

## THE SCIENCE OF COMMUNICATION

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### Abstract

*Communication, the buzz word in today's world, originates from the Latin word *communico* or *communicare*, which means 'to share' or 'to be in relation with'. It can be briefly summed up that 'communication essentially means the transfer of ideas, feelings, plans, messages, or information from one person to another'. Communication is, in essence, the imparting or exchanging of information. It is the act of conveying information for the purpose of creating a shared understanding with the person (or persons) addressed. The purpose of communication is to persuade listeners with the words spoken, or else the very purpose of communication is defeated. For this purpose many expedients are used by speakers.*

**Keywords:** Communication, information, expedients etc.

### Introduction

Communication is, in essence, the imparting or exchanging of information. It is the act of conveying information for the purpose of creating a shared understanding with the person (or persons) addressed. In a sense all conversation is communication. All our life we are engaged in communication. As such there is no substitute for communication. During the process of communication we are either providing some information, or persuading others to accept our line of thought, or entertaining others. The process of communication is like lottery or a card game – mostly we lose but sometimes we win. How to win and impress others is the core of communication. Although there are some rules of effective communication, yet successful use of these rules depends upon the individual. So communication can be an art or persuasion or the science of persuasion.

According to Merriam-Webster Dictionary (available on the internet) Communication is, “the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else. According to Business Dictionary (available on the internet) communication is the

Two-way process of reaching mutual understanding, in which participants not only exchange (encode-decode) information, news, ideas and feelings but also create and share meaning. In general, communication is a means of connecting people or places. In business, it is a key function of management— an organization cannot operate without communication between levels, departments, and employees.

In essence communication is persuasion. The purpose of communication is to persuade listeners with the words spoken, or else the very purpose of communication is defeated. For this purpose many expedients are used by speakers. Some of the more important are, gesture (the use of hands); vocal (the use of vocal organs); writing (the use of pictures or graphic symbols); visual (the use of pictures, paintings, sculptures); mechanical (computers, television and such media); and signaling (body signals, intentional or unintentional). Speakers may use only one or many of these expedients for their purpose. This purpose is persuasion. Persuading others can lead one to success. Juliet Erickson (*The Art of Persuasion*, 2005) in this connection remarks:

. . . no matter how many millions of dollars are at stake, how earth-shatteringly good or important an idea is, or how experienced, famous or clever a person may be, their success largely boils down to one thing; how well they can communicate persuasively with others. Simply put, this ability will determine whether they fail or succeed in what they set out to do.

### **Animal Communication**

Animal communication systems are by contrast very tightly circumscribed in what may be communicated. Indeed, displaced reference, the ability to communicate about things outside immediate temporal and spatial contiguity, which is fundamental to speech, is found elsewhere only in the so-called language of bees. Bees are able, by carrying out various conventionalized movements (referred to as bee dances) in or near the hive, to indicate to others the locations and strengths of nectar sources. But nectar sources are the only known theme of this communication system. Surprisingly, however, this system, nearest to human language in function, belongs to a species remote from man in the animal kingdom and is achieved by very different physiological activities from those involved in speech. On the other hand, the animal performance superficially most like human speech, the mimicry of parrots and of some other birds that have been kept in the company of humans, is wholly derivative and serves no independent communicative function. Humankind's nearest relatives among the primates, though possessing a vocal physiology similar to that of humans, have not developed anything like a spoken language. Attempts to teach sign language to chimpanzees and other apes through imitation have achieved limited success, though the interpretation of the significance of ape signing ability remains controversial.

## **Human Language**

Language interacts with every aspect of human life in society, and it can be understood only if it is considered in relation to society. It attempts to survey language (both spoken and written) in this light and to consider its various functions and the purposes it can and has been made to serve. Because each language is both a working system of communication in the period and in the community wherein it is used and also the product of its history and the source of its future development, any account of language must consider it from both these points of view.

The science of language is known as linguistics. It includes what are generally distinguished as descriptive linguistics and historical linguistics. Linguistics is now a highly technical subject; it embraces, both descriptively and historically, such major divisions as phonetics, grammar (including syntax and morphology), semantics, and pragmatics, dealing in detail with these various aspects of language.

In most accounts, the primary purpose of language is to facilitate communication, in the sense of transmission of information from one person to another. However, sociolinguistic and psycholinguistic studies have drawn attention to a range of other functions for language. Among these is the use of language to express a national or local identity (a common source of conflict in situations of multi-ethnicity around the world, such as in Belgium, India, and Quebec). Also important are the “ludic” (playful) function of language—encountered in such phenomena as puns, riddles, and crossword puzzles—and the range of functions seen in imaginative or symbolic contexts, such as poetry, drama, and religious expression

Language is the most effective way of communication. Our language makes or mars us. The language in which we express our thoughts or ideas can be used in two ways. Language can be emotive or scientific. Language can be referential or emotive and scientific. We can explain these two uses of language by taking into consideration the word “fire.” Fire for a scientist means a corresponding object in life. But when the word is used emotively, it may mean the fire of ‘passion’, the fire of ‘determination’ and the like. Thus, in emotive manner we include many hidden ideas to explain the thing but in scientific use there is only one meaning of fire. The second is the way in which we can make our language more accurate or scientific; there would be no scope for ambiguity. On the other hand, emotive language is usually used by the poets whose poems can yield many meanings, more than even the poet would have thought of. However, for persuasion scientific language must be used. This shows that for correct persuasion depends on correct and unambiguous language. In daily life too unambiguous language helps us convey our meaning the way we want it to be understood. Charismatic speakers like Abraham Lincoln and Jawaharlal Nehru used language in a scientific manner. Such direct language always persuades. Leaders like Gandhiji took

people to the barricades by their persuasive language. Gandhiji did not use big or long words; he used simple language and found millions of followers world-wide. Thus, it can be said that effective communication is a science.

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