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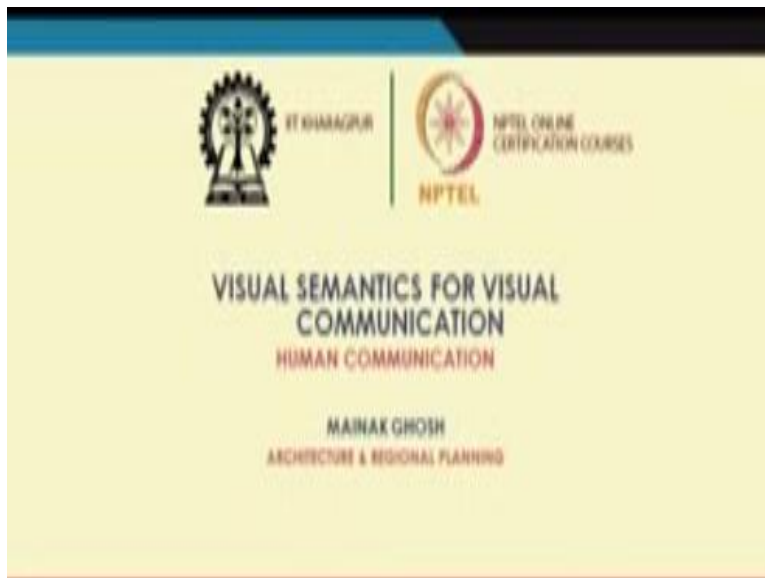
**Course
On
Visual Semiotics for Visual Communication**

**by
Prof. Mainak Ghosh
Department of Architecture and Regional Planning
IIT Kharagpur**

Lecture 01 Visual Semantic For Visual Communication

Hello Students, welcome to the course named Visual Semantics for Visual Communication.

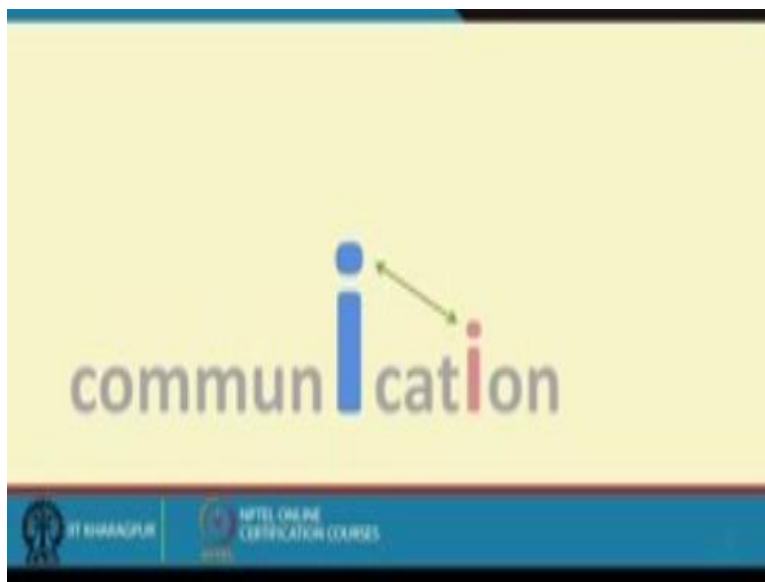
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This course is in that making understand how visual communication works in our daily lives and how that is being designed by many people and Engineered accordingly for producing various resources which again is utilize by human society for various needs. We will discuss more about that as we progress in the course in course of time.

Today we will talk about the particular lecture or the module which talks about human communication. Before we talk about visual semantics or visual communication as such we need to understand that this domain deals with the communicational aspects of human beings and hence first we need to understand how human beings communicate and what are the different aspects associated with that communication. So let us move on with the communicational aspects of visual semantics.

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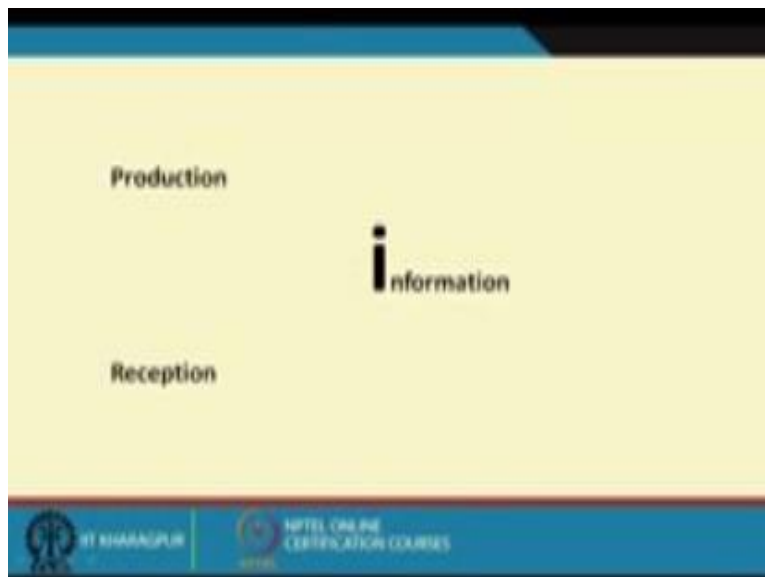
So if you look at the slide we will the communication with the two 'I' being capitalized we represent 'u' as yourself are the individuals. So when the communication happens there is communication between the individuals and these communication can happen at different levels. There could be talks, there could be other modes of communication we will learn about that as we progress.

So sometimes there is a direct communication between two individuals and sometimes the communication happens for some other reason where you are talking about something else. This diagram represents that here there is a different concept. The blue box represent something else

and one particular individual is actually referring about that and hence communicating it to the other individual.

So that means communication happens at two levels. One with the individuals directly regarding their individual needs or at many times the communication can happen because of some other entity and hence reference to that entity to another individual. So this is the premise of human communication where two individuals or two groups or a individual to a group communicate with each other for a particular purpose.

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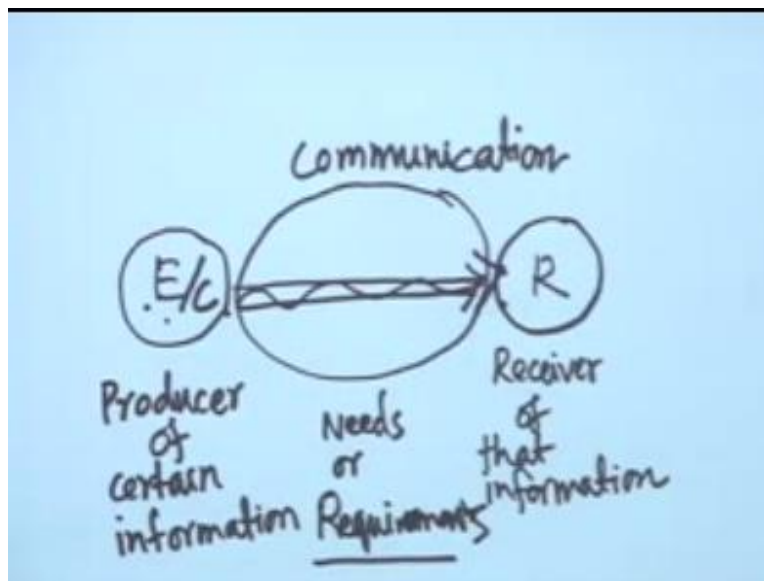


Now if you look at communication as such communication always deals with some amount of information associated with it. Whenever in the previous diagram you have seen there are two individuals or entities trying to interact with each other and also trying to interact with each on a particular common ground which has been represented by the square. So in that case the arrow were representing some kind of information communication which is happening within that.

So communication and information are two semantic synonyms they occur together and they are convey together so if we look at the two very, very important aspect of information, one is the

production of the information and the other is the resection of the information so if it go back to the diagram before and there was our production of that information which was then communicated to the other individual and the other individual was receiving that. In other ways if we have an entity E or if we have a communicator.

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E is the producer of certain information and then he transfers this information to a particular receiver. At this is happening through a process which we are calling as a communication. In our case we are dealing with the human communication in particular so this is the premise of the entire communication which is happening in a human domain for a particular reason and this transformation of information is happening because of certain particular needs or requirements so there is a particular need or requirement for that purpose there is a information flow from the producer of that information to the receiver of the information.

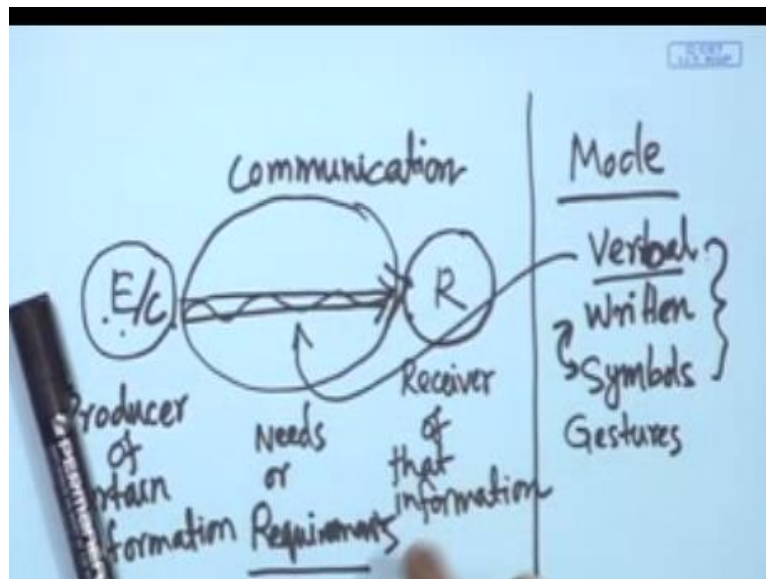
The whole premise of human communication relies on that and we will slowly discuss about that in details further.

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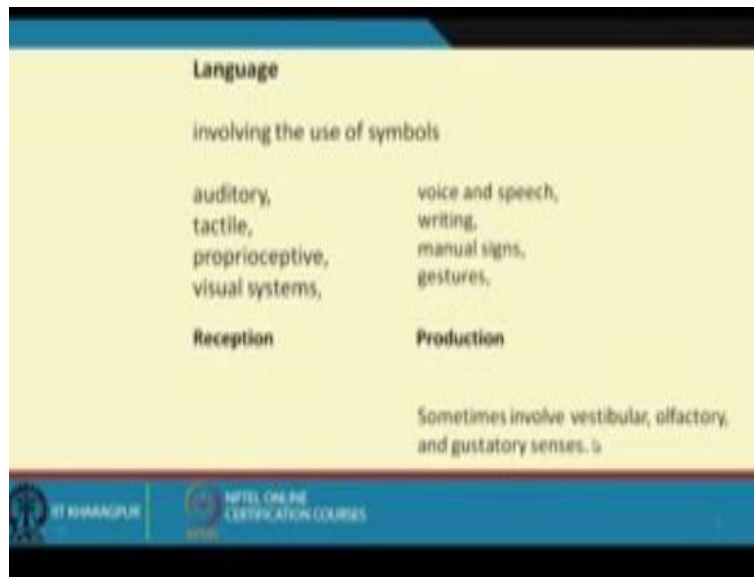
Now another aspect of this is that information is also communicated two different channels which information is peculated by spoken means, by written means, by a sign means so there are different signs being used for the communication of that informations so many of times we use various signs or various techniques, various symbols for communication of that and many of times they stood as well or a combination of all of these things together.

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So if we look at again to this diagram if we look at this particular diagram the needs or requirements based on that the mode is choose it, so based on this there is a different mode of communication which comes into picture so either it could be a verbal mode or it could be written or there could be symbols that being used we come to this later that written entities and symbols are to some extent similar and then there are gestures. So all of these modes are many of times either use in singularity or in combination for a particular communication to happen.

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So now moving on to the next aspect of communication human beings communicate through language. All of us use language for communication to a extent and that is the most prevalent form of communication for human civilization and this is very interesting facet of human beings and development of human civilization as such where we have come with obstruct symbolization terms of languages.

There is so many different variants of language and within a language we have so many different dialects which work so there is enormous amount of language that is being used by human being for different communication, now any language for that mattered involves using certain amount symbols which have been mentioning. So language is closely related with symbol logic or usage science to some to agreed extend.

And we now look at the two different aspects we have talked about the reception thought and the production thought so the reception thought is related to a deeper reception, tactile reception, program reception which is related to your position and movement to some extend and then the visual systems which very, very important in our case because we are talking about visual communication and visual semantics in this particular course.

So any reception revolves around these modalities where as the production relies on the voice or speech for language the different ways of writing the manual signs and the gestures so by usage of various aspects together the production is happening for instant right now I am delivering a lecture to you, so I am producing certain amount of information and how I am producing that information is through voice and speech through different writing I am doing through different gestures and different signs that I am using.

So it could be a body language, it could be different symbols that I am drawing it is the language that I am writing it is the speech that I am talking about which is again relying on some kind of convention which is framed as a language in terms of English language for this particular case where as when it comes to receiving at your end you are relying on your ordinary senses, your visual senses, your tactile senses to some extend depending on where you are sitting.

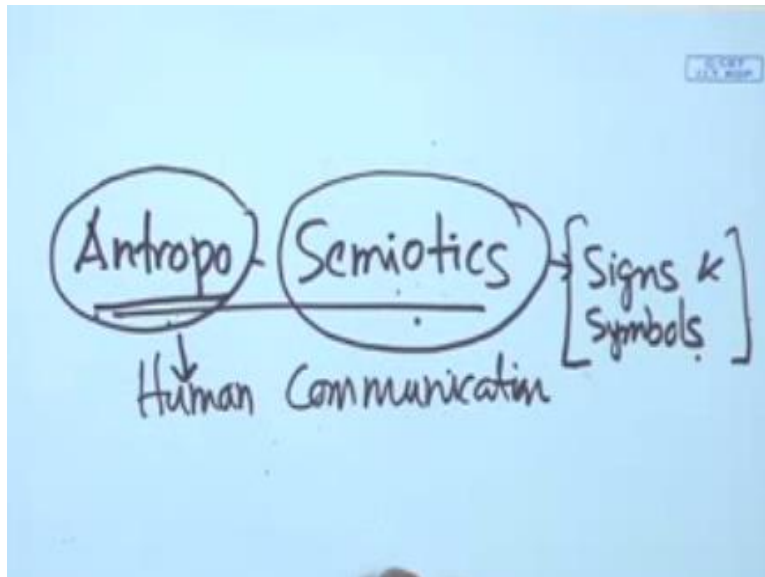
So these kind of aspects are relevant when it comes to the reception and production of information and its communication so when it talk about information and communication as a whole for human beings we need to considered these aspects as well where the production and the reception of the information in form of various communication happen in a particular domain and these domains have been shown in this particular fashion and sometime it happens in other aspects which are vestibular, olfactory or gustatory senses which are very, very nominal to in our case, but communication is possible in these senses as well.

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So now moving on with human communication if you recall this particular diagram again so human communication is a subject which has been named as anthropo-semiotics so if you look at anthropo-semiotics so we have anthropo and then you have semiotics.

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The study of human communication relates anthropo part which relates to human being so this relates to the human being and semiotics is basically the subject we deals with science and symbols so a subject that deals with science and symbols, so we are in particular talking about human communication through various science and symbols this is the premise of human communication and human communication is always happening through this domain.

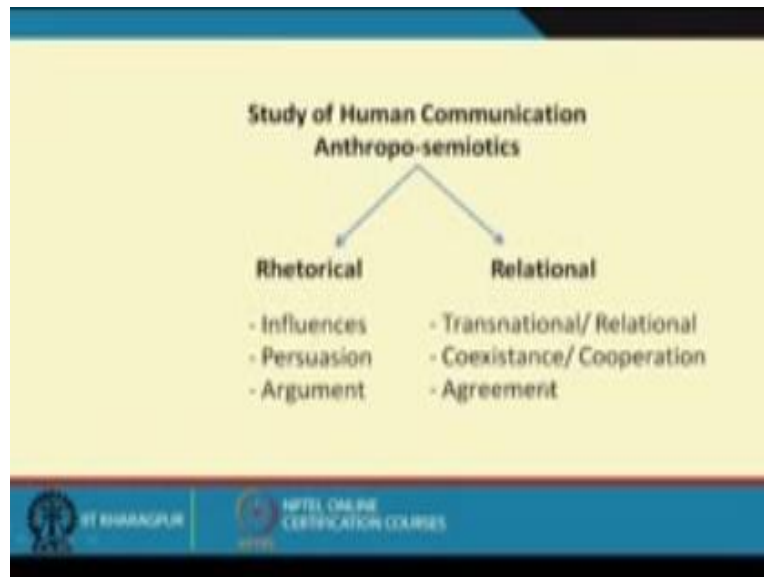
And the semiotics is vast in a week two we will discuss in detail about semiotics and it has various aspects where we talk about the science and symbols and various levels and various factors which drive them so basically human communication is relined on various science and symbols and it is relined on the communication aspects so we will now deal with this entire domains one by one.

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Again relating back to the communication aspect here we are precisely talking about the communication between the two individuals or the anthro-semiotics and also note that there is a reciprocation which means that the science and symbols has to be understood and as well as reciprocated otherwise the communication fails to some extent.

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Now study of human communication deals with two distinct channels one is the rhetorical and the other one is the relational channels, so rhetorical channel is dealing with mode of argumentation or argumentative approach where you are arguing the different entities for establishing your point of view. Philosophically this has been derive from Aristotle's time or rather this is the classical form where we have try to classify human communication as such or anthropo semiotics.

Where we are trying to found out the meanings or reasoning or the logic of human communication and the aspect which was coming up there was that of are rhetoric's or in other terms where we are arguing or trying to put forward or establish a point to view which is again counted or accepted and based on that our communication was happening, so this precisely trying to cost an influence so whatever point of view you have or whatever information you have got you are trying to cost an influence on that so one aspect is it is influential to some extent and in other aspect it is persuasive to some extent so what I am trying to say is what I am trying perceive or I am trying to put forward a point of view and that could be an argumentation.

And that argumentation has to be accepted or rejected and there could be counter communication happening with that so that is one form of human communication where we are talking about rhetoric's and the other form of human communication is rather more human and where the argumentative aspect is subdued and this form of communication is transitional or more of relational.

So as the name suggests you are trying to build up a relation you are trying to share certain things you are trying to communicate certain things for building up the relation for establishing not an argument but in establishing certain kind of then you have learned agreement, agreement based on which human civilization dwells on or write. So if we look at this diagram it shows the two aspects very clearly so the rhetorical aspect is one which influences which deals with persuasion and it is argument centric.

Whereas the relational anthro-semiotics is more relational or translational it talks about Co-existence and cooperation's so there are mutual cooperation poor sharing poor learning or co-existents for that whatever communication is require is being emphasized over here and on tried to what has been there in rhetoric's here there is a sense of agreement. To give you an example say for example in a organization both rhetorical and relational communication works handing and for the betterment of the society and for the function it does for example.

There are arguments on a project or a particular assignment or a particular work colleagues or team members or different entities different groups or members of the organization would actually get into a rhetorical mode of communication where they will argue try to establish their own points and hence come up with the communicative mode whereas at the same in the same organization you would find that there are cooperative communication or co learning or co existents, co sharing kind of environment or communication is happening.

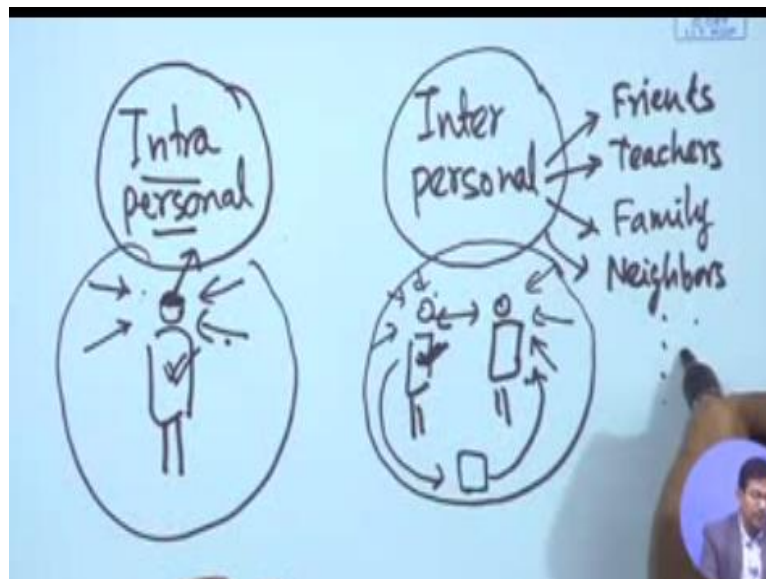
For the betterment of employ culture or for a day to day functioning in a smooth manner so in our day to day life deal with these all kind of communication modes and both are equally relevant in our lives.

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Moving on to the next level what are the different types of human communication now there are several types of human communication possible there is the first one is intrapersonal and interpersonal.

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So intrapersonal and interpersonal communications so these are the first types which we encounter in our day to day life. Intrapersonal communication happens when the communication is happening with himself, so for an entity there is always a communication which is happening within your brains so that is the intrapersonal communication which happens with all of us all the times so we are living in an environment we are receiving various stimulate from the environment.

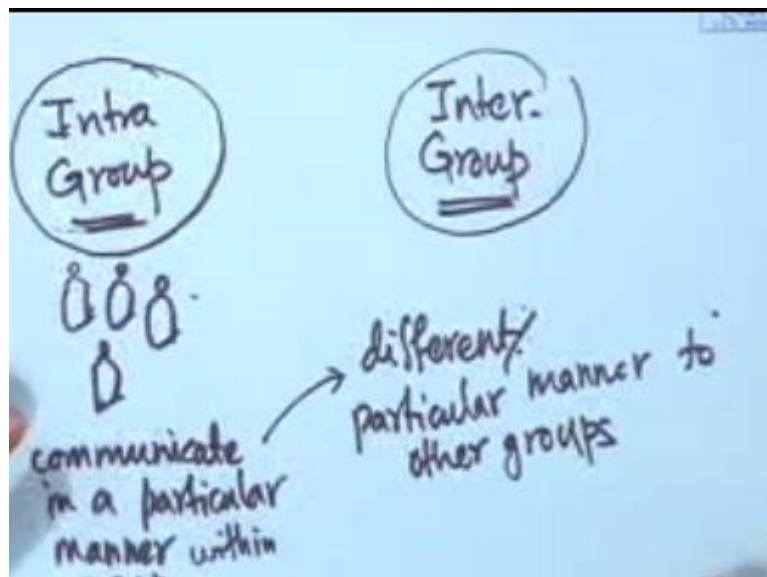
And based on that there is a self communication which happens with us so this is an intrapersonal communication which happens whereas as it is understood from the interpersonal communication so there could be one entity and there could be another entity and within then there is a communication and that communication again refers to an environment around the they are receiving various stimuli and they are communicating.

If you relate back to the first line which has shown they may actually refer to another entity somewhere else and hence the communication might be happening, so this is how two different types of communication happens in a very first place where 'u' as a individual is involved at the intrapersonal level and at an interpersonal level and there could be various varieties of

interpersonal communication again for example that interpersonal communication that you have with your friends is different from that you have with your teachers is different from that you have with your family members or is different from that you have with your neighbors and this list can go on.

So interpersonal communication varies are the degree of communication the level of information being communicated varies for different entities from time to time. Now if you look at the next two types of communication.

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There is another type of communication which is intra group communication and intergroup communication so human beings are social animals for that matter. Human beings always tend to leaving a group and there are different communities groups being found based on different kind of entities that they have been assigned to and based on that this groups also communicate in a particular fashion.

So in other words we talked about intrapersonal and interpersonal where the entity of an individual is restored and there is communication happening at an individualistic level whereas

set of individuals form a particular group and these groups have different modes of communication within the group and within two groups say for example when you playing a football match 'u' as an entity is communicating with yourself 'u' as an entity is communicating with another person.

Who is next to you whereas 'u' as an entity is part of a group as well you are part of a team and the team has a particular way of communicating within themselves and the team is again communicating with the other team in a particular fashion or maybe with the referee or maybe with the audience so this is just an example, but to make you understand that groups are form with individual entities so there are various entities that have been form and this particular group behave in a particular manner or they communicate in a particular manner, so they tend to communicate in a particular manner. So this is very key to human communication because we are segmentalized in some group or the other say in terms of country in terms of your occupation in terms of your hobbies.

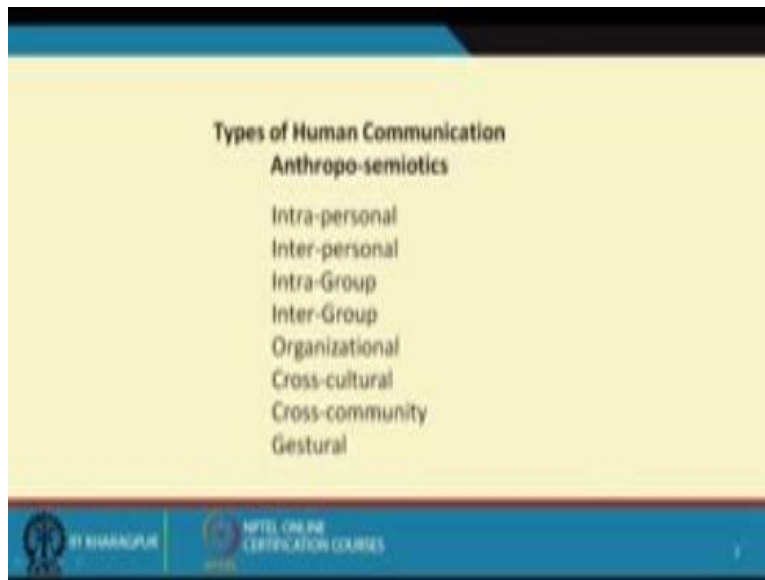
Various other way we are compartmentalized into some kind of group and this creates the premise for cultural communication the culture has been develop based on this group entity again and these groups communicating in a particular manner within the group and at the same time this group communicate in a different manner or in a particular manner to other groups, so this is a very clear example of intra group communication and intergroup communication.

And it is very apparent that this communication would vary based on what kind of group that you are in and what of activity that you are dealing with say for example again take the example of the football match where when two entities are on a sports ground and they are fighting for victory the intergroup communication would be more revelry or fight or there could be sense of competition and the communication will also happen accordingly there would be sense of communication by in terms of verbal means by in terms of gestural means, body language, facial expression, signs and symbols.

All of it will deal with a competitive approach whereas in the intra group of both groups who are participating in that particular match or sport we love a very cooperative communication

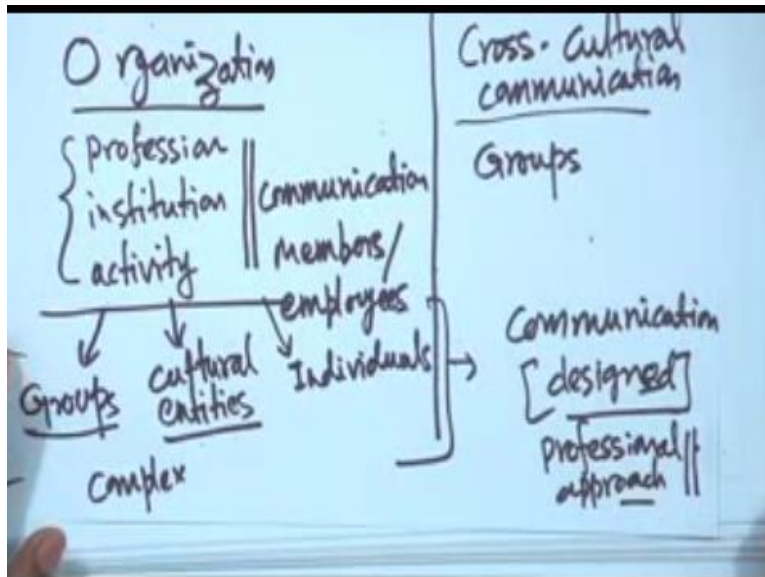
amongst them where they are trying to help the entire team as a group for winning the competition so this is the premise where the communication is vastly different when it comes in terms of groups.

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Now we move on to the other two aspects where we are talking about the organizational communication or the cross cultural communication so there could be communication which is happening within an organization and there could be communication which is happening cross culture.

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So there are organizations being found these organizations are mostly based profession, or institution or activity so human civilization has created organizations based on various facets like this and based on that they have different communication which happens within them, so the organization has a different organizational communication for communicating with different members and employs within that organization.

Whereas the other aspect which comes into the picture is the cross cultural communication where we have talked about the various groups so there are a numerous culture which is present in our whole world and there has been difference in communication based on the cultural aspects. This is day by day becoming very, very crucial in terms coming to the concept of globalization or the digital movements which have occurred the communication there is a disruptive communication which is happening across cultures.

So there is a sense of globalized communication where the world is falling flat and there are been common communicational modes happening across culture whereas there is a sense of localization and different communities, different culture have different ways of communication

with each other and they communicate either cross culture or within their culture, so one is at an organization level and the other is at a cross cultural level.

So for that matter and organization may have different groups working there we have talked about different groups and there could be different cultural entities within an organization so now you can understand how complex communication can become when it comes in terms of a bigger organization or an entity there are different groups, there are different individuals and there are different cultural entities.

Hence for all of this the communication needs to be designed so many of times our communication needs to be designed and it needs professional approach and that said the need for our this particular course so communication needs to be designed and communication has to be design in a professional manner. This creates the premise of this particular course which gives us the inside of how visual communication happens and how the semantics is relevant for us to learn.

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And the last not the least if you look at the power point presentation the last is the gestural communication many of times in voluntarily we rely on gestures or body language or our facial expressions for various kind of communication, so we will discuss in the next lecture about more of the other facets of communication coming to the gestural and what are the other modes of communication which are prevalent.

But in this particular lecture we try to understand the little bit about human communication the various aspects of human communication the various types of human communication and more importantly what is the relevant of learning human communication in terms of visual communication and visual semantics for our society, thank you very much.