

**NPTEL
NPTEL ONLINE CERTIFICATION COURSE**

**Course
On
Visual Semiotics for Visual Communication**

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**Lecture 05 Visual Semantic For Visual Communication
(Contd.)**

Hello students welcome back to our course on visual semantics for visual communication.

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In our last lecture we talked about various steps of communication and we talked about how information is percolated step-by-step. Having said that it is now, we need to realize that there are various barriers of communication as well. So whenever communication is happening between two entities there is a barrier which comes into, there are difficulties in communication which come into picture.

So when you have a communication happening between two individuals or two groups or any individual to a group and the messages or the information is being conveyed or propagated obviously there are chances that there could be various difficulties coming picture, there could be various loses, there could be various communication gap we manier times talk about communication gaps.

So let us try to understand and have an idea about what are the different barriers or limitations of communication as well.

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And if you see in this slide the barriers are many, and that leads us to the fact that communication needs to be designed in a very, very prudent and practical manner. So the first barrier which comes into picture are the physical barriers, you know there are various physical barriers which come in terms of communication say physical or systems or ecological barrier, say for example, you are trying to communicate with a person who is very far away whom you cannot see or interact within person.

So there could be some amount of barrier coming in terms of communication. So this is the most primary and basic barrier that we face in our day-to-day lives and more so, in our modern living where human beings have been separated over geography, have been separated because of different commercial and work practices, different needs of the day have lead us to physical separation and the physical barriers often come into picture which is to a great extent has been mitigated by the technology as far advancements no doubt.

So coming to the other barriers there could be system or ecology barrier where the communication manier times happens in terms of systems, that there are hierarchy of communication, there is a particular method of communication, so and organization to give an example communication happens within our organization or corporation or an institution in a particular system in a particular structure.

And there cannot be communication happening from any point to any point there has to be a particular system or there is a particular ecology within that organization for communication. So this manier times poses a communicational issue and many organizations actually work towards communication design so that this communicational barrier could be, you know reduced or modified so that there are better employee satisfaction or there is better communication happening and there is no communication gap between different entities within that organization.

So that is also a great barrier when it comes to communication. Now the next barrier to communication is an attitudinal barrier or which is relating to individualistic barrier where we have individual approach or a hindrance towards communication. So there could be people or there could be individuals who tend to communicate more, there could be individuals who tend not to communicate and there could be individuals who tend to miscommunciate or misread.

As we talked in the last lecture that in the very nature of information is to reduce ambiguousness, is to reduce uncertainty, and to predominant the health uncertain equation. So manier times this attitudinal barrier becomes a conflict with the very intensions of information. So when there is a conflict at an individualistic level, at an attitudinal level it could form a barrier. So we need to be educated enough to understand that communication problems may happen at this level as well.

Manier times the barriers happen because of ambiguity of the messages itself the words and phrases. For example, manier times we try to use a particular word which actually is meant for something else. Say for example, manier times in e-mail communication we write this word as ASAP as soon as possible, but the word the ambiguity of that word and the intent of that the social intent of the organizational intent, communicational intent of that word is manier times misreading, many people look at as ASAP as very derogatory.

It means that as if you are trying to push, you are trying to, you know force someone to act on it in a very fast possible manner and for many other people actually take the essence of ASAP and feel the essence that it is urgently required or something like and act towards it so manier time the message.

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That your putting for forward in form of some kind of word or phrase could be misleading to the receiver there could be individual linguistic or communicational ability so as we have as we know there are innumerable languages and dialects in our in the entire world and manier times this individualistic linguistic ability may become a major barrier for various communities or various

communication channels there there could be physiological barriers physiological barriers relates to various kinds of disability that are associated with people say.

For example in terms of visual communication the visual impairment or any kind disability in terms of visual perception may lead to a physiological barrier in terms of that particular communicational mode and though I am talking about various kind of barriers of communication in this particular slide but think also understand that all these barriers are these constrains actually frame the need to innovate on these particular areas and that has actually happen over course of time where lot of innovations go technologically psychologically physiologically from a various disciplinary stand point various innovations various creative approaches have been taken to medicate many of these problems one of the example is the brain.

You know formation of the brain or when we are talking about computer interface we talk about accessibility where manier times fort visually disable people the screen is read out what can be read as a text or an image it is being read out it is benign communicated in an auditory fashion to a visually disabled person so all these developments or advancements have happen only because people have understand these barriers and a word towards mitigating these barriers so that is very essential area which we need to understand and learn about that is why I am was spending some time on making you understand about the barriers of communication.

So now if we look at the next level of barrier which is the technological multitasking and observance and criticism and low confidence these two are very important from our models standpoint or form what is sociological interactions and point that we are going through in this particular error we are bombarded with technological advancements we are bombarded with media.

We are bombarded with handle gadgets and utilities and all of these have lot of information lot of communication for collating to us all the time and this leads to observance of that manier times two things tend to happen manier is miss out and certain things and we fail to respond to certain communicational needs in certain manner and second we are manner times responding in

a manner where the true information is not percolated we are doing taking a quick action because of the observance because of the multitasking we are associated with.

So we are taking a quick stand on some kind of information and hence the communication is lost as we talked about talk about during this course of propagation this encoding and decoding structuring of message you need to please pay attention into spend some time in this we can structure a heavy structuring and restructuring of these messages that feels are that is reduced to a great extent in many of the case.

So that leads to this kind ambiguity manier time an also the fear if criticism or manier times fear lack of confidence in communication also leads to a barrier which is manier times we are all very socially visible in today's world so manier times we fear to criticism manier times we fear communicating a particular information with the fear that this could affect this social status of that particular individual or there could be other facts for that matter but the idea here is there is a fear for communication there is a fear information percolation in many case and which leads to barrier in manier times.

And there are there could be other forms other forms of barriers which could be different gender community and discriminatory barriers so individuals feeling a part of a particular discrimination discriminated group may often lead to some kind of communication barrier they might not be communicating or informing certain things which otherwise would have happened and as I talked about earlier as I talked about this earlier as well many a times there are communicators who tend to bypass certain information and many a times there are communicators who tend to mislead or it is not intentionally most of the cases it is only going to the fact you really do not have sufficient information or you really do not have the data and knowledge.

Or nothing the data with the knowledge together and thus you start percolating the thing the immature or the half developed information which can make you lot of misunderstanding so there could be bypassing where you are actually not informing or you are not letting out some communication to happen or it could be other way also where you are letting out some information which are not really required and which could be misleading.

So these are in short all the barriers which are prevalent in communication there could be many there could be combination of these barriers happening in a particular situation in a particular case and these barriers need to be sorted out otherwise the information communication will always have a point where it will add or it will always have a limited conveyance to the different users city cater into.

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So now let us again go back to our bicycle story I am very fond of this bicycle story many a times her talk about the aspect that communication is very cultural biased or it is dependent on culture to agree extent and it is related to cultural as specs no wonder it is very important to understand that particular culture when we are talking about communication or information percolation within that culture or cross culture.

But the question is, how and why culture is so important and what is the role of culture how does it play in the entire arena of information and communication, so again going back to that bicycle story this is the key why cultural aspect is very important because first the context we talked

about relates to a particular culture with base the need called the communication the very set up why we are communicating at in first place.

Is relating to a context you know I thought told about me and my friend and I having notice this bicycle say for example this was happening in a different culture where actually you tend not to point things or not to show particular object to a particular individual may be there is a culture that exists where you do not point or show a particular object to your friend, in that particular context.

In a whole premise of communication would have been very difficult we would not I would not have pointed to that bicycle for that matter, or may be let us take another example where these are cultural association say a bicycle or in this case it is a bicycle say in object it should not be pointed because it has some kind of socio religious connotation so in that particular case I would never point and show that bicycle to my friend.

Just giving me a rough example to understand so this set of context is definitely and very strongly related to the cultural aspects now let us look at the next thing we talked about is the experiences that we have, since our childhood our experiences are routed to the society where we have grown up this routed to the culture where our parents family and friends belong to, the kind of schools we have visited to.

The kind of education that we have received so all of this form or all of this fall under particular cultural impedance it forms it falls under some kind of cultural set up cultural mechanism. Cultural ecology within this all of these things are happening since our childhood so definitely the second aspect as well all our experiences are very routed to the culture, so as you can understand the first the context is ready to culture.

It experiences are related to culture or exposure to different culture so these two form the very strong bases, why our communication or information the way we behave and act now may be called collating information the way we communicate with each other is related to culture, now

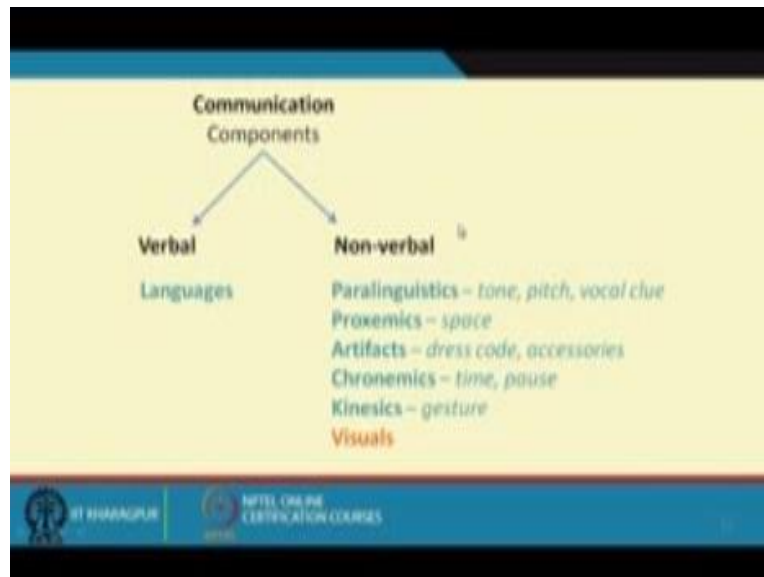
coming to the third aspect which we talked about which was the assumption that I am making which are the human aspects of communication we talked about.

Where we are trying to share we are trying to help another person assuming certain things assuming some better situations in the first place so these assumptions definitely are routed to culture we talked about values when we talked about assumption, so it has its bases based on values and then values are based on the cultural premise that you that you have, so if you look at now context experiences and assumptions.

All three are very closely meet with culture they evolve with culture, they evolve with kind of set up that you as an individual grow up that I as an individual grow up but as a group or a community or a organization as a whole has evolved so it is very, very dependent on that and looking at to this context when we are living in a world where cultures melt with each other we live in a world where the cultures cross and interact with each other this is even very, very important to understand where we are going international where we are going global and where we are going local, where we are going very routed to the culture and where we are falling flat.

So probably understanding the context experiences and assumptions in a case to case manner would help us dissect and understand this better.

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Now if we move on to the next aspect of communication which is happening in two different modes or components so communication has two different communication component one is the verbal component and the other is the non-verbal component, so we have learned that there are communication which takes place in terms of language which is the most prevalent and the most common form of communication as soon as we talk of communication.

But we should also understand that there are innumerable ways of communicating non verbally as well and what are those ways of communicating non verbally first is the paralinguistics, paralinguistics is the tone or the pitch or the vocal modulation that I have in my voice so that also leads to a particular kind of communication so that deals with paralinguistics where we are actually talking about the modality the sound quality of communication. So that also plays a very, very important role in communication.

The other is the proxemics so in case of architecture interior design or even when it comes to sociology proxemics plays a very, very important role in terms of non verbal communication it relates to the spaces, so whenever we are in a social domain we are actually in proximity or we are in a distance so there is a physical distance and that relates to proxemics, so many our times

we talk about a personal bubble so each one of us is having a personal bubble around it and the bubble is roughly the arms distance.

So if we have our arms straightened out if we draw a sphere around this arm straightened out that is the personal bubble we talk about and the communication within the personal bubble which happens is very different from the communication which happens beyond the personal bubble or further, so there are difference between this proxemics the distance from you as a communicator or a receiver, so that also plays a very, very important role in terms of non verbal communication.

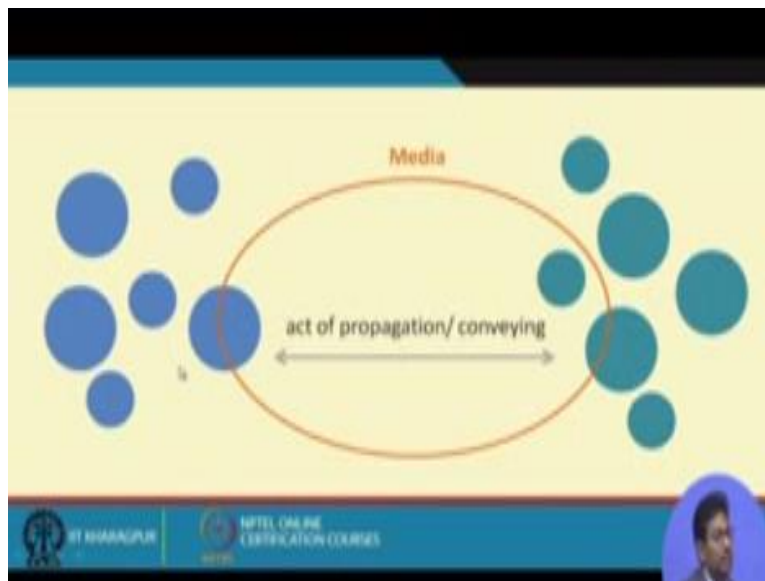
Then there are other aspects of communication which are various artifacts which are the dress code or the accessories they also lead to various kind of communication in modalities of non verbal communication, then there is chronemics which is the time aspect of communication so whenever we are communicating verbally whenever we are communicating in other means by other means also it is in reference with time it is in reference to a particular sequence in space and time which is very, very interesting aspect to look at that communication has a time aspect inherent with it and that also forms as a non verbal mode of communication.

So while I am speaking I am communicating this particular lecture you can see that I am having this tonal variation I am having I am making this tonal variations which is in the domain of paralinguistics, I am making this gestural movement which are in the proxemics aspect I am wearing certain kind of a tire, I have certain kind of accessories that is also communicating to you in a certain manner in forms of artifacts and when there is chronemics where I am using a pause many a times I am speaking fast many a times I am speaking slow there is break within this lectures so all of these together is forming a non verbal mode of communication which is from chronemics.

But that is also a very, very curial aspect of communication as you can understand, and then there is kinesics which I talked about which is related to the gesture so this relates to the gesture and last but not the least in the visual which is the domain that we try to work on before we move on the visual domain this is the reason why I am giving you the idea of the entire risen of

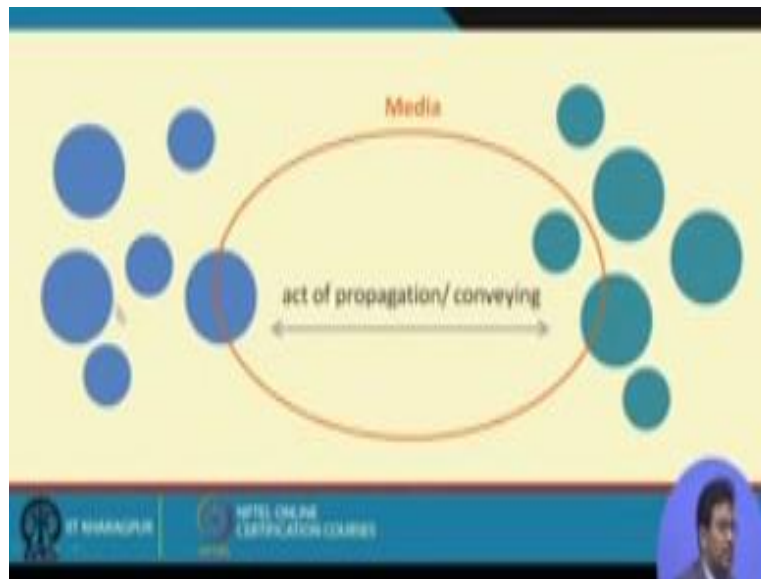
communication and information and within that visual aspect is one part of it, it is very, very essential no doubt we are communicating visually all the time but the aspect of visual communication needs to be considered as part of a bigger whole as part of a bigger domain and this gives us an idea to that.

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So moving on with the theme of our lecture today we are talking about media.

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As such in a playing a role in the communication. So if we refer back to our earlier diagram where we have shown this act of propagation and conveying just like sound, sound cannot propagate without a media sound requires the medium for its propagation similarly communication or convince and propagation of ideas and information needs a media needs a background need the basis based on which this works out.

So we talked about signals so these signals are triggered in form of certain kind of media packages the form of media could be carried the form of media could be multiple combination singular but all of it together helps in communication and propagation of this information.

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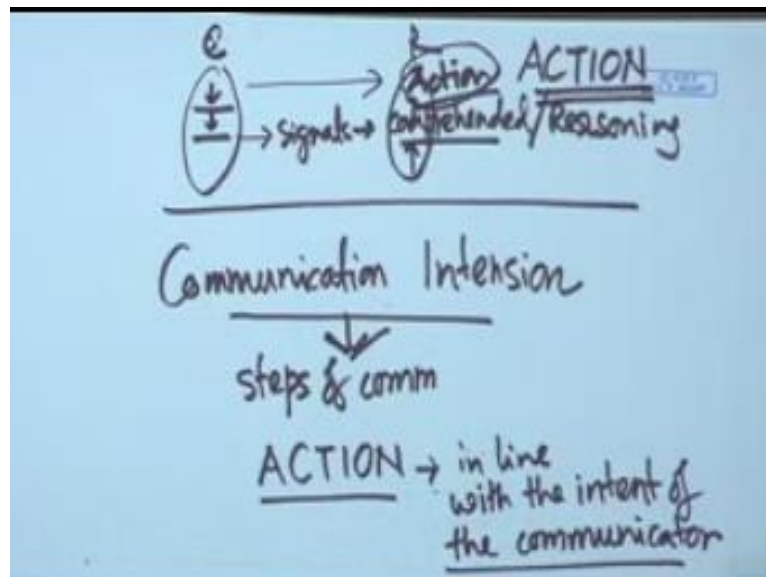
So the channel of communication could be many the channel of the communication could be visual the channel of communication could be auditory sound the channel of communication could be tactile for people with visual disability they use brain so the communication can happen by your tactile interface also it could be haptic where it relates to movement and touching it could be olfactory also to a to some extent it could be kinesics where the movement and where you are the position of a particular individual place a role it could be electromagnetic biochemical and last but not the least is the abstract languages .

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Human beings have developed this say in numerous number of languages and which is so facing something which is very abstract yet from the basis of communication and show is visual communication which is very basic yet need and understanding for it to be percolated for it to move from one to another without a loss without a failure in terms of comprehension and analysis so that action could be taken properly at the receivers end if you remember the model of communication we talked about in a last class.

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So if you look at if we refer back to this particular diagram so from the communicator to the receiver and this goes in this direction and last bit of the diagram was taking an action so the receiver needs to an action which is intended sop the action has to be in line with intend of the communicator, so to in order to get the action right and get it work we need to make sure that the channels of communications are properly done and it is properly communicated.

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So now coming to media helping us in terms of communication media is basically a tool to store and deliver information the diagram actually given understanding of that the work in a set of media in order to propagate and it acts as a tool it help us to store to propagate to communicate this information and deliver this information so medial could be bifurcated into particular aspects one could be a communication media and another cold be a mass media.

So we all are aware of mass media which is news paper television and many other forms of media in today's world of digital media so there are various mass communication which is happening which is communication happening which is all at a certain for a mass or it could be ion smaller chunk in a communication media it meant for a particular set of users or it meant for a particular audients, so it can bifurcate in to this two aspects of a media.

And then if you look at both of these aspects are related to the developments in the technology, so if you at the development of communication media is such or development of mass media is such it has aleways been in line or it has always evolved with the course of development of the technology, so at one point of time human beings used clay pallets caperers' for putting down

that before that it was shruthy it was based on learning by listening there was no other mode of documenting need.

That was the communication media at that particular point of time then with the advent of technology with the advent of development of newer materials it moved on to writing and then we moved on with printing press with different channels of communication if in photography cinematography development of digital media coming in to picture and then in today's world propagation of media as well by world wide web and other channels crated a technological evolution from time to time and based on that this toe communication media and mass media has also kept on evolving keeping in mind to the technological advancement.

So that brings us to the end of this particular lecture series which is talking about information communication and media in our next lecture we will starting talking about visual perception and visual communication. Thank you.