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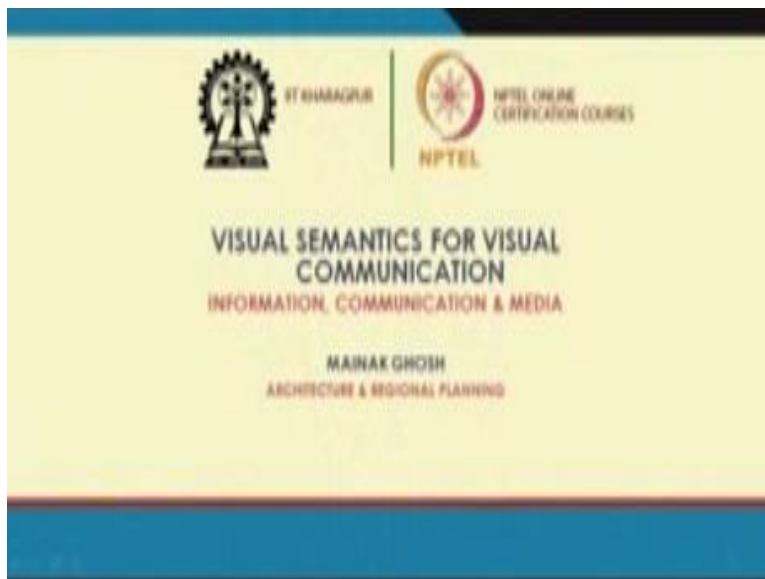
**Course
on
Visual Semiotics for Visual Communication**

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**Lecture 04 Visual Semantics for Visual Communication
(Contd.)**

Hello students welcome back to this course on visual semantics for visual communication today we will emphasis and discuss on the accepts of information.

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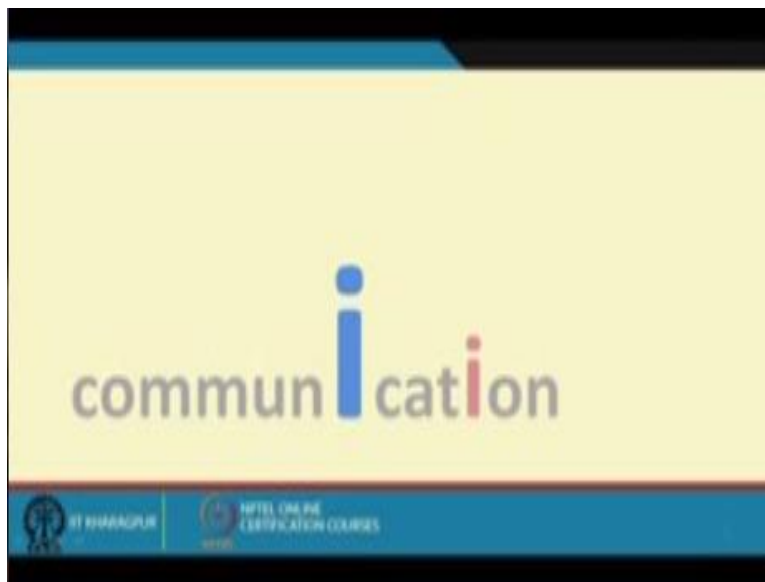


Communication and media for last three lectures we have been discussing on human communication and the bases of human communication that is cooperation and based on that we came up with model for human cooperative communication so that sets the context for nay

human communication that we do be it verbal or be it by some other modes we always follow a human comparative communication model.

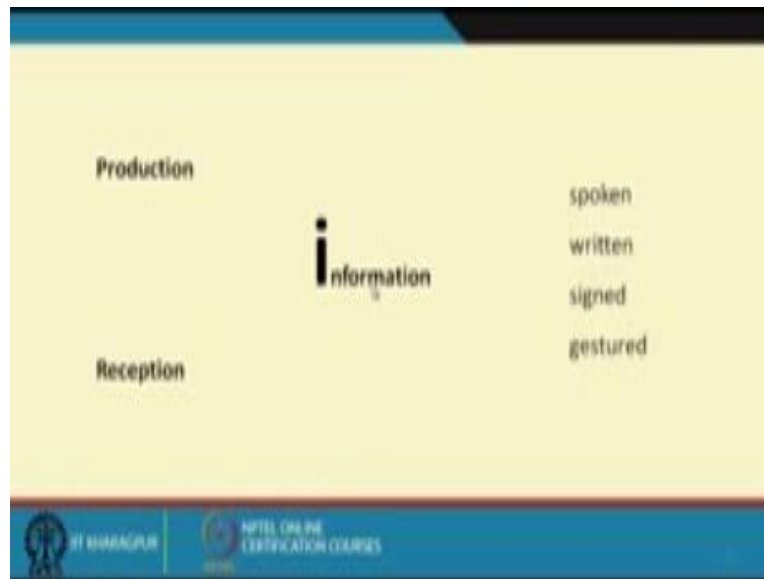
Now having said that we now need to understand how this communication takes place what are the different components and what are the process involved and once we get to know about that we can further discuss on various aspects of design for visual communication and thus try to understand how this communication take place and what is the meaning involved with it which the core domain of visual semantics so having said that let us start today with our module on information communication and media so let us first try to understand what information is.

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If you remember our last very first slide we talked about communication where the two I's represent so the first I represents me and the second I represents you are otherwise as well and there is some kind of information peculation which happens which leads to a communication which could be direct or one could refer to something else and that is being communicated to you in this case for that matter we are talking about visual semantics.

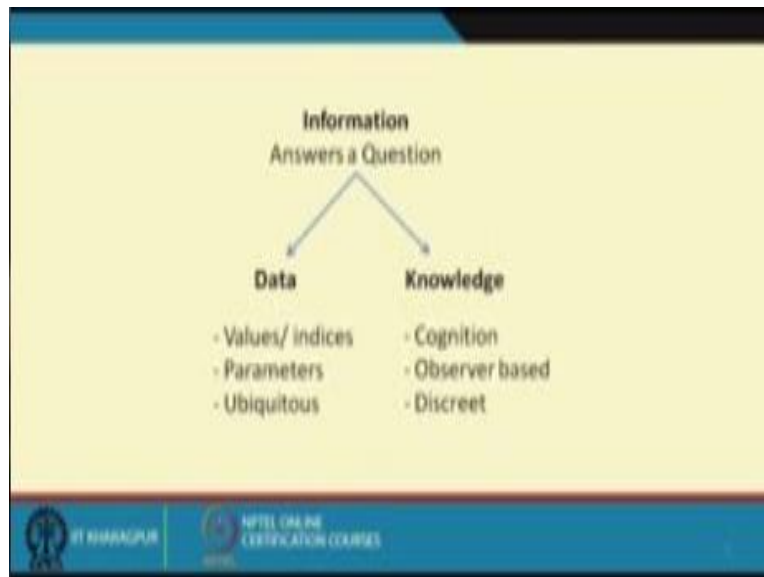
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So now coming to the cruxes of information we have discussed this earlier as well but just reminding you information essentially as two components associated one is reproduction of information and the other is the reception of the information and we also discuss that information could be peculated through various modes which could be spoken it could be written it could be signed or it could be gestured.

So that sets how the information works in our life's and there are two destined aspect regarding that one is a product and the other is reception and based on that only we discussed about the human cooperative model of communication in the last class where it looked at the communicator we looked at receiver and we looked at the intermediate communication channels or modes which take place today we are going to pin point on information what information is and how it works.

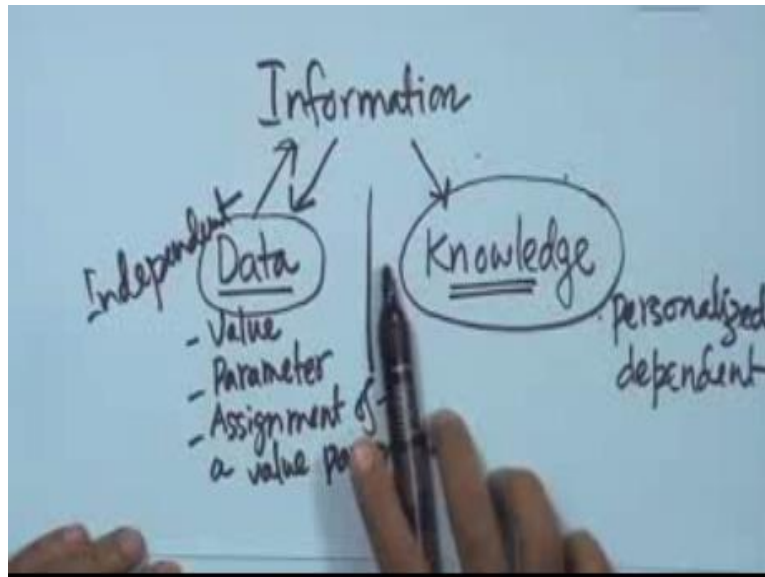
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So if we move on to the next slide we see that information is something within which essentially answers a question so any information when we talk about is trying to give an answer to a particular question the question could be asked or the question could be hidden or it could be query for which you seek for an information and it tends to answer that for example if you are looking for a particular person you look by the person's name.

Now name is a particular information and that particular name refers to a particular entity and that is what we are trying to look for so basically this particular information the name is actually an answer to a query to a need that you are looking for so in short information is always related to a question that you are asking for an then it peculates into two different aspects of information as we talked about this there are two different aspects of information.

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Which surface out one aspect of information is data and the other aspect of the intimation is knowledge so taking about data is something which is related to some kind of a value or some kind of parameter or some kind of assignment of a value to a parameter so data ranges between these factors it is generally a value or parameter or some kind of value that you assign to a parameter.

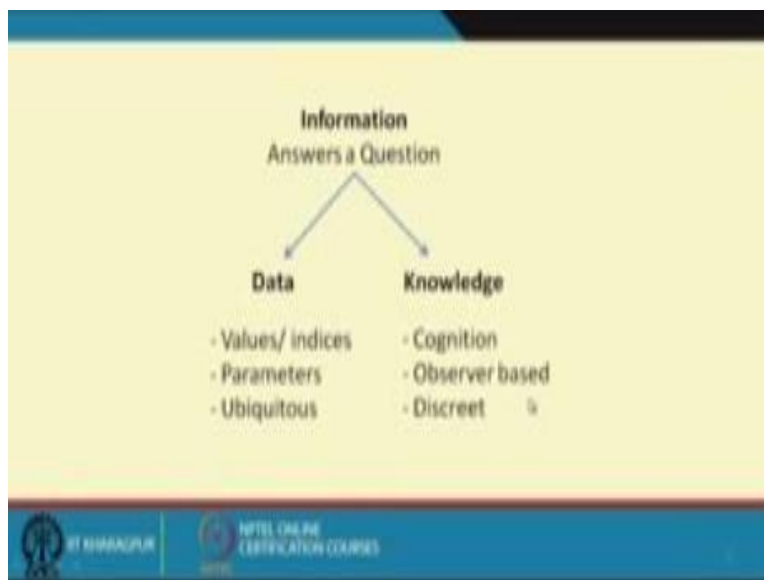
So data always come in this from and another very interesting fact about data is data is mostly with us data is available everywhere and data is pivelant in around us or in nature but that as to be proceeded in particular manner until it become an information for to explain this otherwise say for example number is a particular form of data by numbers we represent failures entities or parameterized various entities or assign of value to certain things by inclusion of numbers but this number alone does not create an information or in other words the number alone does not answer to your question until and unless is structured in particular manner.

So that means that data is around data is equators but not necessarily that forms and information which service the particular purpose or trys to answer a particular need or question that you are so for that for this data to transfer into information there is another aspect associated which is the

knowledge Aspect so we talk about the data aspect which is more or less independent so data is more or less independent which while for me information needs another aspect related to it which is the knowledge aspect.

And the knowledge aspect as we all know is very much personalized and this dependent on certain factors so knowledge is a personalized form data or information and it is very much depended on certain factors and these factors are if we go back to the slide.

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These facts are the cognitive factors the observers association based on that and the discreteness of the observer so basically these three are very essential criteria or knowledge and the dependency of knowledge with us so one part is the cognition as we discussed on the last lecture cognition and recognition relates to the learning process of particular individual so the knowledge is also depend on the learning capacity learning capability to exposure the exposure to various information and data exposure to various experiences.

Exposure to different situations and aspects all of these together create a cognitive pattern and this cognition when works in an connective manner there in a collaborative manner we refer to

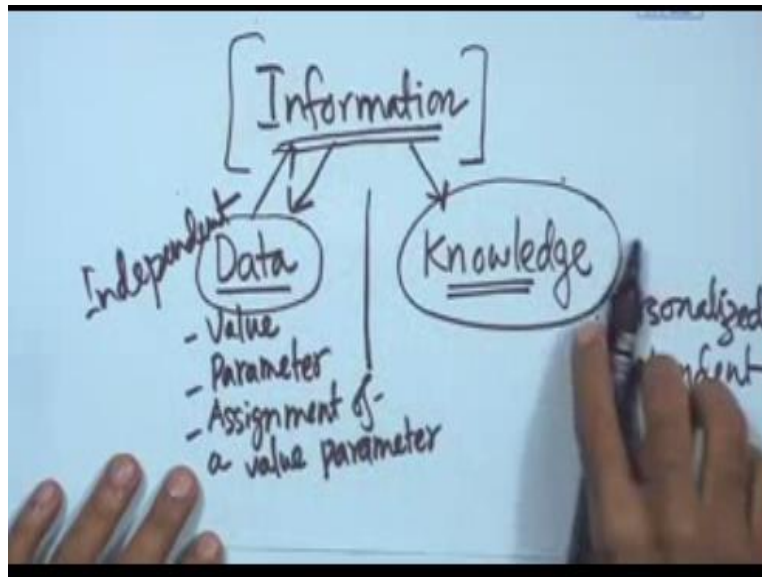
as socio cognition in the last lecture so it is manner times it could be a collective cognition which helps in gathering the knowledge or forming the knowledge based that happens based on socio structure or a social paradane or social observations scheme where you in by lot of information and form a knowledge based.

So that means that cognition at an individual level at social level at a group level at community level is very important when it comes to knowledge aspect of information the next aspect we talk about in information is the observer based aspect in other words it is based on the individual if you remember the triangle the bicycle story we talked about last day there was context there was experience and there was assumption so the experience aspect the very individual perception.

And situations which arrives when individual recalls around this particular factor, these factor is add the description of an individual and based on that the knowledge is associated with that particular individual, so that is only have the dependency on that factor as well and if you look at the last but not the least of course of the aspect related to knowledge it is very, very discrete in comparison with the U equators character of data.

Data is available everywhere as I said or data is more independent and generic in nature whereas knowledge is very, very discrete very personalized very, very modified and sequential for a particular individual so this two difference we need to learn.

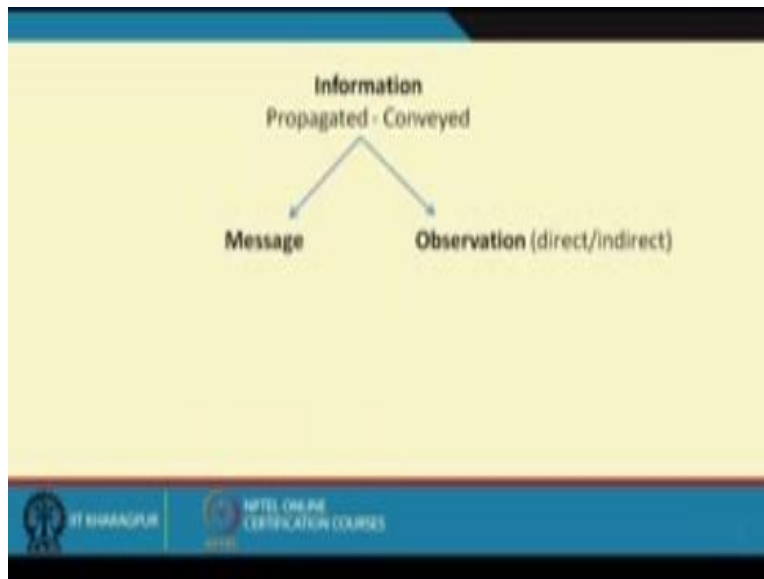
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Where or understand very precisely when we talk about information because information many a times is used in a very generic pattern in a very generic manner called different discipline information is used but you have to understand information as two parts one is the data part which is independent and one is the knowledge part which is very much dependent and these two talk to each other combine with each other found different formations for creation of this information.

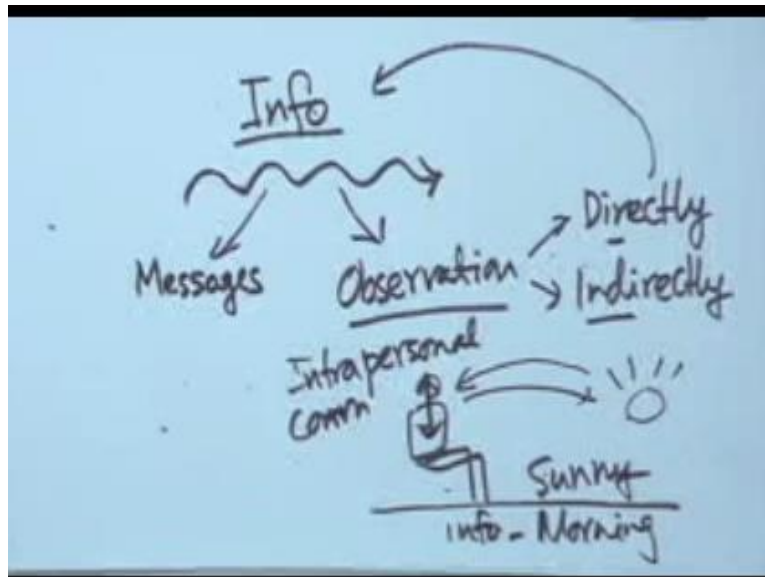
Or inside of this information in a particular manner, so that gives us an understanding of what information is.

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So let us move on further now, if you move on further with this slide now you come to a point where we understand that information is either propagated or conveyed so we have been talking about this in the last class as well where we have a communicator and receiver and information is.

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Propagated or so information is propagated or communicated so it is always in a communication it is percolated through a communication mode but the question comes is how this happens you know what are the mortality of information being propagated or conveyed so if we see there are two distinct challenge or methods by which this happens one is by formation of messages so messages are very common to human life human practice in our day to day life it communicate by formation of various messages.

You must be all using mobile phone and you are using a legislative number of words to convey a lot off information from one person to another in form of an SMS or in from of a picture messages a small message which has been propagated over a particular media from one person to another this is an example how the messages are formed, messages are small packets of information which are very direct and which have been communicated.

So information package in form of a message which communicated the other form of communication is by observation, so many a times when we are observing a certain aspect or a certain phenomena either directly or indirectly we are actually gathering the information or we

are actually conveying or propagating the information, say for example when you are sitting alone in a chair and you are observing a sun rise.

You are observing a sun rise now this is a form of information this is a info that it is morning or it is set so whatever you are observing here directly is actually creating a some form of information and that information is being propagated and propagated within yourself so many a times the information is within yourself we have talked about intra personal communication last time so this is the form of intra personal communication.

Which is happening because of the information percolation convenience based on the direct observation similarly there could be indirect observation which keeps on happening in our day to day life we keep on observing the various situation we keep observing different other people in a society we grow up observing or minting or deleting other people and hence we be in a society or a particular culture.

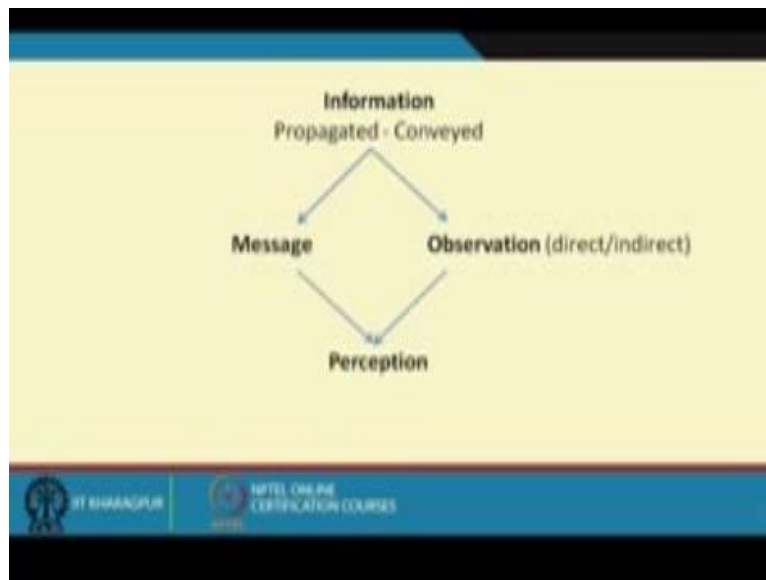
So all of this together is a form of information conveyance or is a modality of information where we are trying to propagate or convey this information, so two distinct answers of information conveyance is there one is info of the message which is a very direct and tailor made form of information conveyance where it is very delight there is no scope of ambiguity there is it is many a times based on linguistic and conventions.

On the other hand there is another way of conveyance which is based on observation where they are observing a situation and based with the variation to be either derived or indirect so if you see many of the scientific developments actually immerge in form of the any scientific information we have what we have got as evolved to the observation based approach you know if you look at Newton's story an apple falling down from the tree.

Newton observe that in that but we know the route of formation of noise of gravitation or an entire journal of physics revolving around that, that information actually has been having this routes in this observation aspect of information communication, so both are equally important both are equally used in our day to day life in human communication, so information and

communication goes hand in hand when it comes to messaging and when it comes to observation.

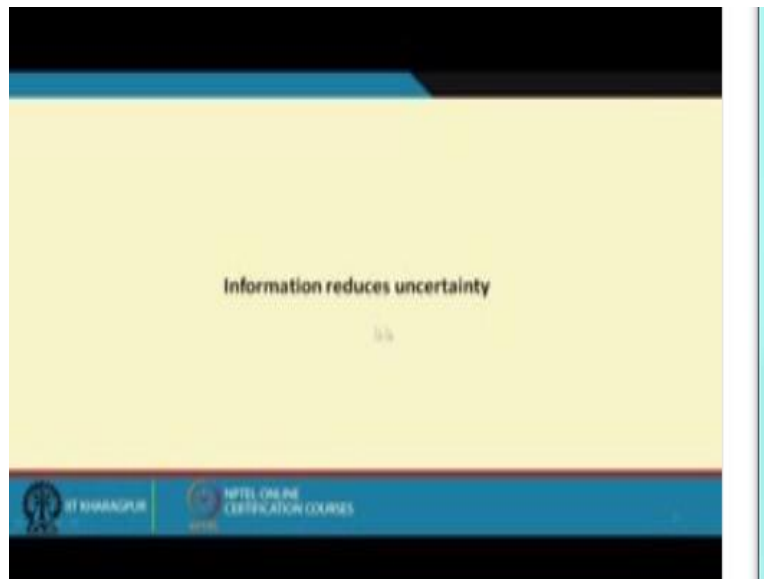
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So now if we look at both message and observation of the key aspect comes into picture that both of them involve human perception which is very, very essential for our particular course where we are talking about usual communication and visual semantic visual very word visual it will explore eyes we are looking something we are looking at something we have seen something we are visually preceding that, so to understand our event to start with visual communication or visual perception.

We really need to talk a little bit about the perception as well and in this very particular slide we can see that both messaging and observation which is a form of information propagation or conveying is ultimately dependent on human perceptions in our lecturer we will actually dual more on human perception and we will talking detail about that.

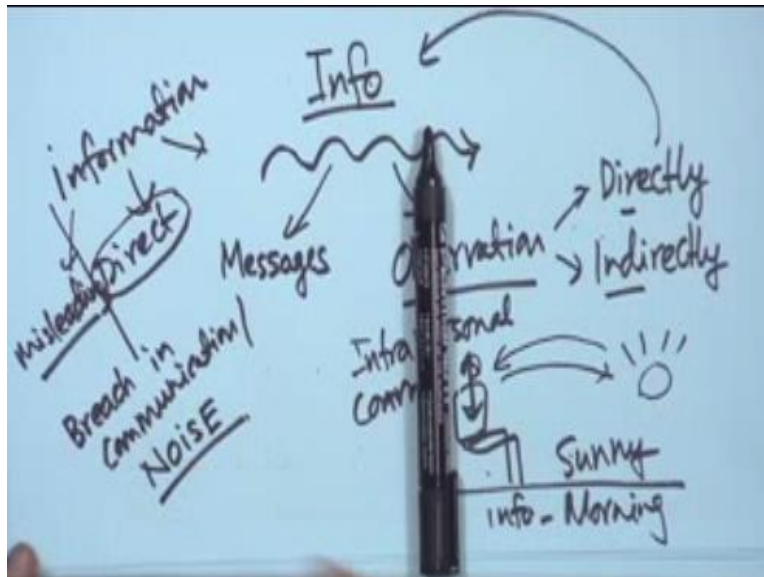
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Moving on with the next slide we see that information reduces uncertainty so we look at one quality of information which first information try to answer or try to response to a particular query or a particular need of hours when we are looking for something or the need something we are searching for an uncertainty with basic information, what we try to gather is an information.

Another very quality of information is it reduces uncertainty and be do this it will do says it is trying to help us in pin pointing a particular solution so information.

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Is direct or tries to reduce the uncertainty if it is indirect information is misleading that creates a bridging communication so that would be a bridge in communication many a times it is referred to as noise so this information is direct it is prime to reduce the uncertainty it is trying to point directly talk about or response to the query that we are talking about so the quality of information is predominate that but in case it is not it could be receiving it could lead to a bridging communication.

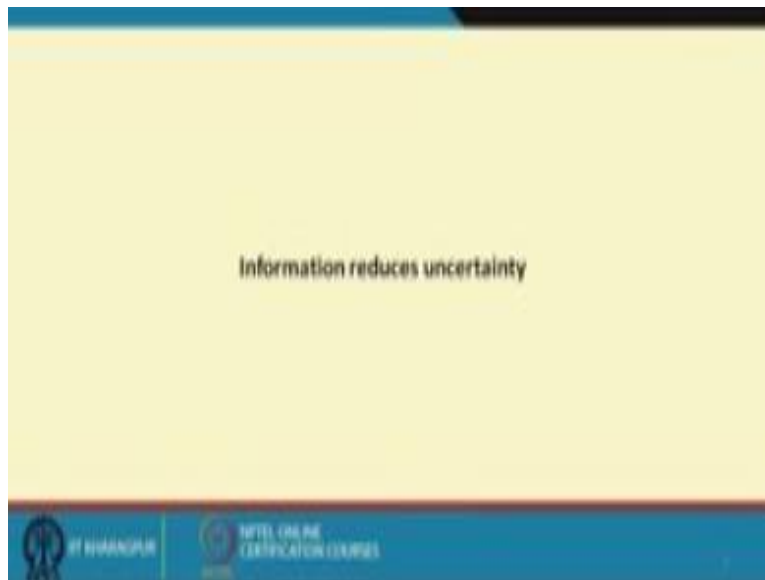
And it will create a noise which is unwanted which is not required so to give you an example when you walk around in a particular speed which is our say market speed university or town hall village directly walk around you see lot of banners or advertisement which are in being hand or in noise or which are input on the bill board and it has got tremendous amount of information being written there either textual or graphical.

So there are a lot of information been pout up in this advertisement and what your many of time phase is it is amicus at least uncertainty rather than reducing uncertain because say for example you are looking a particular advertisement or you are looking for a particular signage of a shop you are trying to search a particular shop but because of this Kayos now because of this

multiplicity of information because of this multiplicity of visual Kayos you are unable to find out directly the information that you are looking for.

So this is the example where it is the information structuring or the information overall information which is creative uncertainly rather than reducing answer.

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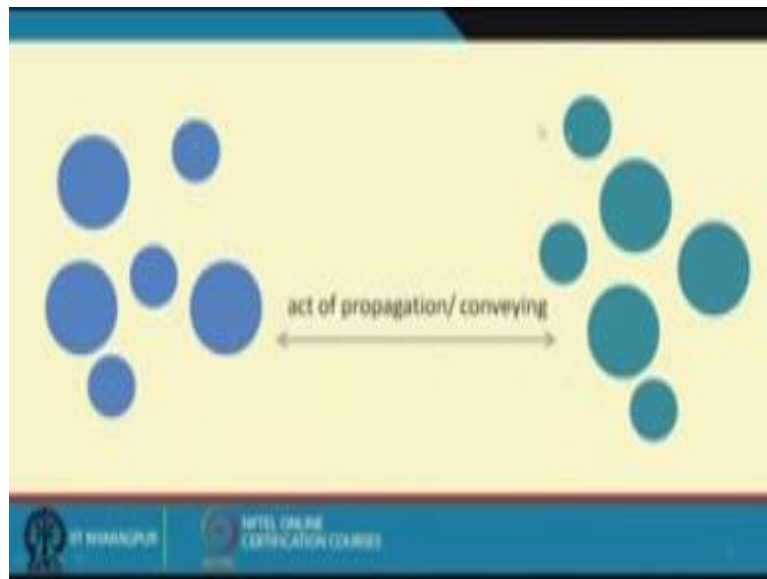


And again going back to the communications slight if we look now communication is relating to the Latin word which means sharing and this sharing actually has to reduce this uncertainty they are communicating with each other there are different type of communication w are talking about it is within the individual with one individual to another it could be within a group it could be amongst group.

So there could be different types of communication and in all of this communication we are trying to share some kind of information which is meaningful we are trying to share some kind of information with answers which response to your particular need of either the group or the other individual or self to the community or the organization so we are trying to response eto that in a holy stick manner in a sharing share it approach we are trying to do that.

And in order to do that we are trying to reduce the answer we are trying basically we are trying to envy such on the two qualities of information we just now talk about the one quality is it is trying to reduce the uncertainty it is trying to pin point to a particular solution or answer and second it is actually answering to a particular quarry or a need or seeking our response.

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So this particular diagram gives us a better understanding of how the communication is happening a graphical format so we may have different individuals or it could be a group or it could be even set of groups are community or culture and there could be another entity of similar sort all of the similar sort and within then there is an act of propagation or communicating this term which we started our discussion on information and communication today.

That there is a an aspect of propagating and conveying and this act of propagation is already communicated so basically information we talked about is relating to data and knowledge data is very independent and if it is was whereas knowledge is very dependent and discrete now having talk about that this from the basis of information in a whole and this information is been percolated from one to another or it is convey or propagated from one to another.

And this act is vary act of conveying is call the communication and hence we are talking about visual communication or any other mode of communication we are precisely talking of this act of communication and different modes of this communication which happens.

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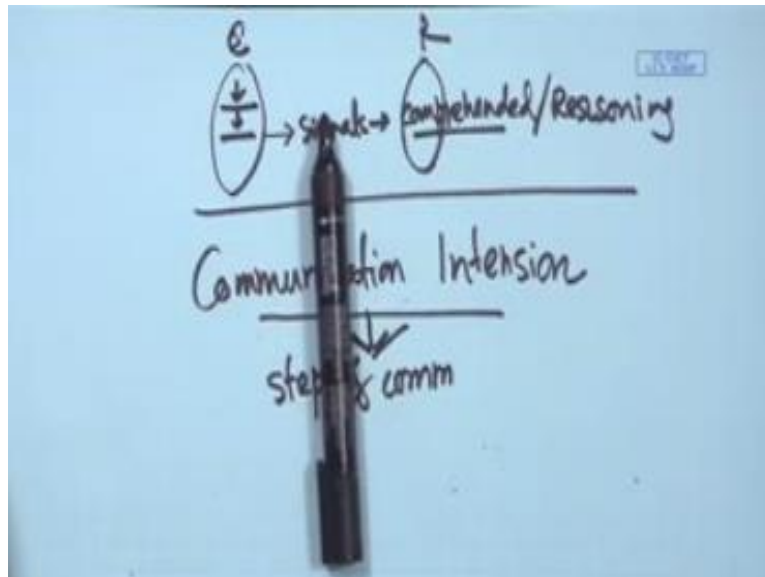
Steps of Communication

- Formation of communication intent.
- Composition of message/ information.
- Encoding and Decoding.
- Encoded message transmission - sequence of signals using medium.
- Reception of signals.
- Intended message reconstruction.
- Interpretation and making sense of the reconstructed message.

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Now coming to several steps of communication we have in a last lecture we talked about the model for human cooperative communication so you will find the similarities with that particular model and this step of communication very precisely relate to the communicational need.

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The communicational intension we talked about last date if you remember the communicator and the receiver its start with the goal then you have social intension then you have communicational intension and communicational intension is percolated by certain amount of signals and that signal is comprehended or analyzed reasoning is applied at the receiver side, so that we have discussed in our last class but what we relate toady is various steps of communication are actually as sub data of communicational intention.

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So if we look at what are the different steps of communication so first is the formation of the communication intent which is exactly in line with the model for communication we talked about yesterday so the formation of the intent is very, very important and then it is the composition of the message or information itself, so the message or information need to be composed in other words in order to do this one is to understand which are the relevant data one needs to look at.

And at the same time utilize the knowledge of the cell and have an understanding about the knowledge of the recipient of this particular message or information and based on that you structure your message. And as a next step what you do is you use encoding and decoding of information we talked about this yesterday as well that a message is predominantly a code or a language is predominantly a code and is dependent on various encoding and decoding of that particular code.

So one need to look at various data, various knowledge base and then try to encode these particular what is aspect of information into a message or into meaningful information and then this encoded message is transmitted and it is transmitted as a sequence of signals using a

medium. So any message after it is being formed structure has to be conveyed has to be propagated we talked about that in our very if you remember the diagram it has to be propagated, and this is propagated in terms of some kind of signal, some kind of symbolic aspect which relates to the entire discipline of semiotics and semantics will come to that a little later in this particular course.

But the idea is it goes out in form of some packets and these packets are the signals which we talked about in our lecture also in the module for communication and these signals propagate and reaches the receiver, so as soon as it reaches the receiver there is reception of the signals so this signals are being received by the receiver and then the intended message is reconstructed so the message which is flowing from me goes out as a media and then reaches you and then you are trying to decode it, you are trying to comprehend, you are trying to analysis it and make meaning out of it.

And then comes the last step where you are interpretation and making sense of the reconstructed message, so this mode of communication is happening all the time from nothing you create a message then you lead into a propagation using some kind of medium that reaches some one that person tries to put back the pieces into his own cognitive sense into his own discrete knowledge base and tries to reconstruct the meaning the meaning which I intended to communicate it reaches to you, you reconstructed perceive it understand it and make meaning out of it.

So these are various steps of communication very logical very legitimate steps of communication, but a times coming to design the often forget about these steps which are very, very essential for any mode of communication be visual or be other modes we are many of times try to you know pass by the social intentions we many a times forget the communicational intend many a times we you know we are miss leaded by the mislead by the referential intend we tend to form wrong references without taking into consideration whom the reference means to.

So in any form of communication these steps always have to be kept in mind and hence the communication needs to be designed. So that brings us to the end of this lecture on information and communication we will start with information communication and the media bit how the

media acts as a very, very important aspect to information communication we will start with that in our next lecture, thank you for your patient listening.