs from syndicates, stations may also get programs for little or no money. In a "barter deal," syndication firms would provide programs to a broadcast station at a discounted rate or for free in exchange for the right to air advertising on the station receiving the program.

The technical tools utilized for manufacturing are referred to as the "production structure". They are very costly, and African nations lack the resources to develop their own technologies. They are limited to buying media equipment from wealthy nations. If a nation violates international law and suffers the consequences of isolation, the exercise of political power may have an impact on the media landscape of that nation. Such isolation may cause developed nations to stop doing business with the offending nation. Following the killing of Ken Saro-Wiwa and eight others Ononis under the General Sanni Abacha administration, Nigeria was granted pariah status and an indefinite suspension by the Commonwealth of Nations.

**Distribution**

In the broadcast media sector, this is more common. The cost of materials for distribution and geographic variables dictate how broadcast signals are distributed. However, unlike industrialized nations where channels and frequencies are distributed based on demands, channel allocation in a nation like Nigeria is sometimes done so due to political urgency. Due to this, the privately owned and state-owned media are now less able to cover as much ground. Federal government owned stations are only permitted to use the more powerful VHF television channels and SW bands. The state governments and privately held stations are given

the weaker ones in terms of coverage, such as UHF channels on television and mostly the FM band on radio. There is no nation in the world where the media enjoy complete independence without any type of oversight, as I said in the start, regardless of the government's generosity and regardless of democratic norms. What makes this distinct, however, is that each nation has a varied level of media freedom. In addition, the sort of government in existence affects how free the media is to operate. For instance, the civilian administration in Nigeria has less influence over the media than the military government does.

## Media Freedom

It is often believed that press freedom is difficult to define. The problem is in defining the term "press," which some people define as "the freedom to communicate ideas, opinions, and information through the printed word without governmental restraint." Does the term "press" refer to only newspapers, periodicals, and journals, or does it also include broadcasting and other as-yet-unimagined modes of communication? The degree of freedom desired or indicated by the idea of press freedom presents another challenge in its demystification. Despite this, we'll try to discuss the idea of press freedom in this lesson, focusing especially on Nigeria. Press freedom and freedom of speech, which many people consider to be the foundation of all liberties, are essentially equivalent. A free flow of information and the freedom to communicate information without any restrictions are examples of press freedom.

## Press freedom is guaranteed under the constitution

Freedom of speech, including the right to hold beliefs and the unrestricted exchange of ideas and information, was included in Article 24 of the 1960 Constitution. . Additionally, Momoh noted that Article 24 of the 1960 Constitution evolved into Article 25 of the Republican Constitution of 1963 and contributed significantly to Articles 38 of the 1989 Constitution, Article 40 of the 1995 draft constitution, and Article 39 of the 1999 Constitution. In order to understand the constitutional protections for press freedom in Nigeria, let's look at section 39 of the Federal Republic of Nigeria's 1999 constitution in its entirety. Every individual has the right to freedom of speech, which includes the freedom to have views and the freedom to receive and provide ideas and information without hindrance. Without limiting the extent of the above, everyone shall have the right to own, create, and run any channel for the communication of ideas. As long as the conditions outlined by an Act of the National Assembly are met, no one other than the Government of the Federation or a state, or any other person or body authorized by the President, shall own, establish, or operate a television or wireless broadcasting station for any purpose.

## Nigerian Press Freedom Restrictions

Nowhere in the world is there complete press freedom. Even though Nigeria claims to have one of the most open press environments in Africa, press freedom is severely constrained. It is counterintuitive to find out that the same constitution that guarantees press freedom also takes away the freedom it grants to media men, according to Sunday, who said that press freedom is restricted in the general benefit of society. For instance, the 1999 constitution included requirements for freedom of speech. In accordance with this statute book, every legislation that is logically reasonable in a democratic society may be applied to speech rights. Nothing in this shall be construed to render invalid any law that is reasonably justified in a democratic society for the following reasons: to prevent the disclosure of information received in confidence, to preserve the authority and independence of courts, to regulate telephony, wireless broadcasting, television, or the exhibition of cinematograph films; to impose restrictions on persons holding office under the Government of the Federation or of a State, members of the armed forces of a State, or to regulate telephony, wireless broadcasting, television.

Sec. 39 of the Constitution, which already protects freedom of speech and the right to own, develop, and run a medium for disseminating information, ideas, and views to those who are open to receiving them, has an impact on the media. We learn that media professionals need to take the mines that litter the path taken more seriously when we examine the specifics of the restrictions on the exercise of the freedom under sec. 39. Therefore, the media must examine the numerous laws that have been passed in the name of national security, public safety, morality, or health, as well as to safeguard others' reputations. Here, we'll examine the Criminal Code to see how far the polity has gone in defending itself against potential conflicts of interest.

Sedition involves the importation of books that are seditious or otherwise objectionable. These include the authority to forbid the importation of publications, the dissemination of false information with the purpose of alarming the public, and the defamation of those who have sovereign authority over a state. Offenses against the Executive or Legislative Power Illegal Societies Illegal Assembly, particularly 88A, which deals with inciting a breach of the peace through publishing objectionable material. Offenses against the administration of justice and the law, as well as crimes against public power, particularly those that relate with the exposure of government secrets. fraud and misuse of authority. With the creation of the ICPC and the Economic and Financial Crime Commission, these rules have been strengthened. Administration of justice-related offenses. Infractions of public morals and public health are also punishable by law. Dealing with the protection that the law provides to persons whose reputation has been questioned is the biggest threat the media now confronts. Many media outlets are not completely aware of the expense that ignoring this protection might result in for the organization in terms of paying out in damages.

## Council of Nigerian Press

Strict commitment to the ethical norms of their profession is one approach to make sure that journalists carry out their social responsibility duties efficiently. As it oversees and controls the practice of the journalism profession, the press council guarantees that journalists adhere to professional standards. The Nigerian Press Council will be discussed in this section. By definition, press councils are self-policing organizations that impose moral guidelines for the profession of journalism. "A press council is mainly to investigate and rule on public complaint and against the press to make it more responsible, as well as to fend-off restrictive government regulations and interference," claims Daramola. Press councils are referred to as the court of honor for journalists by Duyile.

## Motives for the Creation of Press Councils

In each country where journalism is practiced, press councils are both desirable and unavoidable. Establishing press councils is primarily done to maintain the highest professional and commercial standards for the press's character. In the notion that such protection is essential to the existence and independence of the press as well as essential to the society that the press serves, preserving press freedom is another fundamental rationale for establishing press councils. Nigerian Press Council's organizational structure and functions.

By Decree No. 85, the Nigerian Press Council was founded as a separate entity in 1992. The Federal Government's Act No. 60 of 1999 revised the Decree. The main reason for its founding was to stand up for and defend the public against unfair press coverage, as well as the media against unjustified assaults and harassment from the government and other institutions of power. According to Daramola, the Nigerian Press Council was "established on December 29, 1992 with 17 members, including the chairman, four representatives of the Nigeria Union of Journalists, two representatives of the Newspaper Proprietors Association of Nigeria, two representatives of the Nigerian Guilds of Editors, and two representatives of the general

public." The legislation stipulated that one representative of the nation must be a woman. The executive secretary of the Press Council, News Agency of Nigeria, a representative of the Federal Ministry of Information, and journalism training schools round out the group of members. It is critical that we now examine the duties of the Nigerian Press Council as described by Daramola.

**The Committee for Complaints**

Concerns reported to the Council are examined, looked into, and dealt with by the Complaint Committee. The Council's complaint process is rigorously followed by the Committee while handling complaints. When evaluating complaints before the Council, the Complaints Committee places a strong focus on what it deems to be the public interest. Through its adjudication recommendations, it offers a normative interpretation of the NUJ Code of Conduct, giving the press board operational guidance. These include reiterating that the public has a right to news and commentary that is provided honestly and fairly while also respecting each individual's privacy and sensibility. The committee also emphasized that the press must make every effort to verify the accuracy of its reports.

## 3. CONCLUSION

Concerns about bias, constrained viewpoints, and conflicts of interest develop under forms of concentrated media ownership when a few numbers of corporations dominate the media landscape. Regulating organizations must find a balance between defending the public interest and maintaining journalistic freedom. A top priority continues to be ensuring that media organizations act as watchdogs, provide a range of perspectives, and uphold journalistic integrity. Media sources that are independent and decentralized are crucial for promoting pluralism, promoting critical thinking, and holding authority figures responsible. However, they often deal with financial difficulties and competition from bigger companies. To maintain a thriving and diversified media ecosystem, support independent media via viable commercial models, governmental financing, or charitable endeavors is essential. The digital environment presents new possibilities and problems for media ownership and management as technology continues to influence media consumption patterns. Individuals now have the ability to become content producers and distributors because to the disruption of old ownership patterns by platforms like social media and digital news sources. Because division and false information may thrive in unchecked digital settings, this democratization of media has both promise and danger.

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# CHAPTER 11
# RELATIONSHIP BETWEEN CULTURE AND THE MASS MEDIA: A REVIEW STUDY

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**ABSTRACT**:

Culture and the mass media are deeply interconnected forces that influence and reflect one another in contemporary society. This paper explores the intricate relationship between culture and the mass media, examining how media channels shape, perpetuate, and challenge cultural norms, values, and identities. It delves into the power dynamics inherent in media representation and the impact of globalization on the dissemination of cultural content. Additionally, this study analyzes how various forms of media, including television, film, social media, and news outlets, contribute to the construction of cultural narratives and influence public perception.

By examining both the positive and negative aspects of this relationship, this paper underscores the importance of critical media literacy and responsible media practices in shaping a more inclusive and culturally sensitive media landscape. Culture and the mass media share a complex and symbiotic relationship that has far-reaching consequences for individuals and societies alike. As we navigate the digital age, it is evident that media plays a pivotal role in shaping, reflecting, and sometimes challenging cultural norms and identities. Media representation is a powerful tool for influencing public perception and understanding of different cultures. It can foster empathy, tolerance, and cross-cultural understanding when done responsibly and authentically. Conversely, it can perpetuate stereotypes, biases, and misconceptions when used irresponsibly or for sensationalist purposes.

**KEYWORDS**:

Cultural Diversity, Cultural Representation, Globalization, Mass Media, Popular Culture.

## 1. INTRODUCTION

Any member of the public has the right to protest about any kind of mass media, as long as the complaint involves unethical behavior. One may file a complaint if:

i. Anything unethical is published about him in any Nigerian information media. Radio, television, wire services, newspapers, magazines, and any other type of communication that is used to gather and disseminate information are all included in the definition of the media under the press.

ii. Any journalist acting in his professional role as a journalist says or does anything that is deemed undesirable about him. A journalist is someone who has been given accreditation by the Nigeria Union of Journalists and engages in the gathering, processing, and distribution of information for use in the press.

iii. Anything done to a journalist that might impair the protection of the freedom of the press, which is protected by the Federal Republic of Nigeria's constitution.

iv. The actions taken and complaints made do not follow the Nigeria Union of Journalists' Code of Conduct.

**Emphasis of Complainants**

A person may only voice a complaint after being certain that he or she has alerted the medium to anything they find disagreeable and after being dissatisfied with how the medium handled the situation. It's possible that the medium ignored his complaint or told him it was not responsible. It is advisable to address the grievance to the station's director of news and/or programs if it relates to a broadcast. One should be clear about the publication they are criticizing, when it was produced, the damage it caused, and what they want changed. Written complaints are required. Verbal complaints are not considered by the Committee. One must be able to articulate their complaint, the procedures they took to seek remedy, and why the Press Council should look at the situation [1], [2].

**Processing Complaint Reports**

The office of the Executive Secretary must provide a preliminary report to the Complaints Committee within 48 hours of receiving the complaint in order to keep it fully informed and shall also initiate the subsequent administrative procedures for the settlement of the complaint. Recognize receiving the complaint Send the complaint to the Nigerian Press Council's Legal Department for clarification and confirmation that it comes within the Council's purview. If the recommendation is unfavorable, the Secretary will inform the complainant in writing that the Council lacks authority over the matter.

If the answer is true, the Secretary will write to the complaint to provide any missing documentation. The Secretary will next write to the defendant to advise him of the complaint and request a written response from him. The Secretary shall provide the Complaints Committee with all relevant case facts and any relevant documents after conducting all required preliminary investigations [3], [4].

**Complaints handled by the Committee**

The Press Council itself will convene every quarter, while the Complaints Committee will meet as frequently as is necessary.

i. In accordance with the Decree of the Nigerian Press Council, the Complaint Committee handles the case by calling all parties and witnesses. In this regard, attention is drawn to Sections 9 and of the Decree, specifically with regard to the authority of the Council to summon any Nigerian to any Council meeting in order to give testimony and be cross-examined as a witness, without prejudice to the provisions of the Code of Conduct in the case of a journalist, as well as the authority of the Chairman to issue summonses, etc.

ii. The Complaints Committee shall provide the Council with its findings and recommendations for consideration. The Press Council will make a choice and make its conclusions public.

iii. The Complaints Committee will handle cases involving publishing in periodicals or newspapers as well as radio or television broadcasts.

**Committee on Rights and Privileges**

Through its Rights and Privileges Committee, the Council sometimes consults with and advises the government on changes that might restrict the press's ability to function.

Additionally, the Committee drafts position papers on policies and events seen to be either enabling or inhibiting of press freedom and issues press releases that provide broad guidance and advice to the media. Since its inception, the Council has published three position papers on the Newspapers Registration Decree No. 43 of 1993, Newspapers, etc. Decree No. 48 of

1993, and the provision in the Draft Constitution for National Mass Media Communication that was repealed in favor of the suspended 1979 Constitution in April 1999 by the military government of General Abdulsalam Abubakar [5], [6].

**Committee for Registration and Discipline**

According to the Nigerian Press Council's enabling statute, it must keep a list of authorized journalists that has been provided to it by the Nigeria Union of Journalists. If a person has obtained the required training credentials and experience outlined in Article 17 of the Decree, the Union will register them as a journalist. It is illegal under Article 18 of the Decree for anybody who is not properly registered to set themselves out as a registered journalist. The Register provided to the Council must be examined by the Registration and Disciplinary Committee to verify that it complies with the rules in 17.

**Committee on Research and Documentation**

The Council to accredit as well as conduct visits to journalism training institutions to keep itself informed of the course content and qualifications in such institutions. The Research and Documentation Committee performs these activities on behalf of the Council. The visit should reveal the following information [7], [8].

i. The suitability of the instructions provided to those enrolled in an authorized training program.

ii. Whether or not the exams provided by that institution are adequate.

iii. Any other issue with the institution or test on which the Council may, if it sees proper, revoke any permission issued in regard to the course's objectives, its requirements, or its status as an institution.

The Committee regularly arranges workshops and seminars on significant Press developments for working journalists. The Council's periodical and other publications are produced under the direction of the Committee. The focus has been on fostering the creation of environments that will allow the press to thrive and fulfill its social obligations while respecting the variety of viewpoints and the rule of law.

**Registration**

A list of authorized journalists must be kept up to date and presented to the Nigerian Press Council by the Nigeria Union of Journalists.

**Offences**

Under the Nigerian Press Council Decree, anybody who is not a registered journalist but represents themselves as one is guilty of a crime. The Council may determine that the medium complained about is at fault or not, and when necessary, it will order the medium or the person in question to publish a sui apology or correction in the manner the Council may specify. It may also reprimand the journalist or other person involved in the matter.

The Nigeria Union of Journalists, which oversees journalist accreditation, would be notified whether the journalist needs to face further sanctions, such as having their name removed from the registry. The Council may also order the name of any journalist or other individual it has punished to be publicized in the Press and in any other way it deems appropriate. The Council is required to publish its actions in its own journal, along with the outcomes of any decisions it makes regarding the advancement of the media in Nigeria [9], [10].

**Social Organization**

The proverb "all fingers are not equal" is common throughout Africa. This proverb may be used to describe how people of society behave socially. Discussion of the many classes or strata in our society is necessary because of the varying rates at which members of the community have access to the means of production. The purpose of social structure, its significance, and class division in modern Nigeria are examined in this course. Sociologists investigate social inequality, or the uneven distribution of goods and services, rights and duties, power and prestige, under the terms social structure or social stratification. Unfair distribution of commodities and services, positions of power and prestige, and rights and duties among society's participants are all part of the idea of inequality.

Social structure refers to how individuals are ranked from high to low according to their access to the means of production. The mass communicator is supposed to be knowledgeable about both the social structures of his or her own country and other nations as a social architect of the society. The communicator would be in a better position to comprehend the tensions and patterns of interaction between the elite and bottom classes in the society as a result of this development. There are several ways to understand the significance of social structure. A journalist would be better equipped to fulfill the duty of status conferrer to society if they studied social structure. Such knowledge would empower decision-makers to develop and launch strategies for various social groups. Every community, according to Okolocha et al., "has a method of rating individuals either as 'high' or 'low' or as'superior' or 'inferior.' They noticed that people who are rated high or superior get specific benefits that are unavailable to others who are either ranked low or inferior. Sociologists can generally understand a person's position in relation to mode of production thanks to social structure. It aids in class distinction between high class, middle class, and lower-class individuals.

**Class Organization in Modern Nigeria**

The bourgeoisie is essentially at the top of the Nigerian class system, followed by the petty bourgeoisie, the proletariat, the peasants, and the lumpens at the bottom. Unom, who is quoted in Ate, provides a visual examination of class distinctions and social interaction patterns in Nigerian culture.

## 2. DISCUSSION

Culture, which is a person's whole way of life, is crucial to the functioning of society. In reality, cultural factors have a big impact on how individuals interpret the world. We will look at the idea of culture and how it relates to the media in this unit. Simply said, culture is a person's whole way of life. According to Sanderson, culture is the whole of a person's way of life, including all of their skills, information, and ingrained habits of thought and behavior that they have acquired via learning and sharing rather than directly through biological inheritance. The five main characteristics of culture are that it is a system, diversified, shared, learnt, and founded on symbols. Daramola defines culture as "an entity that is made of many parts." According to Rodney, culture includes what people ate, dressed, and spoke about, as well as how they handled their deceased and welcomed the newborn. Culture is the style and manner in which people interact and conduct their daily lives. One of the common definitions of culture, backed by E.B. Taylor and many anthropologists and sociologists, is the complex sum of man's learnings in terms of knowledge, morality, beliefs, art, customs, technology, etc. that are shared and passed down from generation to generation. Ate made the observation that the way Nigerians talk, cook, dance, sing, and dress speaks volumes about their culture. According to him, culture includes people's values, mores, attitudes, and belief systems. Cultural traits serve as symbols. It is absorbed, disseminated, and combined.

**Structure of Culture**

In essence, culture is made up of two parts. The two types of culture are material and non-material. The whole of a society's artifacts, such as tools made by humans, a place to live, clothes to wear, and weapons, are all included in material culture. Sociologists define non-material culture as the principles that guide the creation and modification of tangible items for human use. These include customs, principles, and belief systems, to name a few. Non-material parts of culture are sometimes referred to as psychological aspects of culture since they are mental constructs.

**Both Culture and the Media**

Language, philosophy, religion, values, and beliefs that are prevalent among the populace are all considered to be a part of culture. It also encompasses its science, political convictions, moral standards, and modes of entertainment. The fundamental structure of the many ceremonies and rituals of social life, including weddings, funerals, and greetings, is provided by culture. Harold Laswell highlighted the preservation of cultural history from one generation to the next as one of the roles of the mass media in Sambe. Based on that function, the mass media may be seen as a preservation institution for both tangible and immaterial parts of culture. According to Sambe, the media play important and important roles in forming and changing Nigerian cultures and customs. He asserts that the mass media have a role in the enforcement and transmission of culture via their coverage of cultural festivals, traditional dances, exhibits of regional arts and crafts, folklore and vernacular discussion shows on radio and television, as well as writings in magazines. He said that the media's capacity to identify, analyze, and interpret topics in the form of news, features, editorials, and documentaries has increased the importance of this job.

As was said before in this course, culture is learnt, shared, integrated, and symbolized from the standpoint of characteristics. It is essential to note that the mass media radio, television, newspapers, and magazines make it possible for individuals from different backgrounds to learn about, share, and integrate their cultures, regardless of distance, ethnicity, sex, or other factors. The mass media concurrently communicates symbolic meanings to a sizably vast, diverse, and anonymous audience. The mass media continues to be one of the key instruments for facilitating cultural and social change in today's complicated and expansive society. Africans are familiar with western practices, traditions, and values thanks to the media, and vice versa. The advent of satellite transmission has made the whole cosmos a global village, and everyday learning about people's ways of life is now possible. Westerners typically force their customs on emerging or third-world countries in the process of spreading culture to other areas of the world since they have the technology and a strong economy. This brings up a very important topic the media's cultural imperialism which will be covered later on in our research.

**Mass media and social change**

The only thing that is constant is change. Change is impossible. It is commonplace. Change may occur gradually or abruptly. It may be fervent or impassioned. Traditional cultures have the potential to transform into contemporary ones with reform. According to Ate, change is quite expensive. A system cannot alter without incurring costs. The world in which we live is always undergoing significant change in several aspects of life. Where individuals are unwilling to abandon their deeply ingrained ideas or worldviews, there will be no transfiguration or transformation of any type. Due to their incapacity to adapt, the majority of individuals lived more or less the same lifestyle as their parent's influence has the power to influence the path of history. Thanks to change, cultures have gone from being basic to complicated. Humanity has documented the demise of monstrous practices like colonialism

and slavery, to name just a few, as a result of forces of change. A social organization or a cultural context might undergo change. This lesson uses the media as a powerful instrument to approach the idea of change from a social standpoint.

**Social Change Means**

It is crucial that we examine the idea of cultural change before we define social transformation. The style of life of a people is related to culture. It encompasses a person's whole way of life, including how they dress, eat, cry, laugh, and bury the deceased. Both tangible such as tools and artifacts and intangible such as mores, conventions, values, attitudes, etc. aspects are included in culture. Cultural change is the changing of people's and their instruments' bodies of knowledge. Swanson, who was mentioned by Okolocha et al, defined cultural change as a shift that develops gradually and is sparked by external forces. Okolocha defined social change as changes in how a society's members interact with one another. They contended that social transformation may happen intentionally or just organically.

Some sociologists think that social change often results from cultural change. Okolocha et al. support this claim. The expansion of the capitalist economic system into Africa, and particularly Nigeria, changed the dynamics of the traditional extended family. Before the introduction of the capitalist mode of production in Nigeria, the extended family offered its less fortunate members social, economic, and protection from the harsh realities of life. Being our brother's keeper, as is often said, is the finest example of this. This practice seems to have become meaningless with the capitalist system of production as people battle to survive on their own, following the capitalist concept of individuality rather than the former communism. This is a fantastic illustration of how cultural change may influence societal change or alter people's recurring patterns of behavior.

According to Moore, who is quoted in Osawe, social transformation is the "significant alteration of social structure." The definition above has been updated to reflect recent social and cultural developments. In his discussion of social change in the contemporary world, Giddens noted that our society is undergoing profound and ongoing change. He saw one of the dimensions or directions of change as the growing integration of many societies into the global system.

Giddens said that, when looking at globalization as a tool for social transformation, "changing patterns of urbanization both influence and are influenced by globalization of social life." He examined the social, political, and economic changes from the eighteenth century to the present from a more in-depth vantage point. Osawe observes and adds his voice to the discussion of societal development. Whatever manner we choose to describe social change, what matters is that the culture has been impacted by the restructure or mutation and that it is seen to have happened in social relationships between members of the community, group, or society as a whole. This may occur on a macro or local institutional individual level.

**Methods for Social Change**

In essence, there are two main strategies for social transformation. Evolutionary and revolutionary approaches are these.

**Evolutionary Strategy**

This is how an organism organically evolves through time from a simple to sophisticated one. Charles Darwin's hypothesis of human evolution is a superb illustration of the aforementioned method.

**Unconventional Method**

These are extensive and significant modifications to the social organization patterns. Depending on the nature of the revolution, these changes might be political, economic, or even cultural. Revolutions, which are described as "a complete change in ways of thinking, methods of working" by the Longman's Dictionary of Contemporary English, may be violent or not. Examples of both violent and nonviolent revolutions are provided by Okolocha et al. Brutal Revolution the Russian Revolution, the Chinese Revolution, and the French Revolution. Industrial Revolution in Western Europe: Nonviolent. At this point, it is crucial to emphasize that an invention may serve as a catalyst for societal change. According to Ryan, an innovation is anything new if it significantly varies from its previous iteration. Innovation can also take the shape of an invention, which Okolocha defined as the "production of something new out of existing stock of knowledge in form of a discovery, which is merely the unveiling of something already in existence whose presence has not been recognized by the people or members of the society."

**Social Change Challenges**

Different causes of people's resistance to change have been recognized by sociologists and communication specialists. Ate lists the following justifications

1. A sense of inferiority

2. Reluctance to go outside of your comfort zone

3. A refusal to accept new ideas

4. Delay in action

5. The fear of departing from one's customs and social standards, and

6. Lack of capacity to prioritize

In line with the aforementioned, Okolocha et al. list the following reasons why people reject innovations:

1. Anxiety about the future

2.Tradition

3. Self-interest

4. Beauty standards

**5. Moral prejudice, illiteracy, and superstition**

The process of transmitting information, cultures, views, attitudes, etc. to a large, diverse, and anonymous audience at one time is known as mass communication. According to Bitner, "a mass medium, or intermediate transmitter of information, is necessary for mass communication to exist." In other words, the claims made above by Bitner imply that communication would otherwise be restricted to two individuals or a small number of people in a face-to-face situation without the computers that act as channels or means of transmission of messages to a big populace. This always means that mass communication is impossible without a mass medium. According to Sambe, "a process by which information originates from source to receiver, having been thoroughly filtered and transmitted through a channel," is what mass communication is. The reception may be hampered by noise, breaking down communication. The feedback loop in mass communication, he said, "is not immediate. There is a delay. Most

comments are made by phone calls, letters to the editor, or direct contacts to the media. However, Defleur et al.'s definition of mass media as "devices for moving messages across distances or time to accomplish mass communication" might also be used to describe mass media. The phrase "mass media" is often used to refer to the technological tools that allow a large number of people in various regions to be reached with information, ideas, and attitudes. To categorize the mass media, just divide it into print and electronic media. The print media includes items like books, newspapers, magazines, pamphlets, etc. that reach a broad audience by enticing readers' eyes with written words. On the other hand, the electronic media are all forms of mass communication that use electricity to transmit their messages to their viewers. These include the use of radio and audio recordings that appeal to the sense of hearing as well as television and movies that do the same.

There is a strong connection between social change and media change. It is often used interchangeably with development, progress, evolution, or process, according to Okolocha et al. When seen from the aforementioned angle, it is well-established that the mass media are effective and strong agents of societal change. The mass media may form social agendas via their factual news, features, and opinions that might result in any sort of development. The mass media may cover topics that lead to social change via documentaries as well. A person or an institution may be built or destroyed with the help of the media. They may also be used to many types of development initiatives. The public is advised on how to proceed with regard to public problems by the media. The mass media, as carriers of the public consciousness, has the power to transform society in unimaginable ways via its educational, instructive, and entertaining programming. In a comment on the impact of community newspapers on social change, Ate suggested that the village residents were wooed and motivated to engage in development programs of their communities via vernacular media, resulting in social transformation. According to him, community journalism may be a powerful vehicle for social change provided it is properly harnessed and managed by the relevant stakeholders. This would result in change at the local level. Sociology of the media provides insight into social change.

## 3. CONCLUSION

The dissemination and consumption of culture have changed as a result of globalization and the digital revolution. Literature, movies, and other cultural items may now instantly reach audiences throughout the world. This opens doors for cultural appreciation and interchange, but it also sparks worries about cultural uniformity and the predominance of Western cultural narratives. Media literacy is crucial for navigating this complicated environment. For people to be able to distinguish between correct and slanted representations of cultures in the media, they must learn how to think critically.

It is the obligation of media professionals and content producers to ensure that their work respects cultural diversity and encourages inclusion. In conclusion, culture and the media interact to influence our relationships, values, and worldviews. We may use the power of the mass media to overcome cultural gaps and contribute to a more inclusive and enlightened society by establishing a media environment that celebrates diversity, dispels prejudices, and fosters cultural understanding. Both media users and producers have a responsibility to actively participate in this effort for the benefit of our global community.

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# CHAPTER 12
# CULTURAL IMPERIALISM AND MEDIA DEPENDENCY

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**ABSTRACT**:

Cultural imperialism and media dependency are concepts that shed light on the power dynamics within the global media landscape. This paper explores the intricate relationship between cultural imperialism and media dependency, examining how dominant media cultures from economically powerful nations exert influence over weaker nations. It delves into the mechanisms by which media dependency is established, including the dissemination of foreign content, economic factors, and technological disparities. Furthermore, this study investigates the consequences of cultural imperialism and media dependency on local cultures, identities, and media industries. By analyzing historical and contemporary case studies, this paper highlights the need for critical examination of media structures and policies to address the challenges posed by these phenomena and foster a more equitable and culturally diverse global media landscape. Cultural imperialism and media dependency represent enduring challenges within the realm of global media and communication. As our world becomes increasingly interconnected through media technologies, understanding the dynamics of these concepts is crucial for both scholars and policymakers. Media dependency, often driven by economic factors and technological disparities, can lead to the domination of global media markets by a few powerful nations. This can result in the marginalization of local voices, cultures, and industries. Recognizing and mitigating these dependencies are vital steps toward fostering a more equitable global media ecosystem.

## 1. INTRODUCTION

According to Longman's Dictionary of Contemporary English, imperialism is a political system in which one country rules over a large number of other nations and seeks out new ones that it can conquer and rule; it also refers to strategies used by wealthy or powerful nations to gain political or trade advantages over less developed nations. Giddens quotes Hobson who defines imperialism as the desire to dominate and conquer other peoples. The concepts of imperialism and media dependence are examined in this section [1], [2].

**Cultural Hegemony**

The dissemination of cultural legacy from one generation to another is one of the roles played by the mainstream media. It is crucial to note that in today's globalized world, wealthy and strong nations have an advantage over less wealthy ones, leading the former to impose their cultures or ways of life on the latter. Political and/or economic perspectives may be used to analyze imperialism. Udeze contends that media and cultural imperialism are now supporting imperialism on the economic front. He claims that in order for people to purchase such things and services, their brains must first be sufficiently educated by the media to accept them, as well as this behavior or way of life, as superior [3], [4].

The definition of cultural imperialism is wide. According to White, a review of the literature on cultural imperialism shows that scholars from different academic backgrounds and disciplines have used the concept as a framework to explain phenomena in the fields of international relations, anthropology, education, sciences, history, literature, and sports [5], [6].

According to White, a review of the literature on international communication will show that various terms, including "media imperialism," "structural imperialism," "cultural dependency and domination," "cultural synchronization," "electronic colonialism," and "communication imperialism," all refer to the same fundamental idea of cultural imperialism. According to Ate, there is a Babel of sounds, which shows that some of the cultural norms of many third-world nations have been largely supplanted by western norms. He said that the forceful bombardment of developing countries by western countries with media tools like satellite, internet, video, etc. "fertilizes" this germ of imperialism. Morrissey and War, who are quoted in Ate, support this line of reasoning.

The media businesses in the USA are thriving, well-developed, and may even be considered "home grown" media sectors. When many civilizations look to the USA, they perceive wealth, freedom, appealing consumer items, etc. As a result, the USA is encouraged to export movies and other media to other countries. It introduces the ideals and goods of capitalism pretty much in a one-way system. The aforementioned comment paints an obvious picture of cultural imperialism. Capitalism and imperialism are not the same. Imperialism was referred to as moribund capitalism or capitalism in its latter stages by Lenin, who was referenced in Udeze. Udeze made a point of distinguishing between colonialism and imperialism by saying that "colonialism involves the physical occupation and governance of the colonized country while imperialism is subtle control from the outside by multinational corporations."

**Media Reliance**

The term "media imperialism" refers to the creation and dissemination of media by wealthy nations at the expense of developing nations. According to Giddens, this tendency "holds to be especially vulnerable because they lack resources with which to maintain their own cultural independence." Third world nations are "held to be especially vulnerable." The idea of media reliance assumes that less powerful countries often rely on more powerful countries for their consumption of mass media messages.

"The profound and major effect of satellite communication is the argument that it is an instrument of cultural imperialism," Ate said while discussing its impact. According to this viewpoint, third-world nations have their cultures imposed upon them to the point that it has contaminated their way of life. There is no denying the reality that wealthy and powerful countries shape news and exert influence over the opinions of a wide range of people via their worldwide media presence. By doing this, they establish the people's agenda, control the pace of civilization, and introduce new lifestyles. There are economic and technical aspects to media dependence. The wealthier and stronger a nation is, the more influence it has over less developed nations. This argument is eloquently shown by the interaction between African and Western media [7], [8].

**Media And Globalization**

The increasing interconnectedness of nations has led to the creation of a global family. Almost everyone on earth is impacted by this growing interconnectedness, whether in a favorable or harmful way. In almost every area of human endeavor, including medical, trade, economics, politics, sports, etc., globalization dynamics control humanity. We will examine globalization, the phrase used to characterize the world's alarmingly growing interconnectedness, in more

detail in this unit. The phrase or idea "globalization" refers to the increasing interconnectedness of people and nations on a global scale. Khor describes the idea of globalization as the "defining process of the present age." The social, political, and economic ties that cut across national boundaries and shape globalization have a significant impact on how each country's residents fare [9], [10].

**Globalization's effects**

The idea of globalization is similar to a fruit with a sweet and bitter flavor. Both its benefits and drawbacks have been shown. Luxury and poverty coexist in a global society. On the plus side, some who support globalization think that the idea has the ability to end poverty in the twenty-first century. Local and foreign cultures may both benefit from globalization. Awake! asserts that "the ideas, news, money, and technology have created a new global neighborhood that can bring benefits," capitalizing on the power of globalization. In the age of global communication, globalization has also enhanced certain individuals and countries and led to ground-breaking discoveries. On the other side, there are drawbacks to globalization. It is said that, despite the idea's potential to bring about ultimate prosperity, globalization has the economic effect of growing the gap between the affluent and the poor. While there is little question that global wealth has grown, it has also become more concentrated in a smaller number of hands and nations.

According to Awake! statistics, the combined income of 40% of the world's population is now more than the net wealth of the 200 richest individuals on the globe. According to the magazine, "while wages continue to rise in wealthy countries, average income has actually decreased in 80 impoverished countries over the past ten years." It is claimed that market forces, whose main interest is in nothing but profit, have had an impact on the economic globalization. The lack of tangible benefits for most developing countries from opening their economies, despite the widely publicized claims of export and income gains, the economic losses and social unrest that are being caused to many developing countries by the rapid emergence of financial inequalities, and the perception that environmental, social, and cultural problems have been made worse by the workings of globalization are summarized by Khor as the negative effects of globalization. In addition to encouraging crime and terrorism, globalization is a wicked wind. In addition, it greatly encourages the spread of viruses and other disorders.

## 2. DISCUSSION

The mass media is an effective globalization instrument. People from different cultures and ethnicities may be brought together for a shared goal via newspapers, periodicals, the internet, TV, radio, and other methods of communication. It is not surprising that the globe has become a global village given the wonders of modern technology. At this point, it is crucial to emphasize that, acting as a reflection of society, the media promotes both the good and bad sides of globalization, depending on the situation. The importance of the interchange of ideas as a feature of globalization cannot be disputed. The internet, according to Awake! represents the sharing of ideas in a global age. The journal lamented that some websites "promote pornography, racism, or gambling," and that the internet is not utilized to disseminate useful knowledge, culture, and business.

**On television and in movies, Awake**

The way individuals think is greatly influenced by television and movies. Hollywood, the world's foremost producer of fiction, is where many of the messages you see on televisions throughout the globe originate. The principles that are reflected in this massive entertainment sector often encourage consumerism, violence, or immorality. They could be completely

foreign to the local culture in many different nations throughout the globe. However, despite their best efforts, government, education, and parents are consistently unable to stem the trend. The poor in developing countries, for instance, may learn about the lifestyles of their wealthy counterparts in industrialized countries via the mass media, including radio, TV, newspapers, magazines, etc. Awake! notes that it is obvious that such egregious injustice in the international community "sows many seeds of unrest and frustration". The media setting itself offers another angle to consider when examining the globalization problem. This is the perspective that some people refer to as media globalization.

Here, the media is dominated by wealthy, powerful nations with strong economic and technical advantages at the detriment of developing nations. The information flow between wealthy and developing nations is distorted as a result of this dominance. The global community has suggested the new world information order—an international system of the creation, distribution, and consumption of information—as a solution to address the imbalance. Thanks to globalization technology, the main four worldwide news agencies Reuters, American Associated Press, United Press worldwide, and Agence France Press now define news for the whole world.

### Social structures and the media

Social institutions exist to meet the many requirements of society's citizens. These requirements might be simple or difficult, depending on the situation. In this lesson, we'll look at the idea of social institutions in society and determine how they relate to the media. Institutions known as social institutions work to address some of society's most fundamental issues or needs. An organized social life is ensured by the development of such social organizations. Obeta identifies social institutions as the underlying social structures that control and categorize the majority of human social behaviors into predetermined organizational patterns in order to realize societal objectives. No society's enduring, fundamental issues can be resolved without social structures. Social institutions make guarantee that members' behavior is managed in accordance with certain clear, consistent, and structured patterns. Norms and punishments that are accepted by society uphold this rule.

### Social Institution Types

This organization controls social behaviors related to reproduction, the biological connections between members of the community, and the first socialization of newcomers. According to Daramola, the family is the fundamental institution that sustains society and that family patterns vary from civilization to society. He said that the family is the fundamental social institution that molds us into the people we are today. According to him, the family is defined by shared members, economic cooperation, security, love, and care.

### Educational Establishments

The socialization of children into adults and the varying transfer of information, values, attitudes, skills, and other facets of our cultural heritage are issues that educational institutions deal with. It is undeniable that socializing and learning go hand in hand with education. According to Daramola, education is the main tool for fostering the growth of human abilities and knowledge. He believes that one of the most significant institutions in contemporary society is education. In addition to the family, where a baby first learns, he argues that school provides another chance from the time a child is three years old until they are 20 or 30. According to him, culture is created and transmitted through educational institutions, whether they be elementary, secondary, or university. Three types of schooling are described by Cooper, who is quoted in Daramola. These are education that is formal, informal, and non-formal.

**Economic Institution**

The economic system is essential to society's existence. It mainly addresses the creation, sale, and consumption of commodities and services.

**Institutional Politics**

The political system makes sure that people are divided into political entities. It deals with social control and the use of force, the preservation of internal and foreign peace, the mobilization of resources for the accomplishment of diverse objectives, etc.

**Legal Organization**

To ensure that there is order and peace in society, this institution formulates and establishes just rules that will guarantee justice, fairness, and equality. Although laws don't always alter the "heart," they do limit the "heartless."

**Health Organization**

To meet the demands of the society's citizens in terms of health, health institutions carried out a range of associated tasks.

**Others**

Other institutions exist that deal with issues like the unequal distribution of jobs, benefits, and resources as well as how different societal persons and groups may access them, etc.

**Institutions of Social Life and the Media**

In every culture, there are several socialization agents. Man is not naturally predisposed to exist in society, claims Daramola. Instead, he must learn the laws and conventions required to make him a productive member of society. According to his definition, socialization is the process through which society's or a specific social institution's culture is passed on to people. The family, school, peer group, church or mosque, and the media all function as socialization facilitators.

A person picks up a lot from their family and other social influences, which make learning social skills and knowledge vital for interactions among society's participants. The mass media, which allows society's members to engage in social engineering, is the focus of this section. Tissues are being linked to other socialization agents or social structures via the media. As a social institution, the media act as a bridge between society and other socialization agents.

While the family, peer group, school, church, and mosque prepare norms, values, attitudes, and other things for the society's consumption, the mass media as an institution helps in delivering the enticing meals to the many people of society in a potent way. Through its News Line initiative, the Nigerian Television Authority, NTA, for instance, has been connecting family or friends in Nigeria. Members of various agents of socialization have also been brought together by newspapers via their letters to the editor section.

Daramola examines how the media functions as a strong social force in the socialization industry. He notes that since they reach huge, diverse, and scattered audiences, the mass media are particularly effective socializing agents. He argued that society's norms and values are not only taught to the general public or to individuals via the mass media, but are also reinforced by it. Daramola pointed out that the media may affect people's political ideas and education as political agents of socialization.

**Media and the economy**

The challenge of survival is one of the biggest issues facing mankind. Food, clothes, housing, and other necessities of life have economic aspects. Therefore, discussing the mass media and society without bringing up the economic aspect would amount to a pointless exercise. Because the economy is the center of human life, media professionals need to be aware of its economic components. What creates news in the economy? Who is in charge of the manufacturing equipment, and who is paying the price? What difficulties does economic reporting face? What connection exists between the economy and the media? This unit needs to address each of these queries.

**Financial News and Journalistic Integrity**

Journalists should take into account the following important economic and business stories: taxes, inflations, trades, depleting resources, capital market, money market, corporate activities, etc. People want to know the "how" and "why" of these problems in addition to what is happening to commodity prices, where to get employment, and other economic aspects. They are interested in learning why unemployment and inflation continue as well as how to deal with them in their diverse lives. The public is worried about how the public and private sectors will affect the economy.

They are interested in learning how national and international NGO programs may help them escape the misery of poverty. Sincere to say, people are interested in understanding the how, why, when, and where of events in the economic spheres in addition to what is occurring there. They search the print and internet media for information as they try to delve more into the aforementioned. Media professionals have a duty in this area. The noble task of providing the public with a well-balanced and complex diet of economic and business news and analysis falls to the journalist.

**Issues Facing Economic Journalists**

It may be quite difficult to cover economic news. It is a highly sophisticated and specialized area of journalism. A normal Nigerian journalist has several challenges while doing his or her duties. Iyorkyaa, who is mentioned in Ate, highlights these issues. Most journalists and editors lack the necessary skills and motivation for the job. Many businessmen are reluctant to talk to the media about their commercial dealings. Business tycoons and writing professionals in Nigeria often have a mutual mistrust towards one another. The economic community as a whole is not helpful. They like to give opposing and often even confused points of view on economic matters, which sometimes doesn't work at all. It makes sense why General Ibrahim Babangida, towards the end of his term, declared, "Our economic problems defy solution proffered by economic theorists." Economic theory is too convoluted, complicated, and hard to comprehend. Multidimensional complexity abounds in it.

For instance, which is the largest issue for us inflation or employment? Is a small company superior than a large one? Is the rate of pay growth too fast or too slow? The translation of business and economic terminology into a relevant and intelligible language for the audience is another issue. The understanding of concepts like fiscal policy, monetary policy, income policy, microeconomics, and macroeconomics seems to be particularly difficult in the business and economics field. Translation of less formal and colorful words like "Stag inflation," which represents an economic situation in which real production decreases while inflation is growing (i.e., having both inflation and a recession at the same time), is another burden comparable to this one. The phrase "jaw-burning" refers to the scenario in which the government employs arguments to persuade industry and labor to limit price and pay increases. Other aspects of our

existence, such as the physical environment, social attitudes, habits, politics, etc., are connected with our economic lives. Reporters that cover the economy well must comprehend both the non-economic and economic aspects of a situation.

## 3.  CONCLUSION

Cultural imperialism raises concerns about maintaining identity and preserving variety by having an effect on the spread of foreign material and the uniformity of cultural narratives. In the face of dominant media cultures, local cultures may find themselves in a fight to retain their uniqueness.

The promotion of regional content and the creation of media regulations that give priority to cultural variety are often part of efforts to combat cultural imperialism. The digital era has made it easier and more difficult to fight cultural imperialism and media reliance. One way to look at it is that the internet has given a forum for other voices and civilizations to express their ideas and narratives. However, it has also expanded the influence of international media companies, further solidifying media dependence. In conclusion, it is important to note that a coordinated effort by a range of stakeholders, such as governments, media outlets, academics, and civil society, is needed to mitigate the impacts of cultural imperialism and media reliance. Steps must be taken to provide equal access to media technology, local content development, and media regulations that support cultural diversity. We can progress toward a more inclusive and culturally varied global media environment that respects the autonomy and identities of countries and peoples by understanding the relevance of these difficulties and striving to overcome them.

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# CHAPTER 13
# EXPLORING THE RELATIONSHIP BETWEEN MEDIA AND ECONOMY

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**ABSTRACT**:

The relationship between media and the economy is a complex and multifaceted one, with profound implications for both sectors and society at large. This paper explores the intricate interplay between media and the economy, examining how they mutually influence and shape each other. It delves into the economic forces driving media production, distribution, and consumption, as well as the media's role in shaping economic narratives, policies, and consumer behavior. The study also analyzes the impact of technological advancements, digitalization, and globalization on this relationship. By considering historical and contemporary examples, this paper highlights the dynamic and evolving nature of the media-economy nexus, emphasizing the importance of understanding this relationship for policymakers, businesses, and media professionals in today's interconnected and information-driven world. The symbiotic relationship between media and the economy is undeniable, and its influence permeates all aspects of modern society. As we reflect on the complex interactions between these two sectors, several key points emerge.

**KEYWORDS**:

Advertising, Consumer Behavior, Economic, Media, Society.

## 1. INTRODUCTION

Media and the economy are mutually dependent on one other. Daramola affirms that there is a complex interaction between the media's structure and content and the local economy. Without the media, he said, society's economy would inevitably suffer. According to him, the media have an effect on productivity and employment that indirectly boosts the gross national product. The thousands of individuals employed by the media virtually all professional groups are represented there show the direct influence of the media observed by Daramola and contribute to the decline in unemployment. He stated that the amount of advertising that the media manages is where they have their most noticeable influence on the economy [1], [2]. Mc Quail summarizes the different characteristics of media economics. In terms of markets, goods, and technology,

1. media are hybrid.

2. Media incur significant fixed expenditures.

3. The media industry requires innovation and risk.

4. Products may be reused, multiplied, or recycled.

5. Media naturally concentrate.

6. The media industry is challenging to break into.

7. Because of the public interest component, the media are not like other businesses.

It is impossible to overstate the importance of the mass media in supporting the financial system. Daramola claims that advertising is the primary source of income for the majority of privately owned radio and television stations, as well as for newspapers and magazines. Private television, radio, newspaper, and magazine publishing firms are for-profit businesses that, in his opinion, are controlled and run by profit-driven corporations. According to him, there are four main areas for media advertising. These are

1. Those designed to encourage the purchase of a certain sort of goods

2. Those created to encourage the purchase of a particular brand

3. Those who focus on the heart rather than the head

4. those that target the mind

**The Media and Technology**

The mass media is influenced by technology. Media professionals need to digitally put themselves in a vantage position to properly perform their social responsibility duty to the general public as society grows more complicated by the day. The definition of news back then was seen as a recounting of what had occurred. But nowadays, news collecting and transmission have undergone significant change thanks to satellite technology. Anywhere throughout the globe, people may see events as they are occurring [3], [4].

**Technology**

The definition of technology given by The Longman's Dictionary of Contemporary English is "knowledge about scientific or industrial methods or the use of these methods." Culture includes aspects of technology. The kind of technology a civilization will use will determine its character. Artifacts, which are created by humans and are the results of thoughts and actions, may reveal a society's technical sophistication or lack thereof.

**Media Technology Types**

In general, information technology, which is the study or use of methods, particularly computers for information storage, retrieval, and transmission of all kinds, has turned the globe into a global village today. Technology is a tool for social change in a society, much as the media. In both the commercial and governmental sectors, computerized computers have become the dominant form of communication in our society. Informatics, a key instrument in the era of computation, has been used by the mass media as an institution. That is the method of acquiring, storing, and analyzing information across all spheres of life using computers and other electronic devices.

]The last ten years have seen a revolution in communication thanks to technology. Practically anyone in the globe may now access people and information more quickly, affordably, and easily. Let's look at a few media technology kinds [5], [6].

**i. Satellite**

A satellite is a piece of technology that transmits and receives microwaves or electrical communications. China launched Nigeria's first communication satellite on May 13, 2007. Nigeria has joined the space community as a result of the NIGCOMSAT launch. Ate believes that technology is the most important problem in this situation. He claims that the nation depended on Russia for the Nigeria Sat - I project when it was launched in 2003. Additionally, China was the only source of funding for the historic project when NIGCOMSAT was launched in 2007. This is obviously concerning.

### ii. Internet

According to Microsoft Encarta, which Umechukwu used as a source, the internet is "a worldwide matrix of linked computer networks that use the internet protocol to interact with one another. It is an open network connection that permits direct communication between linked machines. According to Awake! 300,000 new customers sign up for an internet connection each week. Even if they don't possess a television, the majority of people in the world now have access to one. In 1995, there were 235 TVs per 1000 people globally, about twice as many as there were in 1980. Remote residents may get broadcasts from all around the globe with only a modest satellite dish. Francis Fukuyama, a professor of political economics, observes that "today, no country can ever truly cut itself off from the global media [7], [8],

### iii. Telephone

Mobile phones are used by a sizable portion of the global population. Many of these individuals access the internet through their mobile devices. What a revolution in information!

### iv. Microchip

This technology allowed for the compact storage of a lot of data. Access to this technology allows media professionals to efficiently obtain and communicate current information to the general audience. It is important to emphasize that information technology development was a progressive process that took place over time. For instance, science and speech were created before to 3500 BC. Cuneiform, the first type of writing yet discovered, was created in Mesopotamia. Rome created a shorthand system that was taught and used to record talks by 63 BC, while China created paper about 100 AD.

## 2.  DISCUSSION

There is a widespread belief that the mainstream media are very powerful mind-controlling tools. In order to do this, it is presupposed that society's citizens or people in general automatically react to strong impulses from the media. The societal repercussions of the media, which are the subject of this course, are highlighted by this point of view. Social impacts are the direct or indirect consequences of a social force on an individual or an object. When considering the idea from the viewpoint of the media, McQuail claims that we dress according to the weather prediction, make purchases based on advertisements, attend movies that are featured in the news, and respond in numerous other ways to media content such as news stories, movies, radio music, and so on. Clearly, positive or negative economic news impacts consumer and company confidence. Therefore, the subtle impact of the media on audience members' life might be referred to as social media impacts [9], [10].

**Impact of the Media on Society**

One of the fundamental views about the media is that it has a significant impact on people's lives and may sometimes alter their thoughts and attitudes. The term "social effect of the media" refers to this subtle influence or impact of the mass media on audience behavior. There are several theories of media effects, including the Hypodermic Needle Effect theory, the Two-Step Flow theory, the Minimally Powerful Media theory, the Uses and Gratification theory, the agenda-Setting theory, the Knowledge Gaps theory, and the "Spiral of Silence" theory, which describes the social effects of the media.

Information and perceptions from the media are everywhere in our heads. Politics, government, and business all work under the premise that we are aware of what is happening in the rest of the globe in our media-saturated environment. Few of us can't recall a personal situation when

we used the media to learn important facts or develop an opinion. It is difficult to think that this would happen without a belief that it works, more or less, according to plan, given the amount of money and effort spent on manipulating the media to accomplish these results, particularly via the use of advertising and public relations. The media certainly seem confident in their ability to get the desired results. Daramola conducted the following thorough evaluation, discussing the societal consequences of media using instances from his own country.

### i. Creating Mass Abhorrence

Some national concerns may cause an entire country to feel repulsed and respond negatively. Here, a simple illustration will do. Kaduna saw protests in 2000 in opposition to the state government's adoption of the Sharia legal system. This sparked a disturbance that resulted in multiple fatalities. People all around the nation felt afraid as a result of the riot's media coverage.

### ii. Reassurance in Times of Panic

The media has a history of soothing, calming, and in some cases, sending people to safe places during circumstances of fear brought on by other causes. For instance, the media was later used to reassure fleeing citizens that everything is OK in crisis circumstances like the Kaduna Sharia riot, which caused non-indigenes from the North to flee to their states of origin in February and March 2000.

### iii. Fear Induction

In times of unrest, fear may be fostered by the media. Following the annulment of the presidential election on June 12, 1993, widespread media rumors that one of the countries was preparing for a separatist war caused a lot of worry among the public. Many individuals began relocating their families and possessions back to their native states out of terror. This resulted in several fatal motor vehicle accidents.

### iv. Incite Widespread Social Action

The media encourages its followers to take part in society. The Nigerian media were renowned for organizing the populace for the cleanliness activity before the national monthly environmental sanitation was discontinued. Nigerians have a reputation for generously responding to media appeals for support of their countrymen who are suffering from significant medical issues. One story that comes to mind is that of Yinka Ayefele, an Ibadan-based broadcaster with Radio Nigeria who suffered a fractured spinal chord in a car accident in the late 1990s. Print and digital media also made altruistic appeals on behalf of the victim. Some kind Nigerians helped him. The same event happened again when artist Fadeyi Oloro was burned in April 2001. The communication channels pleaded for financial support so that he could perform the required surgery.

### v. Standardization of Language

The terminology used in the media is straightforward. The audience thus prefers to use this pattern as the accepted norm. This is especially true given the demands of contemporary life, which force individuals to put in a lot of extra work just to get by. This indicates that readers are less willing to put up with extensive stories, which encourages the media's apparent linguistic trademark: economy of words. The media often defines for society what comprises basic social ideals via direct advertising, editorials, stories, and implicit recommendations. In other words, the media influence cultural standards and dismiss many of them as unacceptable,

antiquated, or offensive. The mass media, according to Sambe, transport messages and serve as informal education agents. Sambe claims that a good message delivery "creates an effect when it creates an impression on the receiver and causes the receiver to act according to the impression." Sambe points out a few problems with how the media affects Nigerian society. These concerns, which he categorized into broad categories, include Information and Education. The media serves a number of purposes and influences Nigerians in different ways as a result. The roles of entertainment and socializing are closely related to each other, as is the economic growth that results from media use. In newspapers, magazines, and books, we read a variety of articles and advertising. We tune into radio stations and watch television shows. We use VCRs in our homes and movie theaters to view movies. All of them serve to amuse us while also acting as a socializing tool for the community. Role modeling and habit formation We develop new habits via the media by imitating what we read and see. Politics and nationalism for a multiracial country like Nigeria, where there are between 250 and 400 different ethnic nationalities ideas of unity, peace, and stability are politically attained via the mass media.

## Governance and the Media

It is impossible to overstate the role that the media plays in the art of governing. The fourth estate of the realm is seen as a potent tool for governance by some. In fact, Thomas Jefferson, a former president of the United States, who was quoted in Abati, summed up the need of the media in the art and science of government. When Jefferson writes, "The very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I would not hesitate a moment to prefer the latter," he is elevating the media above the political system. The word "govern" refers to having formal, legal authority over a nation and making all decisions on taxes, laws, public services, etc. According to McQuail, the word "governance" refers to the whole body of laws, norms, and customs that promote the public good, including the interests of the media industries. According to him, governance includes a variety of informal procedures both within and outside of the media that are used to "steer" them toward a variety of goals.

As a result of the aforementioned deductions, government is concerned with leadership in its entirety for the benefit of the populace. In essence, it is the role of the government to provide necessities to everyone in society. Along with other duties, the government's responsibility includes upholding law and order and giving citizens security. According to McQuail, the range of media governance regimes matches the range of functions carried out. He outlines the goals of media governance, including safeguarding individual rights and interests, meeting the demands of the media industry for a stable and supportive operating environment, promoting freedom of expression and other communication and cultural factors, encouraging technological innovation and economic enterprise, and setting technical and infrastructural standards. It is regrettable to say that government, which is meant to exist for the good of all people, has changed in emerging countries. The majority of these countries have leaders who serve their own interests. For instance, most politicians in Nigeria are infamous for having corrupt inclinations because they seize public resources for their own benefit. The country's infrastructure and social services are on the verge of collapse, which is indicative of this unhealthful development. Another sign of poor administration in the nation is the tension and sense of fear that exists there.

In Africa, politics is a rich industry. This explains why most leaders who are tasked with guiding the people often exhibit the sit-tight condition. They always struggle to vacate the seat after their terms are up. In order to place their biological offspring or sons and daughters who have

received political "anointing" in such places if they are departing, they attempt to influence the political system. Most of the time, some leaders are driven by their thirst for power and utilize the state mass media organizations as tools to further their own interests. Most of the time, the media is forced to choose between serving the interests of the people and serving the leaders' self-interest.

## Governance and the Media

Who controls it at whose price is the key question in politics. Daramola argues that the political philosophy of the society dictates the kind of press that society will have when discussing the link between the media and government. The essential point regarding media and governance is that the latter dictates the former in society and both play complementary roles in serving the population, according to Ate, who claims that "the media connects the government to the governed, electorate to the candidates in a democratic setting." Atte suggested that media outlets are important sources of education and knowledge that may be leveraged to further open government. It is undeniable that no society can have effective administration without a thriving media.

The agenda for effective governance is established by the media. The realm's fourth estate also checks the excesses of the executive, judicial system, and legislative and makes sure that leadership is focused on the needs of the populace. As the media has the capacity to overthrow leadership via investigative journalism by uncovering certain skeletons in the leader's cabinet, fear of mass communicators in some countries is the beginning of wisdom.

A civilization with quality media will inevitably advance. The opposite is true for a civilization with a kwashiorkored media since such a culture is destined to be sent to history's trash can. Government and the media are intertwined. A few decades ago, Joseph Pulitzer, a media expert quoted in Uwakwe, verified this assertion. He claims that the press and Our Republic will rise or fall together. Without public virtue, democratic governance is a fraud and a parody. This public virtue may be preserved by an adept, disinterested, public-spirited press with educated intellect to recognize the right and guts to do it. A base as itself will be produced over time by a cynical, mercenary, demagogic press. Future generations of journalists will have the ability to shape the Republic's future.

Every establishment's body and soul are largely under the influence of its ethics. Throughout the globe, ethics are used by a variety of professions as a compass or a guiding principle. It outlines what is acceptable and unacceptable. As a result, ethics may be thought of as the study of right and evil in general. In his book Nichomachean Ethics, Aristotle argued that happiness can be attained through contemplative use of the mind; the cultivation of the virtues of prudence, temperance, courage, and justice. According to Duyile, this book "has brought worldwide recognition and focus on this subject which influences the conscience of the journalist in the performance of his duty."

## Ethics Meaning

Every profession is controlled by a set of standards of behaviour known as an ethics code. Ethics are established standards or codes of behavior, according to Daramola, and are "the study of human action in respect of being right or wrong or the study of human conduct in the light of moral principles." These moral principles are sometimes referred to as the "canons of journalism" in the context of mass media, according to Duyile, who characterized them as "prescription guiding all journalists in behaving right while carrying out their functions to inform, educate, entertain, and lead the public."

### The value of ethics

As was already said, ethics are essential to the efficient operation of any profession. It outlines areas where achieving professional integrity is possible as well as what is unacceptable in the professional community. I'll look at whether ethics are desirable, focusing on journalism in particular. Daramola sums up the main benefits of ethics, therefore these professional ethics have the benefit of injecting some morality into the immoral practice of the relevant profession. They increase professionalism in the practice of the profession. They serve as a tool for maintaining discipline and control among professionals. The interaction between professionals and their specific publics is always governed by professional ethics. The aforementioned opinions support the idea that ethics are tools for maintaining moral rectitude and professional sanity. Law and ethics are given different status since what is legal in one community may be immoral in another. For example, there is no rule prohibiting a male professor from sleeping with and having a child with a female student. However, such a deed can be seen as immoral.

### Moral dilemmas in Nigeria's media

Every journalist wants complete autonomy and freedom to publish anything they choose. It is time someone took on the task of filling the ethical void that is currently occupying the hearts of most media establishments, given the great powers they wield in the shaping of society, and the freedom and autonomy they desire must be tempered by a commensurate sense of responsibility. This is because modern media's all-pervasive reach touches virtually every aspect of life. . Looking at the opinions Egbon has said above, it is appropriate to say that ethical difficulties have evolved into highly delicate subjects in contemporary society. For instance, one of the persistent media challenges in Nigeria is corruption. A journalist is not allowed to accept or receive a bribe in order to bury a report. Additionally, journalists are not permitted to reveal their informational sources to anybody. Professional bodies in Nigeria combat plagiarism as well as many other ethical concerns. To understand important ethical concerns in the Nigerian mass media, let's have a look at the code of ethics for Nigerian journalists that was endorsed by the Nigerian Press Organization and published by the Nigerian Press Council.

### Preamble to the Nigerian Journalists' Code of Ethics

The public must have a high level of confidence in journalism. Every journalist and news outlet must adhere to the highest levels of professionalism and ethics in order to gain and keep this confidence. A journalist should always have a healthy concern for the public interest while performing their obligations. The foundation of journalism is truth; thus, every journalist should work tirelessly to determine the veracity of every occurrence. We Nigerian journalists, aware of our obligations as information providers, make this commitment to ourselves.

### Development And the Mass Media

In the media, development has taken on a significant role. In fact, it is held in certain circles that the media as an institution must play a significant role in order for growth to be completely realized. Media should accept and carry out constructive development tasks in accordance with nationally established policy, according to McQuail, cited in Okoro and Agbo. This is one of the main tenets of the developmental media theory, which communication scholars have advanced. According to societal development goals and economic interests, media freedom should be subject to limitations. The news and information in other developing nations that are nearby geographically, culturally, and politically should be of interest to the media in emerging countries. Media activities may be constrained in the sake of state development.

There are several justifications for development communication. First, the function that communication plays in the development of civilization allows us to understand how important it is. Second, the ambitions of developing nations are reflected in development communication. Development implies progression or progress. According to Longman's Dictionary of Contemporary English, development refers to the process of planning or constructing new homes, offices, or other structures as well as a group of new structures that have all been planned and constructed concurrently on the same piece of land. It also refers to a new event or piece of news that is likely to have an impact on the current situation.

Walter Rodney, who also approached the topic from a variety of angles, said in Uwakwe x-rays development that growth in human civilization is a multifaceted process. At the individual level, it entails more freedom, creativity, self-discipline, responsibility, and material well-being. A society's economic development happens when its members strengthen their combined ability to cope with the environment. The degree to which individuals comprehend natural laws, the degree to which they put those understandings into effect by creating tools, and the way that work is structured all affect their ability to interact with the environment.

Development is an intentional and well-planned effort to promote development and bring about societal change. Accordingly, Ogai, who was cited in Uwakwe, effectively encapsulated the idea of development. Development is also a broadly participatory process of directed social change in a society intended to bring about social and material advancement, including greater equality, freedom, and other valued qualities for the majority of people through their gaining greater control over environment.

He said that some academics saw the transition from a traditional to an industrial society as growth. At the local, national, or international levels, development may be defined as "conceived as planned mobilization and direction of scarce resources to achieve constantly rising national goals and objectives formulated by national machinery." Underdevelopment is the lack of development in a society.

**Communication and Development: A Relationship**

In order to achieve sociopolitical and economic changes, communication is a crucial element. According to Okunna, communication and growth are inextricably linked, and neither can exist without the other. The functions that communication plays in the development enterprise mean that the aforementioned assertions cannot be criticized. Nwodu lists some of the roles, including creating a climate of development by providing the population with sufficient information and motivating them to accept changes that would improve their well-being. encouraging individuals to set lofty goals and changing their tastes so they start to want excellent things in life. bringing people's attention to the process of growth in order to make them as sensitive to the effort as possible. assisting the populace in comprehending and appreciating government initiatives designed to improve their quality of life.

The relationship between communication and development is so strong that academics are increasingly becoming interested in the idea of development communication. This notion is described as the "overall deliberate efforts to familiarize targets development with the desired message of development" by Nwodu and Fab-Ukozor. Development entails the use of multi-media approach to pursue the gospel of development for the good of society. According to Nwodu and Fab-Ukozor, DEVCOM, whose primary goal is to raise awareness about the development projects intended to improve the well-being of society members, involves deliberate, well desired, and articulated communication codes aimed at bringing development to the knowledge of development targets.

**Selection of Media for Development**

The correct medium must be chosen to reach the development objectives at the proper moment for communication to have any influence on any society's developmental ambitions. This viewpoint is further supported by Nwosu, who is quoted in Nwodu and Fab-Ukozor, who writes: "Such a multi-media approach will, for sure, respect the research- and experience-supported fact that, due to the high rate of illiteracy among rural dwellers, the challenges of overcoming geographical and linguistic barriers, the electronic media, especially radio, seem to be the most effective media for promoting rural development

." However, it will also acknowledge that print media and traditional or folk media, such as drums, market places, town criers' systems, and others, have important contributions to play in constructing the communication grid required for balanced growth. Only with this sort of acknowledgment can each media in the developing communication equation get the respect and consideration that it deserves. Understanding the benefits and drawbacks of each communication medium will be crucial when choosing the media for growth. Before criticizing above-the-line and below-the-line parts of communication for developmental reasons, one must first comprehend them. The truth is that promoting development programs requires both conventional and mainstream media. This is the case because, regardless of how appealing they may seem, they work best together when it comes to growth. For this reason, multi-media publishing and program marketing are recommended by communication researchers, academics, and practitioners.

## 3. CONCLUSION

In creating economic narratives and influencing consumer behavior, the media is crucial. Media outlets have the ability to influence public opinion, consumer decisions, and even economic policy via the use of news, advertising, and entertainment material. This power must be used carefully to avoid the traps of false information and excessive commercialization, even if it is often advantageous for firms looking to reach their target consumers.

This connection has undergone substantial modifications as a result of the digital era. Traditional media business models have been challenged and advertising revenues have changed as a result of the growth of internet platforms, social media, and digital advertising. Smaller companies and individuals may reach a worldwide audience thanks to the internet's promise for democratization, but it also presents problems for established media outlets in terms of inaccuracy, privacy, and long-term viability. On the other side, economic issues have a significant impact on the media landscape. Market dynamics, advertising income, and ownership structures are the driving factors behind media creation, distribution, and consumption. Concerns about media variety and independence may arise from industry consolidation, which is often motivated by economic factors.

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