SOCIOMETRY OF COMMUNICATION

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ABSTRACT

Communication is process of transmission and receiving of information. Whichever task involves more than one individual can be successfully completed with the process of communication. We all use different languages to complete the conversation, and it help to put our ideas in front of others. Sociological analysis of the social process gives the ideas about the system, its structure and function. Our everyday lives incorporates various forms of communication. The word communication holds a major significance in our routine. It also comprises of sender’s emotions and feelings to make the process of communication more proper, complete and efficient.

Almost all social relationships and associations include the process of communication. The patterns of communications thus, present various analytical matters for sociological inquisition. My paper aims at introducing communication as a vital yet often overlooked component of societal life and also reviews the prevailing communication theories.

In this paper we will study about the social cooperation and processes, social issues associated with the study of communication.

My article is about the communication and its social scenario. How communication is necessary for the social set up and social structure. The communication and sociology is working with each other. Sociology and communication both are focuses on human interaction. How human beings used languages images, non-verbal communication and other similar behavior to connect the society and maintain the social structure. Through sociology we get to know the community function. How and why individuals respond and behave towards certain things differently in society? How does a society works/ functions? etc. the sociological aspect of communication decides that for whom the message is directed to/meant for, and it also determines that what should be the content to be put in the dissemination of message of information. The technical aspect of communication regulates the selection of medium through which the message would be put out. Feedback forms an important part in the sociology of communication

KEYWORDS: Communication, Emotion, Feeling, Social co-ordination & Social process

INTRODUCTION

Communication is the way through which we can exchange the information by speaking, writing or using some other medium. It is a constant process of exchange of information in a cyclic manner with reciprocating feedbacks. Communication is quite the responsible factor to make the social processes effective and maintain the social relationships. The effective communicators, team members, group leaders must be aware of the communicative forms, Studies have shown that words account of 7%, vocal tone accounts 55% and body language accounts for 38% of the information communicated.

Sociology- Sociology is the scientific study of society and relationship, its functioning and everything related to the
human being. It helps us to understand our surroundings in relation with ourselves. It additionally, assesses that how the society affects the way we think, feel and act which are reasonably the necessary part of the society we exist in.

Communication- Human being are different from animals and other living organisms on the basis of their intellectual activities. Humans are driven by reason and logic. They can exchange the ideas, share the information with the help of various modes of information. It may be speaking, writing or using other medium of transmission. Exchanging of ideas and information by speaking, writing or by using other medium of transmission and the act of conveying meanings from person to person, group to group and from entity to entity is communication. As radio and television is effective means of communication and sharing the ideas. Communication is the act of transforming information and ideas from one place to another and one person to another.

The complete process of communication involves three basic components which are the sender, the receiver and the medium through which the message is delivered. Although several models of communication have involved various other components as well but this is the simplest way of describing the process of communication relevant in all social settings. The word “communication” has been described in websters dictionary as an act of conveying, transferring, informing or having a conversation.

The term communication is derived from the Latin word ‘communicare’ which means to share or to make something common. Aristotle, the famous Greek philosopher was one of the first known scholars to be speaking about the process of communication. Though quite simplistic in nature, it still worthy of attention.

Communication can be also explained as the meaningful exchange of ideas; it is the giving and receiving of messages from one person to another or from one-to-many people. The information is conveyed as words, signs, tone of voices, body languages and paralanguage (voice, volume, tone, variation, pauses etc.) Scholars have described communication as response and reaction, the element of messages.

Elements of Communication: Communication has been defined the manner of conveying or imparting of information by the act of speaking, writing or using some other kind of medium. Communication is a constant process.

The elements that are involved in the process of communication are described as:-

Sender- The sender generates the message and conveys it. Hence the sender is the communicator.

Message- It is the central idea of information dissemination, which is generated by the sender.

Encoding- The message is encoded figuratively in the form of either words or pictures and in some cases quick scan codes, before being delivered.

Medium- It is the manner/ approach/ mechanism in which the encoded message is transmitted. The mediums of communication comprise of telephones, letters, emails, fax etc.

Decoding- The procedure of transfiguring the figures and symbols which are encoded by the sender is known as decoding.

Receiver- The person who receives the information or the messages sent, understands it and responds accordingly.

Feedback- It is the response and conformation of the message that receiver has received the message and understood it. Different forms of the feedback include-
• Acknowledgement – The receiver has heard the message
• Parroting – It confirms to the speaker that the words transmitted were the words received.
• Paraphrasing - It is rephrasing in own words, that the content and intent was correctly understood.

Noise- It refers to the barrier that is caused during the delivery of the message and can be caused by any of the elements in the communication process- the sender, the medium or receiver.

Categories of Communication— The different categories include-

Verbal Communication (spoken)- The two main types of the verbal communication are written communication and oral communication. Verbal communication is the confronting communication such as, radio, television, telephone and other media. It involves the usage of the words while the delivery of the intended message is being made. The medium of the message in case of verbal communication is oral.

1. Story Telling: Story telling is an effective form of verbal communication. Stories are helpful in elucidating key values and also help in representing the way things are done in an organization and in any entity in a entertaining yet understandable manner.

2. Crucial Conversation: Crucial conversations are associated to the unrelenting communication. The manner is quite interconnected to other processes of communication, however more skill, reflection and planning is needed for high stakes communications in comparison to daily interactions at work. Examples of the communications that involves high stakes consists of presenting the venture capitalist a business plan and asking for a raise.

Written Communication- Written communication is allied to the written word. It comprises of letters, e-mails, printed literature like books and magazines, social media or internet and others. Such type of communication is imperative in the professional spheres or work places. This communication mode consists of traditional paper, pen, documentations and letters, text chats and other electronically written or made documents.

Visualisation- Visual communication works with the elements of visual manner. It includes graphs, charts, maps, logos. Visual communication is another type of communication that engages the visual aids to complete the communication process, some examples are illustrations, charts, designs, drawing, posters etc.

Nonverbal Methods of Communication- Nonverbal communication is the form of communication where there are no words engaged in sending or receiving of the message. It includes the facial expressions, gestures or body language for the conveyance of messages.

Physical non-verbal communication- Physical nonverbal communication is the method of communication that consists of gestures, expressions or body language to convey our message. This method might not be always useful for direct delivery of message but it supplements the methods of verbal communication for a more effective completion of communication.

Paralanguage- It is a non-lexical component of communication. It helps in the communication of the interest, approval, or the absence. Paralanguage mainly focuses on the style in which something is said rather than what is being said in actuality. Style of speaking, tones, voice quality, pitch of voices are mainly constituted in paralanguage. According to the research 38% of all communications are accounted for by the tone of the voice. For an effective communication to take
place, it is significant to align the para language aspects with our words that we speak.

**Sociology of Communication**

Communication has been existing for a long time in the society from the inception of mankind. From the cave man using symbols and sounds to communicate to the modern society with various known languages that are written and spoken, the communication process have evolved greatly. Different modes of communication serves people, relaying a wide array of information. It aims at educating the society and creating a social consciousness, provide the knowledge to interact with each other. The sociology of communication is to make individuals able to critically assess social theories of communication for their analytic value. People will be able to analyze the influence of communication on human being and institutions at various levels of society.

Communication plays a significant role in making the society educated. Another perspective of sociology of communication is that it is placed on how theories has evolved or been adopted to suit new technological environments. Communication is the necessary part for the process of socializations. Social norms and traditions cultures and behaviors are learnt, expressed, transmitted through the communication.

**Sociology and Communication**- There is no doubt that sociology of communication indicates expression of ideas and thoughts with in the society. But the relationship between communication and sociology tells about developmental aspects and changing patterns of the society. To spread the ideas and convey the messages efficiently, the first important thing is to know about how the society works? The different social institutions functions? Why people react and behave to certain things differently in society? Through sociology, we get to know all these answers and build the better bonds with people. Media has become the most authentic source of information for people. It helps in bringing considerable changes in the existing laws as per the prevailing social conditions by playing the role of intermediary between the government and the mass.

Communication is the key for directing function of management and main tool for social functioning. Any organization which has highly qualified and skilled manager, but does not possess good communication skills can not grow.

The sociology of the communication is that it promotes a relationship with the external world. It enhances mutual co-operation and cultivates leadership and democratic management. It helps in promoting mental readiness of the people and also builds morale. It has the capacity to solve the mutual biases and prejudices, also helps in decentralization of the rights.

**Media and Communication**- Media has become important because it gives us a sense of belongingness to a space and the extended world around us. The individual is in constant touch with varied social mediums. It is the time of information revolution, technology and media are becoming more advantageous and necessity for conditions in urban areas but rural areas are not unaffected by these. All these media means are the connecting link between society and individual, its messages and informations.

**Role of Media in our Society**- The word media comes from the Latin word “medium”. It refers to radio, television, movies, newspapers, magazines and International Network (Internet) etc. Devices such as smart phones have brought communication right at our finger touch. Media is intended to reach and addresses a large target group and audience.
In a large consumer driven society electronic media, print media is a tool to share knowledge around the world. Media plays a pivotal role in transforming the society. It is the media which keep people updated and informed about what is happening around them and the word that everyone draws something from it. Media affects people’s perspective. In media world it has a positive and negative sides because it had an influence over generations from ages, some fake news make a special impact over the society to make crimes and make people react fast to the issue without thinking once.

In today’s society the media is the most powerful entity, one can share and upload any piece of information right with in the realm of our houses. The purpose of a media is to give information about current news, gossips, fashion and the latest gadgets in the marketplace of. Communication is not only the process of discussion, but also the process of co ordination. It is dynamic and bipolar in nature. The sociology of the communication is that it promotes a relationship with the external world. It enhances mutual co-operation and cultivates leadership and democratic management. It helps in promoting mental readiness of the people and also builds morale and control the minds of masses. It has the capacity to solve the mutual biases and prejudices, also helps in decentralization of the rights. The ultimate equalizer is the social media.

**Sociological Theories of Communication**

Several theories were propounded by experts relating to the communication and impact of its means on the society. Mass communication theories are related to the explanation of different social phenomenon and various aspects of our personal and cultural lives of the society.

Marxist communication analysis is based on the role of communication in society and capitalism. Marx knows medias as the production tool and believes that these medias conform to the industrial capitalism, production’s factors and production relations conforming to those connections.

Lazars field and Merton are on this belief that for the theory and philosophy of the communication and society there should be three conditions – making exclusive, giving directions to the values, and avoiding the main values change and complementary face to face communication.

Social relationship requires social interactions. Interaction is a mode of communication. But social relationships are built from and between different units of social set ups, more usually social actors as- Community, educations, daily life, public administration, work, leisure etc. At the minimum two social actors form a social relationship based on meaning. Communication messages contain the policy of acceptance of the values and norms related to the particular social structure.

If the communication’s message contains some points that the surrounding area won’t be able to absorb them or won’t be suitable to the environments’ practical facilities or have contrast with the common beliefs and values of the surrounding environment, it is possible that at the beginning the person will not be affected by the message but soon and after going out of seizing effects arising from the communicative facility’s attractive message, it will be affected with astonishment and distress.

Great sociological thinker Weber is in the favour of social bonding which is differ in nature on the basis of tradition, affection to forms of rationality. These basic sociological concepts are the building blocks of more complex theories- of the state, of society, of the firm etc. Social relationship is a bond between at minimum two people. According to
Weber, the bond is formed through both parties, orientation to common meaning. Sociological explanation comes in two forms- The understanding, that is empathetic relationship of investigator and the observed. The second form is Weberian causality where intentional meaning is the basis for attributing causal action and effects in the social world. (Bruun and Whimster 2012).

Social action is another important part for the theories. It must be purposeful and rational. The basis is related to the concept of agency, that is the part of social surrounding.

Emotional action, as in charismatic relationship is also a type of agency. Society is what is achieved in enabling interaction between societal domains. Harold Garfinkel is another notable for problematizing the social responsibility. when social interaction become taken for granted—e.g. reading e-mails over the breakfast bar is sociologically strange.

A Garfinkel experiment today would seize all mobiles from the family table and then observe as old style sociability stumbled back in to life. The meme, gives us a way of describing messages without an accompanying interpretive scaffolding. This makes the message not overdependent on meaning and allows a clearer run for rationality. Society is governed by the social norms, rituals and social values. Communication is the part of all these societal norms. Social ideologies, values cultural norms could be transmitted through communication.

The technology of communication is the medium through which social media operate. Social media with their proliferating networks of relationality flow through the digital technology of communication. Memes—political, personal, cultural marketing are enabled by the technology. The human subject is an accessible object as a meme hits upon a receiver device, such as mobile phone. The twitter sphere, the digital communication sphere are full of electron messages that combust into some kind of meaning. Atv. each relay point.

A sociological theory of communication is the self organization of the knowledge based society communication networks evolve effective exchange of the ideas. Sociology and mass media are connected with each other in many ways.

The purpose of the communication study is-

- To give the vast knowledge about the society,
- To develop the critical perspective and value analysis on interaction and social requirement,
- Give the opportunity to explore issues in the interaction between communication institutions and society.
- Good communication helps the workers to adjust to the physical and social aspect of work.

An efficient system of communication enables the management to motivate, influence and satisfy the subordinates which in turn boosts their morale and keeps them motivated.

**Quintessence of Communication**- Communication is a medium of exchange, and a mode of interaction and reciprocity. It has formal and informal types.

**Formal Communication**- It goes in a professional setting and flows through official modes of communications. It is mainly designed to give effect to a formal communication with colleagues, seniors or subordinates in any organization or institution. The manner of formal communication could be written or oral depending up on the resources and requirements of the purpose of communication.

Formal communication-
1. Vertical communication

2. Horizontal communication

**Vertical Communication:** this type of communication exchanges vertically, either upwards or downwards in a formal fashion in any organization.

1. **Upward Communication** refers to the movement of communication from junior to superiors or from senior to juniors / subordinates. Application for leaves, any official demands by the employees, reports or information about any conferences to the seniors, form the part of this communication.

2. **Downward Communication** is the type of communication that flows from the superiors to the juniors. Official commands to employees, asking to prepare team reports, seeking minutes of meetings from an employee can be included here.

**Horizontal Communication**- Horizontal communication can also be called lateral communication. It takes place between the departments or division that are on the same level of hierarchy. For instance, in a news agency the client servicing dept may contact the accounts dept to clear the previous dues of the clines they have served to.

**Diagonal Communication**- Diagonal communication is the type of communication that happens between the employees that are at different hierarchies in any organization. Diagonal is also referred to as crosswise communication and it takes place when between people interact with each other at different levels of seniority.

**Communication Network**- It can be outlined as the entire system communication happening in any organization, community, or when members of certain social setting contact each other. Communication network also includes the structures and patterns of the movement of information. There is a system of the flow of information from one person to another, that system of flow if information is termed as communication network. The type of network is determined by the number of people involved in the communication process and some types are, vertical network, chain network, circuit network, inverted V, wheel or spoke network and star network.

Communication networks are a continuous process of information flow that majorly depend upon the mutual understanding of the members of the process. Exchange of ideas in a systematic manner that could be based on groups of people in different hierarchies, age based social groups, demography-based groups etc. form the foundation of any type of communication network. These are different types of patterns in which the course of communication is traced in person-to-person communication.

**Informal Communication**- it is a kind of communication that flows without the regards to the formal channels of communication and is quite casual and unofficial in nature. It flows in a vaguer manner than a prim and proper method as followed by formal communication. It is also sometimes mentioned to as grapevine communication as it moves in all direction without the basis of formal channels. It often spreads very quickly in everywhere and often becomes inaccurate and misleading to the audience.

**Types of Informal Communication Networks**

**Single strand**- Sequential method of communication where one person communicates with the other in a chain.

**Gossip Network**- all types of casual conversations form a part of gossip network where people communicate with each
other on a non-selective basis.

**Cluster Network**- cluster network of communication happens when the communicator talks to the other person who is very trustworthy in the perception of the communicator. A simple example could be the conversations happening between two best friends.

**Barriers/ Obstructions to Communication**

The obstructions caused in the process of communication due to a variety of reasons can be called as the barriers. They often obstruct the communication information or message thereby leading to misinterpretation of messages by the receivers/audiences. It is important to identify these barriers and also take appropriate measures to remove them so as to smooth completion of communication process.

**Semantic Barriers**-Semantic barriers arise due to misinterpretation of language, signs or symbols that are employed to communicate a message. These are majorly symbolic barriers that make it difficult for the receiver to understand the message. Some examples are assumption that are unclarified, or the words that hold different meaning in different situations etc.

**Psychological Barriers**- When psychosomatic and emotional elements cause obstruction to communication, they give a rise to this barrier. Some of them are egotism, distrust, lack of honesty, absence of attention etc. that disrupt the communication.

**Organizational Barriers**- The factors of an organization that lead to distortion in the communication process s termed as organizational barrier. Rules and regulation, organizational structural, policies and framework of the organization can give a rise to such type of barrier.

**Personal Communication Barriers** - When the personal opinions and factors of the senders and receivers interrupt the process of communication it said to give rise the personal communication barriers. Factors such as lies, dishonesty, unwillingness to participate in communication etc. can be called barriers of psychological kind

Seven C’s of Communication are the elements of communication that make it more effective and comprehensive to understand and also interpret the information correctly.

- **Completeness**: the message/information should be complete so to help in better decision making of the audience/receivers.

- **Conciseness**: if the message is too long, the real meaning might be lost in a web of words, so it is important to keep the message short and simple.

- **Consideration**: the capacity of the audience must be taken into consideration before the dissemination of the message. Factors like demography, age, gender etc. must not be overlooked.

- **Clarity**: the clarity of the message helps for a better understanding and absorption of message.

- **Concreteness**: concreteness of the message means being direct and specific with respect to the contents in the message. Vagueness should be avoided.

- **Courtesy**: the people that are involved in the communication process should be polite and show civility.
Correctness: It implies that there should be no grammatical errors and sentences should be framed correctly in a right manner.

CONCLUSIONS

To conclude, communication and mass media is always concerned with the society, social change and development. It is very essential to choose a proper channel is vital for effective communication. Communication is said to be a psycho social processes. It initiates human interactions. Social interaction, communication, message flow of ideas etc. are governed with the tools and types of communication. The sociological perspective is required to know about the human nature and behaviours. one can use the sociology of communication in relationship of media change and social change and focuses on the diverse associations between mediated communication and social relations. Communication happens in the society in three

Micro level society- the communication that lays emphases on the social interaction between individuals and small social groups with one another.

Macro level society-Social groups that are bigger than micro level social groups fall in this category.

Meso level society- Meso social groups are the ones that are in quite large numbers. Interactions between big groups, institutions of communities are a part of meso level society.

Communication therefore is a quite complex process with a lot of simple elements adjoined together. It is important to understand that the social animal that the man is, cannot exist without communication and so it is important that we understand the aspects of social interaction needed for a man’s survival, comprehensively.

Physician communication expert Kenneth H. Cohen says- “Active listening is listening with all of one’s senses”. To be a good communicator it is important that one is a good listener as well. Personal and semantic barriers should be addressed properly and the issues arriving from the same should be resolved immediately for a smooth completion of communication.

Effective communication demands complete attentiveness to the entire process. Communication is the natural part of human life. It is naturally connected to the behavioral pattern of the people and society. We present ourselves through the various process of communication on the online plate form and through face to face. Communication skills are important to build up our relationship, to manage our work environment and services.

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