**VALLUVAR COLLEGE OF SCIENCE AND MANAGEMENT, KARUR**

**DEPARTMENT OF ENGLISH**

**COMMUNICATION STUDIES AND MASS MEDIA**

1. **Explain the Purpose of Language.**

The very basic levels of communication can be carried out without the use of language. This type of communication however is very basic and cumbersome. Language affords human beings the ability to communicate anything they can imagine. As a tool, language is infinitely flexible and can be put to multiple purposes. The following are the purposes and functions of language. Language can be used simply to express one's feelings, ideas or attitudes, without 'necessarily taking a reader or listener into consideration. When language is used in this way, the speaker/writer is not trying to effect change in an audience or elicit response. He/she is merely giving vent to emotions or needs. Diaries and journals are obvious examples of language used for expressive purposes. Language is a tool used by people to communicate with one another. As a part of culture, language helps people to stick together and do things that they could not have done as individuals. Linguistic diversity is a way to talk about varied types of traits including language family, grammar, and vocabulary. Language functions refer to the purposes in which we use language to communicate. We use language for a variety of formal and informal purposes, and specific grammatical structures and vocabulary are often used with each language function.

1. **Describe the importance of Directing in Management.**

Directing means giving instructions, guiding, counselling, motivating and leading the staff in an organisation in doing work to achieve Organisational goals. Directing is a key managerial function to be performed by the manager along with planning, organising, staffing and controlling. From topexecutive to supervisor performs the function of directing and takes place accordingly wherever superior - subordinate relations exist. Directing is a continuous process initiated at level and flows to the bottom through organisational hierarchy. Importance of Direction In Management: Meaning, Definition, Characteristics and Elements! Introduction and Meaning: In addition to planning, organising and staffing, every manager must also direct his subordinates. Directing is an important managerial function. Directing is an important managerial function which initiates organizer's action. It is concerned with managing their members of the organisation. Directing is the managerial function that consists of those activities which are concerned directly with influencing, guiding or supervising the subordinates in their jobs. Meaning and Definition of Directing is said to be a process in which the managers instruct, guide and the performance of the workers to achieve predetermined goals. Directing is said to be the heart. of management process. Planning, organizing, staffing have got no importance if direction function does not take place. Directing initiates action and it is from here actual work starts. Direction is said to be consisting of human factors. In simple words, it can be described as providing guidance to workers is doing work. In field of management, direction is said to be allthose activities which are designed to encourage the subordinates to work effectively and efficiently. According to Human, "Directing consists of process or technique by which instruction can be issued and operations can be carried out as originally planned" Therefore, Directing is the function of guiding, inspiring, overseeing and instructing people towards accomplishment of organizational goals. Directing means giving instructions, guiding, counselling, motivating and leading the staff in an organisation in doing work to achieve Organisational goals. Directing is a key managerial function to be performed by the manager along with planning, organising, staffing and controlling. From top executive to supervisor performs the function of directing and it takes place accordingly wherever superior - subordinate relations exist. Directing is a continuous process initiated at top level and flows to the bottom through organisational hierarchy." It is that part of managerial function which actuates the organizational methods to work efficiently for achievement of organizational purposes. It is considered life-spark of the enterprise which sets it in motion the action of people because planning, organizing and staffing are the mere preparations for doing the work. Direction is that inert-personnel aspect of supervising, motivating sub-ordinate for the achievement of organizational goals. management which deals directly with influencing, guiding.

**The essential elements of directing are:**

1. Issuing orders and instructions: Every instruction given by the manager in the process: of directing his subordinates should be reasonable, complete- and clear. It must be in writing, so that the possibility c misunderstanding can be avoided.

2. Guiding, counselling and teaching the subordinates: The manager should guide, counsel and teach the subordinates with regard to the proper way of doing the job in order to enable them to carry out their job-effectively and efficiently.

3. Supervising the work of subordinates: Every, work of subordinates should be supervised by the manager to ensure that their performance conforms to the plan.

4. Motivating the subordinates: Motivating the subordinates to meet the expectations of the superiors is another element of directing.

5. Maintaining Discipline: Another element of directing is maintaining discipline and rewarding efficient performance.

6. Consultative Direction: Before the issue of any order, the people responsible for executing order will be consulted with regard to its feasibility. workability and the best way of accomplishing the results.

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1. **Explain the Recent development in Newspaper.**

* Recent Developments in Newspaper: Over the period, many changes have taken place in the news papers. They have many pages now and are filled with advertisements. Today journalism has become one of the prosperous professions.
* Some of the newspaper houses in India are among the most affluent industries. The number of news papers has risen sharply and profits have also boomed. Development of information technology has made the work of news paper publication easy and less laborious.
* The journalists' range of coverage of newsand other items remains increasingly limited to the wired world of computer and telephone. This leaves agriculture ignored by the national newspapers, except for occasional sponsored features.
* The race for advertisement revenue is also eroding news coverage. Today's newspapers are being criticized for serving the consumers and not the readers. The press today is facing various pressures such as technological, financial, professional and so on, which affect its credibility.
* Some of the well-established newspapers still resist pressures and temptations. They still show their concern for credibility and society. Another change in the press is the gender revolution.
* Many women journalists are either employed in the press or they work as freelance journalist. Many of them come with academic background and qualifications in journalism.
* Today's newspapers have lots of investigative stories/reports. This contributes to bringing in light big scandals and scams resulting into fall of a person.
* Special interest magazines: The magazines cater to the interest of a specific profession or group.

1. **What is Public Communication?**

Public communication is projection of information or propaganda to the general public for purposes of education or persuasion. The forms can be many, T.V., internet social media, newspaper, writing reviews or recommendations such as on Yelp or Amazon. Politicians make public speeches to encourage people to vote for them or to promote public opinion for public works, or against other parties, ideas, or platforms. Any communication in any form directed at the general public is public communication.

Public communications denotes communications between persons as equals. It is the receipt and exchange of messages, ideas and opinions. Means of public communications evolved over time with the development of technology and mediums of communications. Likewise, public opinions, policies and ideas evolved as society's attitudes and opinions changed. However, the exchange or transaction of ideas remains constant. People respond and react within public groups, thereby contributing to and shaping public.

Definition Mass communications is the broadcast of an unanswerable voice to a large audience. In contrast to public communications, mass communications does not involve an exchange of ideas, but is, rather, the delivery and receipt of a mass message or messages. The inhabitants of a mass society may dissent or disagree with the mass message transmitted, but there is still uniformity and universality of the message Public Communications Degree Public communications degree programs, like mass communications programs, focus on media institutions and the processes by which such institutions diffuse information to influence and persuade public opinion.

Students in public communications programs also study the public's role in the communicative process. Students explore how individuals within a society contribute to social discourses and how they interact within such discourses. Public communications degree programs study communications as an interactive system, which is marked by the exchange-rather than simply the delivery - of messages and ideas.

Mass Communications Degree In academia, mass communications describes the study of the means by which persons and groups use mass media to transmit information. These programs explore how large media voices and outlets, such as newspapers, magazines, radio programs, and television and film productions transmit messages to large segments of the population. Mass communications students study how such media outlets strategically and effectively communicate with the masses and manipulate mass opinion. Mass communications studies are often coupled with other fields of study, such as journalism, marketing, advertising or public relations.

1. **Describe the Importance of Intrapersonal and Interpersonal Communication Skills.**

In simple words the communication between two people is referred as Interpersonal and Intrapersonal communication. It is one of the basic means of communication. Both the communication skills can be improved by practice, Knowledge and feedback They take place when two people are at same place and aware of each, other’s presence, no matter how unintentional or unpremeditated it is. It may not be in the form of speech. The essential factor is there should be a message and it should be send by the sender and it should be received by the receiver.

Intrapersonal Although successful communication is generally defined as being between two or more individuals, issues concerning the useful nature of intrapersonal communication made some argue that this definition is too narrow but to some extent it is also communication since there is an exchange of message within oneself.

The Social Matrix of Psychiatry, JurgenRuesch and Gregory Bateson argue that intrapersonal communication is indeed a special case of interpersonal communication, as "dialogue is the foundation for all discourse.

**Intrapersonal communication can encompass:** Speaking aloud as in reading aloud, repeating what one hears, the additional activities of speaking and hearing (in the third case of hearing again) what one thinks, reads or hears. This is considered normal although this does not exactly refer to intrapersonal communication as reading aloud maybe a form of rhetorical exercise although expected in the relevant young age. Our ability to talk to ourselves and think in words is a major part of the human experience of consciousness. From an early age, individuals are encouraged by society to introspect carefully, but also to communicate the results of that introspection. Simon Jones and Charles Fernyhough cite research suggesting that our ability to talk to ourselves is very similar to regular speech. This theory originates with the developmental psychologist Lev Vygotsky, who observed that children will often narrate their actions out loud before eventually replacing the habit with the adult equivalent: sub-vocal articulation. During sub-vocal articulation, no sound is made but the mouth still moves. Eventually, adults may learn to inhibit their mouth movements, although they still experience the words as "inner speech".

**Listening is a vital interpersonal communication skill:**

When we communicate we spend 45% of our time listening Most people take listening for granted but it is not the same as hearing and should be thought of as a skill. Our Listening Skills page acts as an introduction to the subject and lists the ten principles of listening. Active Listening provides a lot more information about how to listen effectively and can help you to avoid misunderstandings. We also have a page on Ineffective Listening, you may recognise some of the badhabits you or other people have picked up when listening Reflection and clarification are both common techniques used to ensure that what you have heard and understood is what you can find out more on our was intended pages Reflecting and Clarification.

Good interpersonal communication skills enable us to work more effectively in groups and teams, which may be either formal, like at work, or informally - in social situations. Our pages What are Groups and Group Roles explain the Importance of group interactions. We also have a page on Meetings and some guidelines about How to Conduct a Meeting. It is often desirable to build strong relationships with others, which can in turn lead to better communication and understanding. Building Rapport for help with understanding how to develop interpersonal relationships and What is Empathy? to find out how you can take these principles further and develop empathy for others. Interpersonal communication skills are essential to developing other key life skills Being able to communicate well with others is often Essential to solving problems that inevitably occur both in our private and professional lives. Our section on Problem evolving provides information and advice to aid constructive and effective problem solving. Decision making is another area which can benefit from good communication skills as it often requires communicating complex information so that the most appropriate decision can be made.

Interpersonal communication is a large subject area Barriers to Effective Communication details some of the common barriers that may mean our communication fails or is less effective than it should be Learn to avoid such barriers and allow your messages to be sent and received with greater accuracy.

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