

Success Laventille Secondary School

Social-Studies

Form 5

Section C: OPTIONS

C1: Communication

Media of Communication

Face-to-face common is the most common form of communication. As the name suggests, this type of communication is only possible when the sender and receiver are in face-to-face interaction. However, there are times when we need to communicate with individuals and groups who are some distance away either in the same building, community, country or in another country. Some messages may have to be sent more urgently than others.

The Modes or Media of Communication

There are numerous media of communication including messengers, mail, telegraph, telex, telephones, courier, radio, television, newspapers, magazines, books, satellite, facsimile (fax), computers, video recorders, cell phones, portable music player, internet sites and email.

Factors that influence Forms and Media of Communication

1. **Geographical** – distance, climate, rivers, mountains, sea

A number of geographical factors influence the choice of form and medium of communication.

- The physical distance between a sender and receiver may make face-to-face communication impossible.
- Physical features such as rivers, gorges and mountains hinder communication because the movement of people and the provision of associated infrastructure is more difficult.
- Transmissions for radio, television or mobile phones can be interrupted or distorted by certain weather conditions or by physical features as mountains.
- At certain times, the signals being transmitted from satellites can be overwhelmed by microwave radiation from the sun. This is called sun outage or sun fade and results in degradation or complete loss of signal.

2. **Socio-cultural** – languages, socio-economic status, beliefs, custom, religions

Socio-cultural factors can affect the choice of form and medium of communication in a number of ways.

- Language differences can be a barrier to communication.
- Countries have their own cultural norms and expectations, which may affect the way in which communication happens.
- Socio-economic factors can influence or determine the type of communication media a person is able to afford.
- An individual's level of educational achievement, physical or mental ability may be an influence.
- A person's religious beliefs may prohibit the reading of secular magazines or newspapers, the use of the radio and television and engaging in certain forms of art.
- Some people are concerned about the possible harmful effects of using such things as computers and cell phones.

3. ***Technological*** – changes in technology, energy, electronics, transistor, design of instrument, type of instrument, computer.

For people to be able to make use of the latest technology, they need to have access to the equipment and an understanding of its operation.