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B. Com part-1 Subsidiary paper -2 Business management and communication lecture-5

Ques-Discuss the various theories of communication.

Ans. A theory is a set of statements, including some law like generalizations. So far as social sciences are concerned, we do not have fully formalized well-articulated theories, but we do have some partially formalized theories.

In communication, we have many theories. The atmosphere, limitations and assumptions under which message is transmitted are known as theories of communication. Theories of communication can be classified in two ways:

1. Theories propounded to create socio-cultural environments.
2. Theories based on the ideas of different scholars.

THEORIES PROPOUNDED TO CREATE SOCIO-CULTURAL ENVIRONMENTS

(A) Communist Theory of Communication: This theory follows the principles of communism. It was propounded in 1917 in USSR. This theory is based on the following principles :

- (i) The voice of workers will be heard prominently.
- (ii) Opposition should be made against the exploitation of man by man.
- (iii) Public will Play supreme role in construction of a strong nation.
- (iv) Interest of nation will remain supreme.

This theory was not only followed in USSR, but in China and other countries too.

(B) Islamic theory of Communication : This theory follows the conservative principles of Muslims. It is based on 'Quran' the religious book of Muslims. This theory follows the preaching's of Mohamad Sahab. This "theory is popular 'mostly in Muslim countries.

(C) Chinese theory of communication : This theory laid emphasis on respect, dedications and faithfulness towards the nation. Instead of revolution, peace is the main story of the whole communication policy. Chinese theory of communication is based on India's principles of Panchsheel.

(D) Christian theory of communication : This theory is based on free thinking, personal freedom and dedication towards God. It is a very popular theory which serves as the foundation of the communication system in European countries. It is based on human sensitivity and service quality in a team. This theory emphasizes that any new thing conducive to human welfare should be communicated to the people.

(E) Vedic theory of communication : This theory is based on 'Vedas' the religious books of Hindus. It is also known as the oldest theory of communication. This theory considers and recognizes Indian culture and traditions and is based upon traditional values. It is based on 'Guru-Disciple' form of education.

(F) Conservative theory of communication : This theory emphasizes one-way communication based on the pretext of religion and caste. Many restrictions are imposed on communication and people cannot express their ideas freely. Restrictions are imposed on people's movements, their education and their way of living. Women are not allowed to act on their own.

(G) Liberal theory of communication : This theory supports the full freedom of communication. The people have full freedom to communicate their ideas and messages against Government and society. Women are allowed to act on their own.

THEORIEOIARS BASED ON THE IDEAS OF SCHOLARS

(A) Aristotle's theory of communication': This theory was propounded by social scientist Aristotle. This theory states that persuasive techniques of communication, can change the thinking process of the receiver. Sender, message and receiver are the main Components of communication. This theory gave main importance to sender is the source of communication. Thus, it is a one sided theory.

(B) Laswell's theory Of communication : This theory was supported by Laswell and is also considered as one sided theory. It also laid emphasis on gender. This theory states that the sender can change the thinking process of the receiver by using appropriate channel of communication.

(C) Shammon and Weaver's theory of communication: This theory was introduced by Shammon and Weaver. This theory says that message should never be transmitted in its raw form. Message should first be encoded and then transmitted to the receiver so that he is in a position to understand the message. This theory also laid emphasis on feedback and realized the presence of noise.

(D) Katz-Lazars field theory of

communication: This theory was introduced mainly for mass communication; therefore it is also known as mass communication theory. According to this theory, sender encode the message and transmit it by some appropriate channel to an opinion leader. This leader relays this message to the public. Message, sender and the group leader are the three main component of this theory.

(E) Berol's theory of communication: This theory gave emphasis on perception. This theory states that sender encodes the message and transmits it with the help of suitable channel. How message is received, depends upon the knowledge and perception of receiver. Perception of receiver plays a vital role in this theory.

(F) Modern theory of communication: Modern theory of communication presents the communication process in a cycle form. Accordingly to this theory, message is transmitted to receiver and receiver expresses his response after receiving the message. In such a way information or message is transmitted by sender to receiver and in the form of feedback receiver to sender again. However, some obstacles in communication process may cause communication losses obstacles create problems in understanding the message.