

**NPTEL  
NPTEL ONLINE CERTIFICATION COURSE**

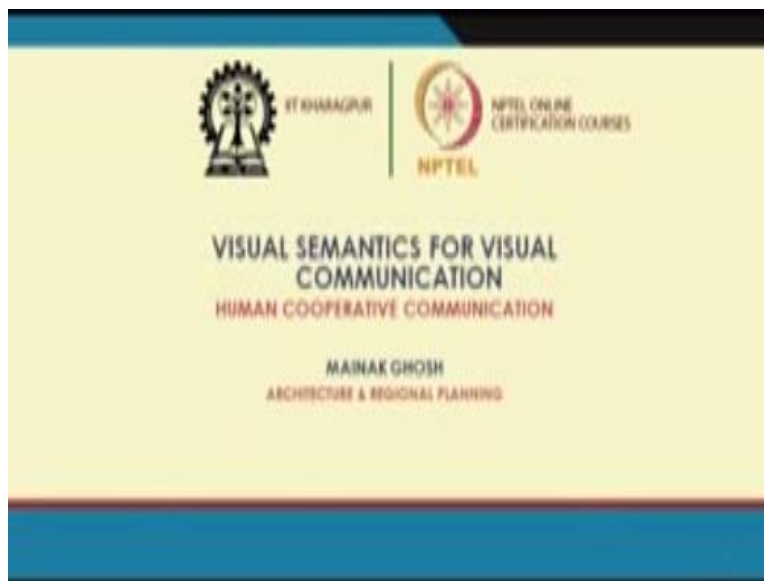
**Course  
on  
Visual Semiotics for Visual Communication**

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

**Lecture 02 Visual Semantics for Visual Communication  
(Contd.)**

Hello students welcome back.

(Refer Slide Time: 00:22)



To this particular course on visual semantics for visual communication today we will talk about human cooperative communication in the last class if you remember we talked about human communication as such various aspects the types of human communication how human communication happens and the different aspects associated with human communication today

we are going to pinpoint on a particular area or a particular specialty rather of human communication which is human cooperative communication the notion of cooperation coming into picture and we will discuss more on that because the whole communication paradigm relies on cooperative communication to a great extent so let us look at the slide where we finished in last lecture.

(Refer Slide Time: 01:16)



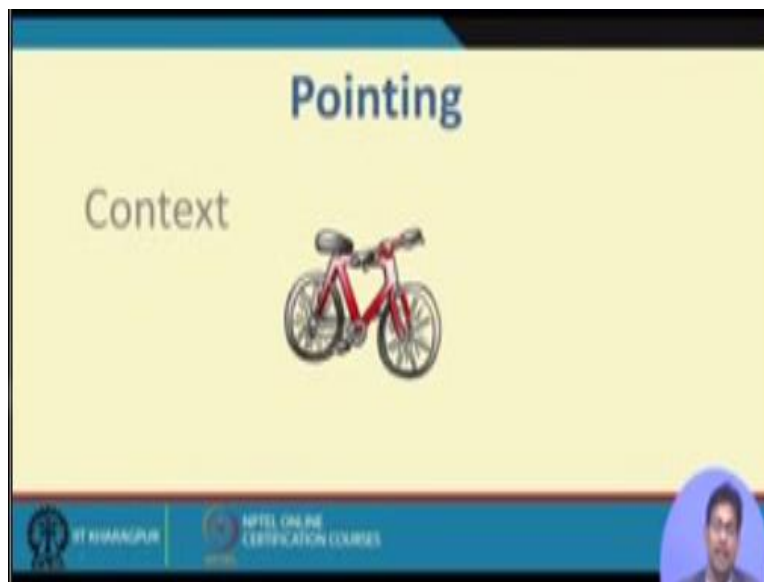
So we talked about the types of human communication in the last lecture we talked about interpersonal communication where it is within self interpersonal communication where it is between two individuals intra-group where the communication is happening within a group inter group different groups communicating with each other organizational communication and organization housing all of these different entities and then you have cross-cultural communication which cuts across all of this again.

Then you have cross-community communication where there are different communities participating and then you have gestural communication so today we will take a clue from this gestural communication and see how the gestural communication alone holds such a big aspect to human communication and we will see accordingly various aspects to it every time in the class

I give I tell you this I tells this story to my students that once me and my friend were walking down the corridor and in my college days.

And my I suddenly noticed the bicycle a bicycle just next to the library and I immediately pointed to that bicycle my friend I caught attention of my friend my friend also looked at that bicycle and then something happened the premise of the story is why would I suddenly point to a bicycle which I just saw and by pointing I was trying to communicate something to my friend

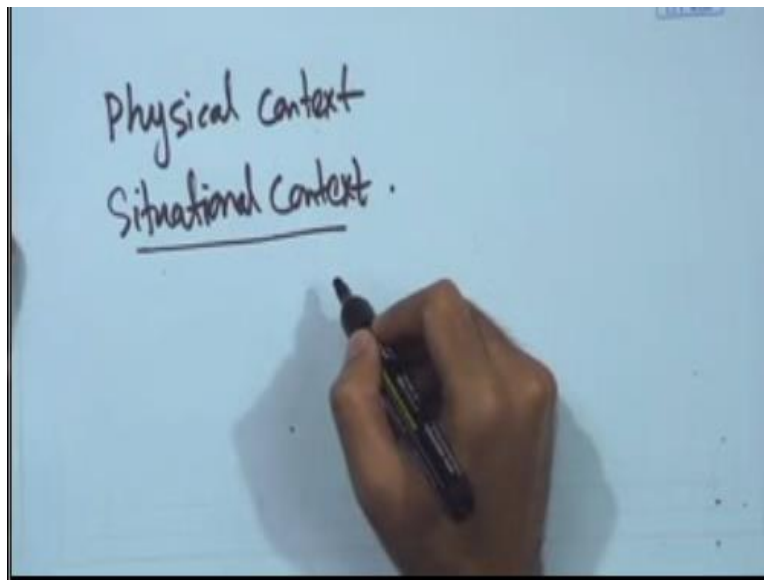
(Refer Slide Time: 03:01)



Now if we look at the next slide the bicycle experience I have shown that bicycle and I did one pointing but in the background in just that simple notion of pointing the bicycle and my friend was really happy that I pointed to that bicycle but what was happening to that so I will now slowly reveal the story to make you understand so with pointing to that bicycle there is a context the whole bicycle story is happening in a context say we are walking down the corridor the cycle is next to the library or next to the playground wherever.

So it has got a context around it we are in a campus we are walking down I am with my friend and then I saw a bicycle so that creates a context for me to point not only that so these are mostly this physical context.

(Refer Slide Time: 03:58)



So I have some physical context around me and then I have some situational context so the situational context around me also creates a sense of communication why while suddenly walking down the library I pointed this thing to my friend so for that the next level.

(Refer Slide Time: 04:25)



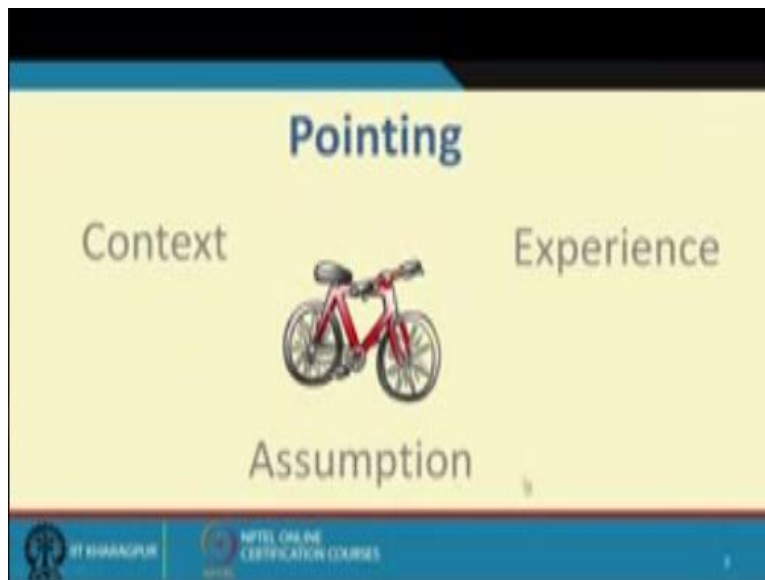
Which is coming into picture is the experience that I have with that bicycle or the experience or the past experience that is to that bicycle so now I will reveal the next episode of that story this bicycle was actually stolen two days back and my friend was really worried and he was trying to surge the bicycle all over and there was lot of distress and you know different kind of things happen because of losing the bicycle.

So now comes the experiential aspect which is lying behind with that bicycle so I know from my past experience that this kind of a bicycle was stolen or my friend was searching for this bicycle or I know this bicycle the color of the bicycle or the brand of the bicycle is very similar to that of my friend so now you can set the whole notion of pointing into a perspective first what I did is I have related it to a context that this bicycle is appearing here of course I would might not be showing that bicycle or pointing that bicycle at the context been very different.

You know say I probably would not point that same bicycle in the same manner had I seen that bicycle ten years down the line so one is the context the space-time physical and situational context and the other is the experiential context that I have with it is that I know what is the past

story with it I have experienced that I have perceived that I have seen that with my own senses I know what has happened the cognitive level.

(Refer Slide Time: 06:19)



So there is an experiential aspect associated with the communication but the third aspect which I am going to show here right now is the most important one for human communication or human cooperative communication rather which is that I have a particular assumption in it which probably very few of the animals do when it comes to communication that is what is a major differentiator which differentiates us with various other species of animals and we have progressed or we have moved on with civilization with a enormous pin terms of communication and in terms of information processing.

So this notion of assumption is very own to human communication and the Assumption here is inherently cooperative in nature so that is the that is the whole domain why we are talking about human cooperation and that is the reason why I talk to you what I told you this story so the assumption here is that my friend will be relieved as soon as he sees the cycle or some action could be taken or there could be a verification being done that if it is his bicycle or not.

So at the code I was trying to help my friend I was trying to find out a solution so the assumption is based on that and that because of that the entire notion of communication took place and look at how the communication happened the communication happens just by one point I just pointed I did not even tell anything but in the background this three aspects we are working together one is the context I have a context in hand I have the experiential aspects which are there and I have the assumptions within me which is trying to establish some kind of cooperative model.

So that is the very clear picture why human beings communicate and communicate in a cooperative fashion now if we move on with the slides.

(Refer Slide Time: 08:17)

CONTEXT	EXPERIENCE	ASSUMPTION
Base	Cognition	Altruism
Need	Understanding	Emotion
Importance	Analysis	Response
Logic	Validation	Values

IIIT BHARANGPUR | NPTEL ONLINE CERTIFICATION COURSES

Now with see three distinct buckets okay we have a context bucket we have a experience bucket and we have an assumption bucket and the context bucket actually sets you the base for the entire communication to takes place take place so basically the context bucket holds the need for communication first of all why am I communicating or what is the purpose of communication what is the importance of that communication that sets the base for that so I should be in context only then there is an earth for communication otherwise that communication many a times does not happen or even if it happens the communication has a chance to fail.

The if you remember the first slide there was an arrow indicating from one entity to another so there is a chance that there will be a break in this information communication because the context is different for that matter maybe the culture is different so the culture is a meta context you know it is creating a meta context within which this creates the need for communication or the importance of communication and aspects like this so one facet is that and then we have the importance and then we have the logic of communication.

So all of this comes under the context bucket now if we move on to the experience bucket experience deals with cognition you know understanding analysis and validation that means what experience is associated with our perception so as soon as we perceive something we process it in herein our mind we learn about it and that is the process of cognition next time we recognize it so that is why the word is used as a recognition and cognition is the process by which you ensured recognition to take place.

So first of all you analyze that you by their you understand the stimuli or the information that is reaching you process it in a certain manner and then you cognize it and the next time you may want to recognize that same processed information so when we talk about experiencing we are talking referring to our past experiences or we are referring to some event which has happened basically we have perceived all that through our senses we have cognized that we have learnt about that and the next time we will try to do a validation against that that.

Okay if this is has really happened or if this is matching if this is something true or false if this relates to me or not so after the context barrier it moves on to the experiential barrier where we kind of filter it through our own understanding through our own cognitive paradigm and then the next level of communication occurs or the need for communication of the basis of communicate occurs which is the assumption.

So the assumption part deals with something very code to human value or virtue you may say so assumption deals with altruism or the emotions or the responses are the values so human beings

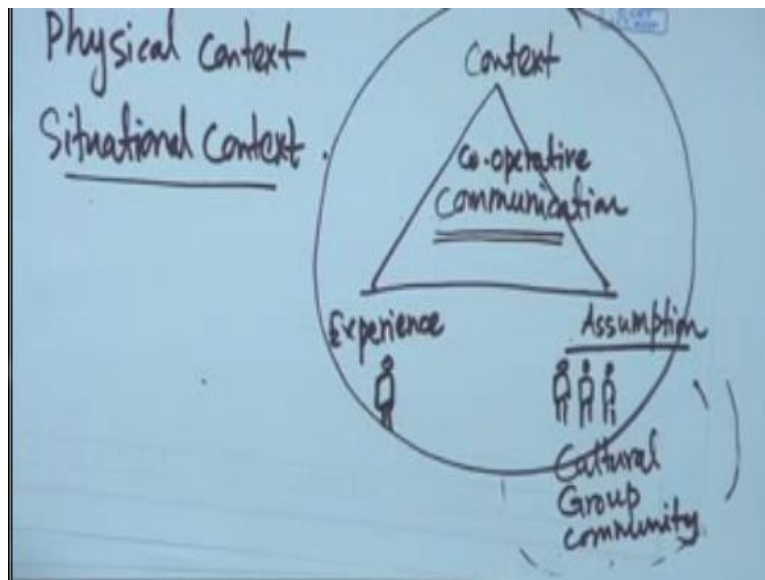


have grown up with this very strong notion of responsive behavior or the behavioral domain where we judge situations by your emotions.

So it is not always by pure rational logic which works in place of course this is that is very important in terms of decision making or in terms of information processing or communication but apart from that there is another aspect which relates to the values altruism the responses that we are assuming vivid we would get to give an example again going back to the to this bicycle story.

Why I am trying to point this bicycle to my friend and what is the assumption he would be happy probably he would be delighted he would get some kind of help from me so based on these the Assumption domain is working so if we again look at this three buckets from context we move on to experiences and from experiences we move on to various assumptions we then can rely on various assumptions that we can do based on this context and experiences and these three together actually creates the need for communication.

(Refer Slide Time: 13:01)



So these three you can say are the pillars which are setting up the need for communication so these are setting up the need for communication so one is the context in which the entire set is happening so the context is more holistic then you have the experience which is more individualistic so this is this happens within the self to a great extent and then is the assumption and the assumption is based on mostly the culture.

So the cultural entity or the group or the community those kind of entity comes into picture when it comes to assumption so these three things together forms the need for communication or the need for cooperative communication and which is happening in most of the communication all aspects all the time so moving on with this particular lecture.

(Refer Slide Time: 14:22)



So there are various hypotheses which are associated with human cooperative communication various degrees of theory have been associated and why the human cooperative communication takes place and what are the different steps through which it happens so the first step to the communication or the first hypothesis is the cooperative communication I have more or less explained the concept of corporate cooperative communication to a great detail where we talked about the triangle where we are trying to set up a context we are trying to set up an assumption

and that whole thing is based on some kind of experiences with that person or with that group or with that organization or within that culture.

So entire thing relies on some kind of cooperative need or some kind of cooperative aspect of communication so that is the very first hypothesis which you have got that human cooperative communication relies on cooperative mode and any communication henceforth that is being designed or that is being thought of has to be in line in terms of cooperative communication only then it has got a higher chance of survival its effectiveness will increase and the communication will happen in an efficient manner.

So this is the first thumb rule that you should always keep in mind the co-operative communication of human beings has to be taken into picture for example to give you a very broad example say I asked you to design a poster for your college fest or for a program in the College you have to design a poster or a banner you are definitely trying to communicate something through this poster now in whatever media possible so here basically if you look at the details of the poster it has to be cooperative in nature.

Whoever is looking at the poster you are trying to cooperate with that person you are trying to help that person to understand what this program is all about where is the venue what is the date visually looking at it you get a clear understanding of what this program is all about rather than creating a confusion so if you see at the detailer the core of it the co-operative model is playing in and that is very important that is the aspect we are trying to focus on this particular lecture.

The second one is the shared intentionality now this is a very primitive form of communication which has happened for other species of animals as well there is always a shared intentionality so if the intentions are not common and the intentions are not shared or there is no unanimous agreement to the intentions the communication might give go hey where say to give you again the example of the poster if that poster is not conveying the intentions of different groups associated.

It will fail at some point of time so for the poster there is an audience so that is a different group and for the poster there is the people who are producing the poster maybe the organizers or maybe the event hosts so they have different perspective which is being focused in that poster the intention is different and which is being given out whereas the audience is there to receive that information.

The intentions are matching with each other so I am giving you something and the intention is matching with the receiver so the receiver is receiving the information so there is a shared intentionality which is working in that communication so in that case the communication would be truthful the communication would be effective and working in other case it has a chance of failure.

So this is a very primitive form of animal communication for that matter where if you look at other animals they actually have a shared intention when it comes to communication say for example hunting for example so they communicate with each other for the shared intention for hunting something so it is a survival game maybe hunting or searching for a prey or you know alerting someone from a danger so these kind of aspects happen in terms of shared intentionality.

Then the next aspect or next hypothesis which is crucial in terms of human cooperative communication is socio cognitive skills socio cognitive skill is nothing but where it deals with observing others are observing other social interactions and then coming up with a skill set for your own so for that matter from our childhood we all grow with particular communication modes with particular behavior and approached by our socio cognitive skills by your socio cognitive actions observations we tend to pick up others what others are doing how they are interacting with each other.

From that we receive these signals we process it and that becomes a skill set for human beings and then we use that a different point of time the next aspect is the pro-social motivation which I have again described to a great extent when I was talking about the assumptions so the pro-social motivations are the norms for helping others without expectation so human civilization or virtue

of human civilization teaches us very inherently that the society runs on helping selfless or many a times in return for some other health.

So that is the way the whole society is working and these is the pro-social motivation which works with all of us and that is also part of the human communication which is happening which is needless to say because if human society drives on pro-social motives human communication is part of a human society and that also relies on pro-social motives and last but not the least is the cultural learning and or the imitation.

So there are various communicative conventions and constructions so culture is based on certain convention and those conventions are constructed and being a part of that culture we are constantly imitating the culture or through our socio cognitive aspects we are observing that and we are following that to some extent and hence we are following a cultural notion or we are following a cultural trait or we are part of a particular culture.

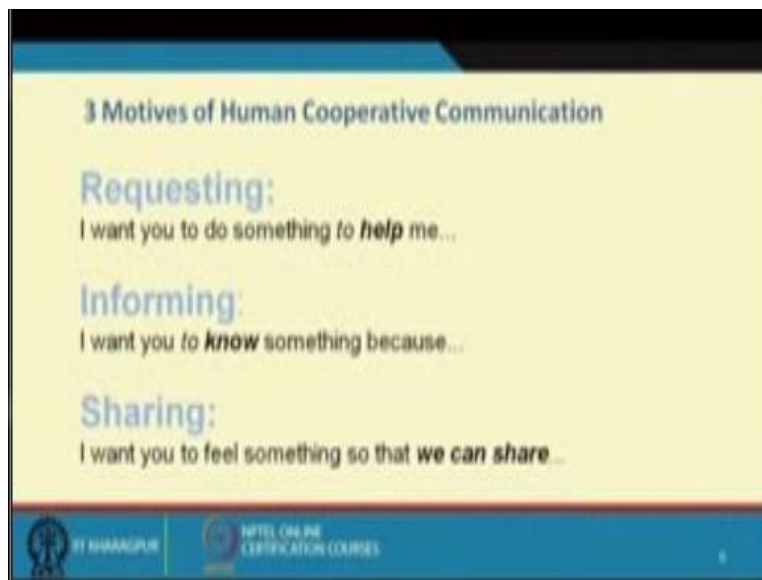
So this is how the various hypotheses are playing one after the another many a times all of them together or one by one so these are the various building blocks for human communication and if you look at this particular slide these building blocks many a times work in the opposite manner so when it comes to human cooperative communication it works on the other way around where we learn our communication mode by being in a culture and imitating we are we first try to imitate our parents our family members or friends teachers and many other groups of people whom with whom we interact.

So we tend to interact and do these imitations then we move up to the pro-social motivations which are the values or the norms for helping others which we learn in schools colleges family society then it moves to socio cognitive skills we tend to observe others how that is happening then there are shared intentionality we try to learn this shared intentionality to mania times develop shared intentionality and then we move on to the cooperative communication.

So it moves from top-down approach one by one we develop these building blocks and finally we move on to a place where we are trying to communicate with each other so this is the domain

of human cooperative communication various hypotheses involved with it and how we are slowly from a very gestural imitative observation kind of mode of communication cognitive paradigm we are slowly move on to something where we are trying to communicate something so this is how the whole building block is taking place and this is happening all the time.

(Refer Slide Time: 23:34)



Now moving on to the next slide which talks about three motives of human cooperative communication and there are three very distinct motives of human cooperative communication the first motive is requesting the second motive is informing and the third motive is sharing so there are three very important motives of human communication when we talk about one is requesting the second is informing and the third is sharing.

So the requesting mode is again a very primitive mode of animal communication for that matter where you want something okay when the other entity or other animal once something it will try to react or it will show certain kind of behavior or traits which is communicative in nature so there is a sense of requesting for that and if that request is not fulfilled you take some other

action for animals they might fight with each other they might go for a you know benevolence kind of thing they might go for tricks or something like that.

So this is the way were first motif comes into picture you are requesting for something you want something or I want something and for that I am trying to communicate in a particular fashion that is the first motive by which we try to communicate coming to the second motive which is the information motive or we are trying to inform certain things to another entity another individual or group or community or organization.

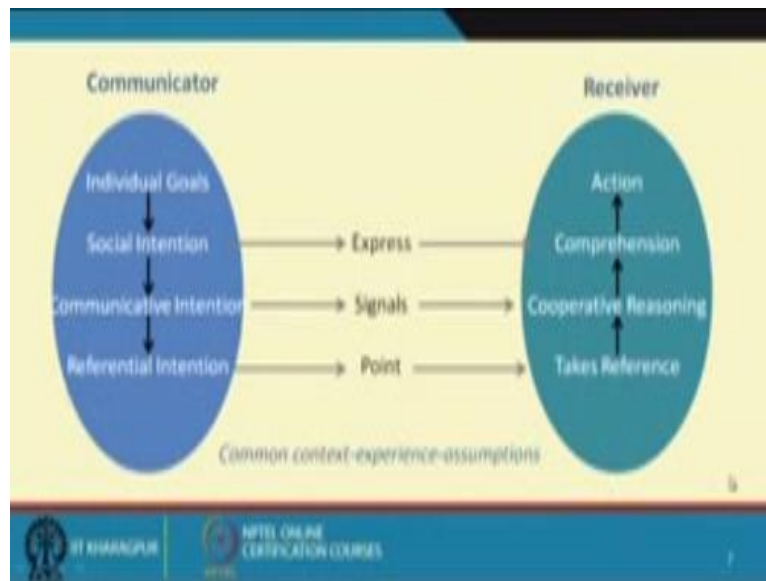
So here we are trying the other entity to know something because of a particular reason so try to understand the difference between requesting and informing requesting is where you want something and for that matter you are giving out the signals or you are trying to communicate to the other entity what you want whereas in terms of informing motive you are trying the other person to know something because of so-and-so reason that might not be relevant to requesting.

So informing others brings in the aspect of assumption which I again emphasizing assumptions are very code to human aspects so we are trying to develop this notion we are so over course of time there has been development from requesting to infer me where you are informing for some particular need and coming to the third one which is more advanced or more developed to some extent is the sharing notion so where you are trying to communicate something from the point of view of you want the other to feel something.

So you can see which is very different from this where I want you to do something to help me which is the requesting mode I want you to know something because of something which is again very analytical logical mode of information communication whereas if you look at sharing here I want you to feel something so that we can share so you can understand that this is very crucial part of human communication when it comes to human communication there is a sense of sharing there is a sense of cooperation there is a sense of coexistence and hence the whole communication aspect has developed or exhibited it bloomed into a different domain because of this particular aspect of human civilization.

If you remember in the very first lecture we talked about the rhetorical aspect of communication and the relational aspect of communication so this is the domain where the relational aspect of communication is taking its importance and becoming dominant and that creates the premise for human cooperative communication.

(Refer Slide Time: 27:45)



So if we now move on to this particular diagram where we are talking about how this cooperative communication is happening or rather the model of human cooperative communication we will look at the communicator per se the receiver per se and the domain how the entire cooperative communication takes place this is very relevant for us to understand because if we are trying to talk about visual communication and visual semantics related to visual communication we need to understand first how human cooperative communication takes place between the producer or the communicator and the receiver.

So there are two entities and they are communicating with each other irrespective of the media we are not talking whether the media is visual or auditory right now this is a generic model which works for cooperative communication if we look at how this communication takes place with each other in our next lecture thank you for your patient listening.