

# **MCM301 ALL SHORT QUESTIONS**

**SOLVED By Ghazal Aziz (VU Answer)**

## **What is communication?**

Communication is a process, which involves sharing of information between people through a continuous activity of speaking, listening, and understanding.

## **What do we study in this course?**

This course will help you in improving your communication skills generally and business communication skills specifically by equipping you with the necessary proficiency and factors to be kept in mind for successful communication.

## **What are the different elements or factors involved in the process of communication?**

Sender Message Channel Receiver Feedback

## **Why studying communication or communication skills is important?**

Communication is a learned skill. Most people are born with the physical ability to talk. But in order to speak well and communicate effectively we have to learn the art and improve upon our ability to talk.

## **What do we mean by noise in communication?**

Noise is any type of barrier that hinders the process of communication. For example, a disturbing sound in the background when two persons are talking on telephone, poor use of vocabulary, etc.

## **What is feedback?**

Feedback is the receiver's response towards a message. It is important because it helps sender analyzing the success of the whole process of communication. It may also help in identifying the barriers (if any) to communication.

## **What is Mass Communication?**

Mass communication is the process of sending messages to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer.

## **What is Mass Media?**

Mass Media are the mediums or media used for mass communication like newspaper, magazine, radio, television, VCR, etc.

## **What is the difference between communication and mass communication?**

Communication is the process of sharing information at all levels i.e. it may include person to person communication, group communication, mediated communication (e.g. talking on telephone) etc. But mass communication is specifically the sharing or transfer of information that takes place at mass level (i.e. involving large, dissimilar, anonymous audiences) via mass media.

**What is probing and encoding?**

Probing is the fourth category of feedback in which the other person attempts to gain the additional, informative and investigating material for feedback or we can say that he tries to find out the truth. Encoding is the process of transforming information from one format into another. The opposite operation is called decoding.

**What is mediated communication?**

Mediated communication occurs when two (or a few) people use some intermediate means for carrying their messages. They do not communicate face to face and thus do not have direct feedback. Mediated communication often uses a mechanical or electrical device to transmit or receive messages. Examples include the telephone, closed-circuit television, radio, radar, and the communication satellite. Mediated communication also occurs through letters, reports, forms, and interoffice memoranda.

**What is the difference between mediated and mass communication?**

Mass communication includes messages sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer. The instruments include electronic (for example, radio, television, tape, and film) and print (for example, newspaper, magazine, book, pamphlet, brochure, direct-mail campaign). The "mass media," as they are often called, have grown to include the print media of books, newspapers and magazines, the electronic media of television, radio, and audio/video recording, and the new media of computers and computer networks. Mediated communication occurs when two (or a few) people use some intermediate means for carrying their messages. They do not communicate face to face and thus do not have direct feedback. Mediated communication often uses a mechanical or electrical device to transmit or receive messages. Examples include the telephone, closed-circuit television, radio, radar, and the communication satellite. Mediated communication also occurs through letters, reports, forms, and interoffice memoranda.

**What is the difference between impromptu and extemporaneous speech?**

When you speak extemporaneously you are literally making up the words of your speech as you go. That does not mean that you do not do preparation. Rather, as you rehearse you work from an outline or speaker notes that remind you of the progression of ideas in your speech. The impromptu speech occurs with little or no time for preparation. There are reduced chances for analyzing the audience, and therefore organizing and encoding requires a fast-thinking speaker. Some communication experts say that an impromptu speech is delivered without any preparation or on the spur of the moment and an extemporaneous speech is given without any notes, but some thought is given to the topic.

**What basic characteristics distinguish nonverbal from verbal communication?**

Nonverbal communication is interpersonal communication through nonlinguistic means and in verbal communication we use words (in writing or spoken) to communicate. In the verbal communication process, the verbal and nonverbal messages need to be consistent

with one another; when they contradict with one another, the nonverbal message typically expresses true feelings more accurately than does the verbal element.

**What is the significance of body language in communication?**

Body language is clearly central to good communication and is particularly important when attempting to communicate across cultural and language barriers. In some cultures, the spoken word is by far the most important communication tool like for native Americans but in other cultures, however, the way words are spoken along with the gestures, posture and facial expressions that accompany those words is of greater significance.

**What is slang?**

Slang is the use of highly informal words and expressions that are not considered standard in the speaker's dialect or language. Slang is very often colloquial; the language and dialect tend to be specific to a particular territory.

**How do emotional appeals differ from logical appeals?**

An emotional appeal calls on human feelings, basing the argument on audience needs or sympathies; however, such an appeal must be subtle. A logical appeal calls on human reason.

