

class. Once they have learned how to read and write, they keep on writing or reading throughout their lives.

We are not discussing intra-personal communication in this volume. From the viewpoint of mass communication studies, our contention is that the messages of various kinds and hues are constantly bombarded over the conscious brain. From that part of the brain, they eventually travel to the subconscious part of the brain. Hence, the recall value of the particular message, say an ad, increases, if the individual has been exposed to it for long periods. The response to the message is likely to be favourable, if the message or its USP is repeated several times over.

**Example:** A person processes information in his mind. This information can come from his subconscious or conscious brain.

### 1.14.1.2 INTERPERSONAL COMMUNICATION

#### 1.14.1.2.1 WHAT IS A DYAD

When two persons are interacting with each other, a dyad is said to have formed. Dyadic communication is also called **Interpersonal Communication**. There is only one two-way link between these two persons. Communication between two persons is also called **Dyadic Communication** (Herta A Murphy, Herbert W Wilderbrandt, and Jane P Thomas, *Effective Business Communications*, The McGraw Hill Companies Inc, New York).

#### 1.14.1.2.2 DYADIC COMMUNICATION: COMMUNICATION BETWEEN TWO PERSONS

A person can communicate his thoughts to another person. This is the case of interpersonal communication. The communicator can also use charts, graphs, animations, slides (shown by an Over Head Projector or OHP), music, sounds, video clips, his own voice, gestures, body language, facial expressions, written reports, and still images to tell what he wants to. **Examples:** People working in firms, government departments as well as people discussing things in the groups of two. They cannot afford to be impersonal with each other because they address each other by being physically present in a room, office, garden or at any other place. If they are talking over telephone, or cellular phone, they are again personal (to some extent) as voice of one person delivers many meanings and cues to the other person. They are communicating with each other in an air of confidence and warmth. Both the persons are confident that they are understanding each other. They want results from each other. They want these results in a short time frame. This is called **Dyadic Communication**. It is an example of two-way communication because every person would respond to the statements, documents, tables, and data provided by the other person. **Example:** Two persons can exchange information and discuss topics that are of mutual interest. The topics could be politics, societal values, neighbourhood, environment, sports etc.

A person can talk to another person, or he can send a letter or document to him. He can also show him a visual clip, slide, diagram, chart etc. Further, he can talk to him over telephone too. Nowadays, cellular phones are a popular form of communication for personal 'tete'-a-tete'. All these techniques are a part of **Dyadic Communication**. Refer Fig 1.17.

Even if two persons are talking over telephone, their expressions, sighs, disgruntled acknowledgements, and whispers can communicate a lot to each other. When they are engaged in a face-to-face meeting, their body language tells the real tale. Words also help them communicate; so do documents, handshakes, products, charts, diagrams, samples of products, and live demonstrations.



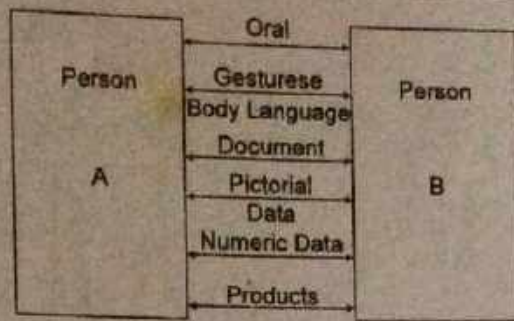


Fig 1.17 Dyadic communication (between two persons)

In the contemporary world, dyadic communication can be done through *eight* different media vehicles. Fig 1.18 shows these vehicles in nutshell. The figure is self-explanatory.

### 1.14.1.3 INTRA-GROUP COMMUNICATION

#### 1.14.1.3.1 WHAT IS A GROUP

When the number of people gathered at a place is more than 2, the conglomeration of these humans is called **Group**. All the persons in a group can form two-way links with the members of that group. Refer Fig 1.19.

Karl E Rosengren has given a formula for calculating the number of two-way links among the members of a group. It is as follows:

$$R = \frac{n(n-1)}{2}$$

Where,

R = number of two-way links, and  
n = number of members in a group.

Hence,

if  $n = 3$ ,  $R = 3$ ;

if  $n = 5$ ,  $R = 10$ ;

if  $n = 6$ ,  $R = 15$ ;

if  $n = 10$ ,  $R = 45$ ; and

if  $n = 20$ ,  $R = 190$  ... and so on

As the size of the group increases, avers Rosengren, the number of two-way links also rises. Thus, the group structure becomes complex. This is a quantitative change. The communication pattern also undergoes a change; it is a qualitative change. As the group size increases, interpersonal communication becomes group communication.

A human group is:

- (a) a small number of individuals collected at a place (usually 12 to 20 persons);
- (b) having a joint identity based on;
- (c) a common, implicit or explicit goal as well as;
- (d) a more or less informal structure, including;
- (e) some sort of informal or semi-formalised leadership.



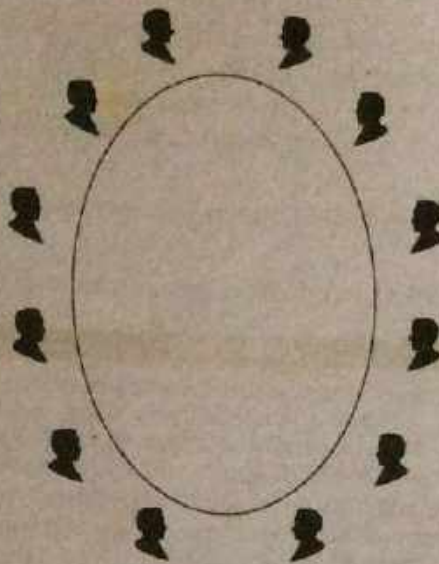


Fig 1.19 Communication within a group (multiadic)

This definition was given by Karl E Rosengren.

If we take vital cues from the definition of a 'group,' we can define group communication as:

- (a) communication within social entities having at the most 20 members; and
- (b) communication between such entities and their societal surroundings, including other groups, individuals, the State, NGOs, and the society at large.

#### Sub voce

- (1) Rosengren has given the best number of group members as 20. However, we feel that this is a large number by any norm. In our view, a group should have at the most 12 members; beyond this number, the group would become a public.
- (2) Like all other group activities, group communication forms and is formed by the structure of the group. It is also defined by a number of group features that are typical for every group under the focus of the researcher.
- (3) According to A Kumar, group communication is also called **Multiadic Communication**. It is a new term coined by him.

#### 1.14.1.3.2 INTRA-GROUP OR MULTIADIC COMMUNICATION: COMMUNICATION AMONG THE MEMBERS OF A GROUP

When the number of participants is more than *two*, the process of communication becomes complex. A person communicates with two or more persons at the same time. He may use video conferencing facilities, meetings, the dais of a seminar room, a conference hall or even a small garden to communicate with the targeted audience. He can send messages on the cellular phones of the audience. He can send SMS and MMS messages to them *en masse*. He would certainly send letters and a host of technical and non-technical documents to those targets that are located at distant locations. Nowadays, E-mail (with BCC and Cc options) and video mail are very commonly used modes of communication through the Net. All these activities fall under the gamut of multiadic communication. It is a personal form of communication in the sense that some interaction between



the participants is involved. Group members ask questions during meetings, conferences, and seminars. Some may even keep quite, thus proving that they are not interested in the lecture or presentation of the speaker. Some others may yawn and leave the conference hall; this is also a form of communication and has the indirect insinuation of curt responses to the hackneyed ideas of the speaker.

In addition, the targeted persons may also exchange oral messages, body gestures, documents, and products amongst themselves.

Fig 1.20 shows eight media vehicles of multiadic communication. The figure is self-explanatory.

#### Sub voce

Documents, in the parlance of dyadic and multiadic communication, can be the sources of various types of information, namely, business data, technical data, environmental facts, opinions of connoisseurs, prices of products and services, and terms of sales. Further, rules and regulations of local, regional, national, or international governments are also disseminated among the masses.

A person can communicate with a small group of persons; this group could include three persons (eg, a sales manager addressing a group of three sales executives in a meeting) or one hundred persons (like an expert addressing delegates in a technical seminar). The communicator delivers his message to a moderate number of people. His manners are not very personal. He uses body language quite often to communicate his thoughts. The atmosphere may be formal or informal. Most of the listeners and viewers are receiving his message. He responds to their queries and counter questions. Thus, he is able to communicate with his audience with a high efficiency because the latter are present to listen only to him. **Example:** A lecture in a classroom, a meeting of a sales manager with his sales executives, meetings of the production staff with production manager etc are the examples of intra-group communication. A family is an ideal example for displaying the intricacies of intra-group communication. Within a group, dyadic communication takes place when any two persons interact with each other and share information and views. Other participants of the group could be passive listeners but they could also be sharing the information that is being exchanged between these two members of the group.

#### Sub voce

The term **Multiadic** was coined by A Kumar (*Effective Business Communication*, Khanna Book Publishing Co Pvt Ltd).

Blumer states that in small groups, all the members know one another. They are aware of the membership of others. They share common values. The small group has a defined structure that lasts for some time. The members of the group interact to achieve the group objective. A Kumar opines that group think is more prominent in small groups than in large ones. That is because as the group size increases, the system of democratic process of intra-group interactions tends to make the leaders democratic and rational.

### 1.14.1.4 INTER-GROUP OR ASSOCIATION COMMUNICATION

When two groups interact with each other, they indulge in two-way communication actions. Such communications are observed in both business and non-business settings. The goals, ego states of members, long-term ambitions, resources, and *modus operandi* should be almost similar if these two groups wish to extract benefits of concrete kinds from each other. Group compatibility is the major research area in this context. Such groups may be formal or informal. **Examples:** Two business groups can interact with each other to sign a crucial deal. Two associations of residents can interact with each other to take steps to check theft of cars in the area in which, these two associations operate. Note that such interactions may or may not have commercial allusions or objectives. In the context of association communication, the authors have considered only non-business groups into



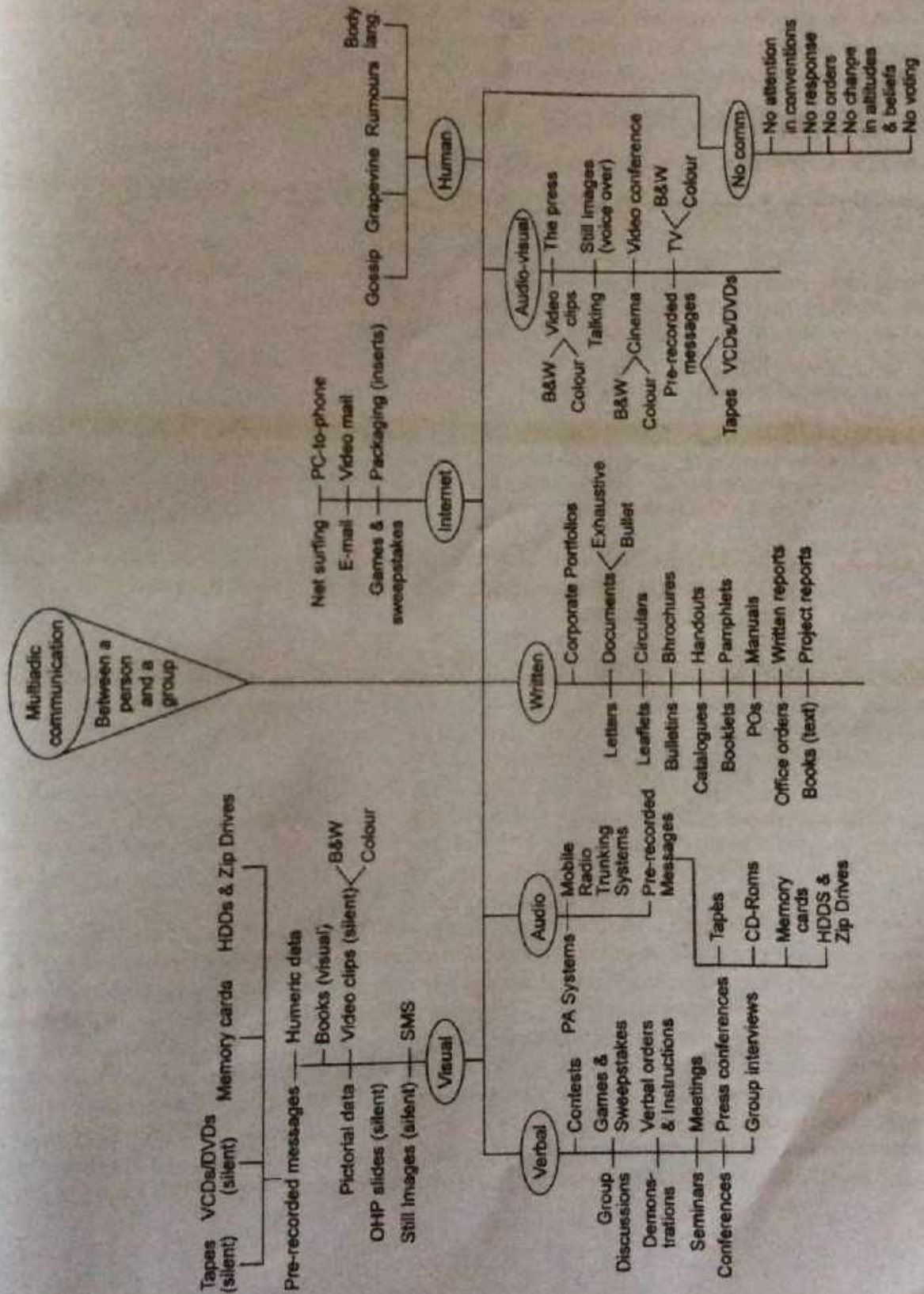


Fig 1.20 Media vehicles for intra-group (multiadic) communication