

**CLASS- B.A.LL.B IIIrd SEMESTER**  
**SUBJECT- MEDIA LAW**  
**PAPER CODE- BL- 3002(A)**

**THEORIES OF COMMUNICATION**

**What is communication?**

The word “communication” in Latin is *communicare*, which means to share, or to make common. Communication is simply the act of transferring information from one place, person or group to another. Every communication involves (at least) one sender, a message and a recipient.

We can not imagine this world without communication. **All living beings existing on the planet communicate** although the way of communication is different<sup>1</sup>.

Plants communicate their need to be taken care of and watered immediately through visible changes in the colour of the leaves, and the falling of leaves and flowers. Animals communicate by sounds, several movements to indicate that they are hungry or unwell or need medical attention. A mother would never understand that her child is hungry unless and until the child cries. Crying is again a form through which the child communicates that he is hungry and needs food.

**Types of communication:**

The different types of communication include:

1. **Verbal Communication-** this communication includes which includes face-to-face, telephone, radio or television and other media.
2. **Non-Verbal Communication-** Its covering body language, gestures, how we dress or act, where we stand,. For example, the tone of voice can give clues to mood or emotional state, whilst hand signals or gestures can add to a spoken message.
3. **Written Communication:** Its includes letters, e-mails, social media, books, magazines, the Internet and other media. Until recent times, a relatively small number of writers and publishers were very powerful when it came to communicating the written word. Today, we can all write and publish our ideas online, which has led to an explosion of information and communication possibilities.

---

<sup>1</sup> This communication theory was proposed by S. F. Scudder in the year 1980.

4. **Visualizations:** graphs and charts, maps, logos and other visualizations can all communicate messages<sup>2</sup>.

### **Theories of Communication:**

**Mechanistic** - The mechanistic view point says that communication is simply the transmission of information from the first party to the second party. The first party being the sender and the second party being the receiver.

**Psychological** - According to the psychological view point, communication is simply not the flow of information from the sender to the receiver but actually the thoughts, feelings of the sender which he tries to share with the recipients. It also includes the reactions, feelings of the receiver after he decodes the information.

**Social** - The social view point considers communication as a result of interaction between the sender and the receiver. It simply says that communication is directly dependent on the content of the speech. "How one communicates" is the basis of the social view point.

**Systemic** - The systemic view point says that communication is actually a new and a different message which is created when various individuals interpret it in their own way and then reinterpret it and draw their own conclusion.

**Critical** - The critical view point says that communication is simply a way with the help of which an individual expresses his power and authority among other individuals.

To summarize the communication theory proposes that to survive, every living entity, needs to communicate with others and also among themselves. Communication is a dire need of survival.

### **Compiled By**

Apeksha Chaudhary

Assistant Professor

ILS, CCSU Campus, Meerut

**For further quires you may reach us via:**

E- mail: [apekshalaw03@gmail.com](mailto:apekshalaw03@gmail.com)

Phone No.-7465974497

---

<sup>2</sup> <https://www.skillsyouneed.com/ips/what-is-communication.html>