

# Mjmc1

Paper 1 principles of journalism and mass communication

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Communication: Communication is universal to all human beings and is central to our lives. In fact, it regulates and shape all human behavior.

There are numerous definitions of communication ,and there is no agreement on any single definition. But some of the more functional definitions of communication describe it as "the transfer orconveying of meaning "(oxford Dictionary)

On the basis of some other definitions it is to say that communication is , therefore, a process of Sharing or exchange of ideas, information, knowledge, attitude or feeling among two or more persons through certain signs and symbols.

Functions of communication:

Communication is vital for human existence, and for the progress of humanity.No person ,group or society can exist without interaction with others.Being at the heart of al social action and interaction, communication functions as a relating tool that creates understanding ,facilities work, and strengthens collective living among people. The primary function of communication is to inform,instruct, educate,entertain and influence people to make them function smoothly and effectively.

1 Information:Communication provides us enormous information about the environment in which we live. information such as news of war , danger, crisis, famine and the burning one covid\_-19 is important for that helps us in taking appropriate steps to safeguard our interests.

2:Instruction: one of the major functions of communication is to instruct, educate and socialize the members of the society. It also creates awareness, gives direction and opportunity to people so that they actively participate in public life.

3Entertainment:communication provides boundless entertainment to people through pictures, films, music, drama dance, art, literature, comedy, sports, games etc.

4Persuasion:one of the most important functions of communication is to persuade the other party.Because persuasion helps in reaching decision or consensus on public policy so that it is possible to control and govern.

5.Debate and Discussion:It is

through debate and discussion in media that the public can clarify different viewpoints on issues of public interest and arrive at a general agreement on matters that concern all.

6: Cultural promotion:

Communication provides opportunity for culture to be preserved and promote.It stimulates individuals to pursue and fulfill their creative urges.

7: Integration: Communication is a great integrating tool. Through a fund of knowledge or information, individuals, groups or cultures come to know one another, understand and appreciate others ways of life and thereby develop tolerance towards one another.