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THE ROLE OF COMMUNICATION TO BUILD A KNOWLEDGE SOCIETY: AN OVERVIEW

Monu Singh Rajawat

Ph.D Scholar Journalism and Mass Communication, Banaras Hindu University, Varanasi

Abstract: *Communication is a process of exchanging messages; ideas and information in the form of verbal or non-verbal from one to another or vice versa. Without flow of proper communication in a society, we cannot even envision the existence of human society. It works like the respiration system for the society. In today's era, communication plays a crucial role in developing human beings and their society. In Global society due to increased demand of technology, there is a need to improve the knowledge, update information and communication system for satisfying the needs of the society. Effective communication helps in the overall development of any nation. It creates a society with the full of information and knowledge, people learns media literacy well and to use fruitfully to develop the nation and society. Knowledge, Communication and information sharing are the effective key terms in the development of the present society. It is playing a crucial role in changing society by providing a good quality of information and alerts to the public to be aware of true/fake information time to time which are creating and developing a knowledge society. This paper is mainly focused on the overviews of communication and the various ways of sharing knowledge to modern society through communication and to know the major role of communication in present society development.*

Keywords: *Communication, Knowledge Society, Development Society, Role of Society*

I INTRODUCTION

The concept of development communication arose within the framework of the contribution that communication and the media made to development in the countries of the Third World (Kaul, V. 2011). We live in the world of information, and the latest technology developments have brought change to every aspect of our life. In the current 21st century, Communication is the transferring of messages, it is the effective procedure of exchanging the information from one media into another media. Media is a platform where they convey the messages through one medium to the recipient. It is a process of exchanging verbal and non-verbal messages, it is an ongoing cycle. Thus, effective communication is a two-way process with feedback. It means society understands the messages very well. Communication shared from various ways may be signs, symbols, feelings, expression ideas, opinions and so on (Babu, M.R., 2018). Every social development, there is a need for communication between

members of a community, employees and so on. Communication develops the psychological perceptions, sharing ideas, emotion and hope and use for various organizations, it involves social organization, villages, towns, communities, societies, and countries. Even though some corporate organizations involves like profits and non profits (NGOs), institutions, religious organizations, non-governmental organizations, institutions, religious organizations and among some others' involvement in the social environments in the global world (Aruma, E.O., 2018), Communication promotes the community and changes their mental perception into positivity response. People of communities have their living of standard condition as well as take an initiative role in every project for the community development. It shows the participants are active and maintain the proper channel through communication. Communication is, indeed, central to every human activity in the community development process. Communication is the central process. It involves knowledge and personal

experience to share their experience with the audience and explain the details of the work. Without communication, the promotion of the community will stop. This paper focuses on the basic concepts of development of society through effective communication and finds out the basic model of communication, importance and challenges comes with communication or without communication in the present scenario of the knowledge society development.

II BASIC PROCESS OF COMMUNICATION MODEL

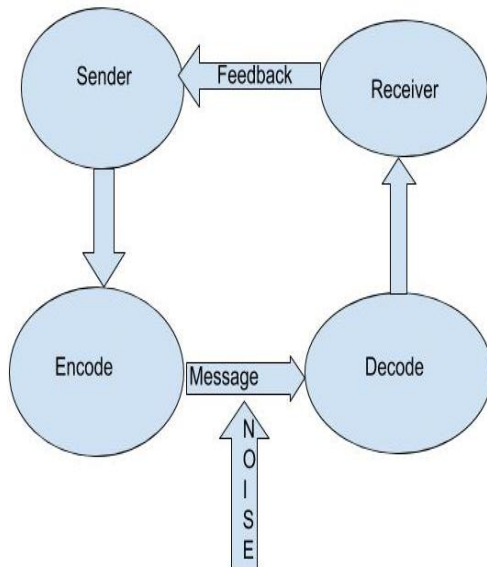


Figure1. Shows the basic model of social communication

III PURPOSE OF COMMUNICATION:

In the present time, communication plays an important role in our daily life. The working people in any organization. At higher level authority should have assigned the work to the lower level and informed to him how to do work in the proper manner within time limits, so there are many reasons which is give below-

1. Exchange the ideas (top to bottom level)

There are three management levels i.e. top level, middle and bottom level. The flow of relevant information continuously from upper level to bottom level. The organization workers must be informed all about the works, organization objectives, how to do and many more related to the particular organization. Everyone follows the rule and regulation policy of the organization to the right person at the right time.

2. Communication skill

The good communication ability to communicate the flow of information, clearly, accurately. It gives politeness, creates lots of ideas, and convinces others, opinion suggestions, orders and many instructions to give to one. If supervision or any other people have good communication skills with personal experience. They can easily give messages as well as manage the learner staff. Even, they develop the analyzing capacity to understand the order views.

Coordination

Good coordinators are good leaders. Coordination skills to organize the assessment and before doing any things, leaders plan the organization work on objectives, they work team-building, and to build the strong bonding with professional relationship. good coordination work multiple at a time. But coordination needs more practice for future success.

Developing good human relations

A good human relationship shows the symbol of good work of the organization between manager and workers. it shows the positivity of the work, both of us easily to share, exchange ideas, thoughts, and perceptions together and understand with respect in better way to each other, they are stand together and supports in the difficulties' situation at the workplace. All this shows the development although good human relations in the organization.

Ideas encouragement

This communication facilitates inviting the ideas and giving tasks on the special day to the workers. This will further motivate them and their dedication to do hard work with smart logic sense and develop the organization.

Importance of communication

Effecting communication plays an important role in the management of the organization and to improve the modern relations. In this century, there is increasing the productivity, information communication technology day by day of the organization. Higher management level must be discussed successfully to the middle level. Communication is as essential as breath for humans, without having proper communication, a man cannot be lived. That's why it is true that humans are social animals, they live in society and communicate with other members of society. This will guide the organization worker to give his best performance to the organization.

1. Base for Action
2. Planning Becomes Easy
3. Means of Coordination
4. Aids in Decision-Making
5. Provides Effective Leadership
6. Boosts Morale and Motivation

Principles of Communication:

A principle of communication means having some rule and guide for effective communication. If a person talks effectively then in his mind comes first thing that's the rule, guide, style of language, etc. Lack of communication it shows the Paralyse, So need to have effective communication there must be followed some rules they are as follows-

1. Clarity

The principle of clarity means, the language should be clear and easy to understand by the receiver. Whatever, he/ she used the words should not create confusion to the audience in

his speech is clear and easy language as well as understandable. So the audience after completing they will give feedback.

2. Consistency

The principles of consistency means, The communicator should cautiously consider that the data to be conveyed ought to be finished and satisfactory in all regards. Incomplete information/ message create misunderstanding, and confusion. The adequate information gives and satisfies the every goal of the society without any delay.

3. Integration

The aim of integration communication is to always target the receiver. Communicator moves towards the achievement of the goal and coordinating the activities of the participant at work for success.

4. Feedback:

Feedback is last and an essential step for a communicator. It shows the receiver has understood the convey messages. It also measures the effectiveness of communication. Feedback is the final process of the communication. The main reason for feedback, to know the communicator his/ her communication is effective, is in proper sequence, is important for the receiver, or anything to improve for further. It takes both sides like positive and negative. All this effectiveness depends upon the communicator.

IV ROLE OF COMMUNICATION IN DEVELOPMENT SOCIETY

In the present day, the development of communication plays an essential role in social development. Communication is a central process to achieve the objective of the society. Communication gives empowerment to the people, to understand the level of issues, create their ideology, discuss with the public, debate on some topics at national or international level and implement the project at social level. But before people should understand the strong and weak components of social activities in both traditional and non-traditional modes of communication in the society (economics, political resources, Family, Nation and community) (Kaul, V. 2011). Communication is important for social development. Communication processes are central to broader empowerment practices through which people are able to arrive at their own understanding of issues, to consider and discuss ideas, to negotiate, and to engage in public debates at community and national levels. As all know, India is one of the developing countries from all over the world. India is second position after China by population and third position in education over the countries. Indian people actively participate in the development of society and contribute their efforts and achieve lots of things in multiple fields and turn it into modern society. Which includes Information communication technology, Science and

technology, In bio-medical, agriculture, in business and so many at national to international level. For social development, we need of Information exchange and promote society, behavior change mobilization etc. Good communication is transmission of ideas, thoughts, and feelings from one person to another. Development of communication defined as planned and systematic application of communication resources, channels, approaches and strategies to support the goals of social-economic, political and cultural development. Communication network plays an essential role in communication; it gives the linking structure of the people. Information flows from one person to group; the communicator must pay attention to the recipient. Communication comes from multiple subject knowledge and initiative in advancing social development. Communication skill will give effective communication to individuality and responsibility to social development. All these things always promote the development of the society.

V CONCLUSION

A country which is rich in information is really a developed country. Country like India has numbers of media channels to disseminate update information and knowledge locally or globally to the people, people of India is being aware day by day. Hence, communication communicates every day in multiple areas like organization, institution, agriculture, medical sector and so on. It solves all the challenges and update the policies easily. Communication, information and technology are the three core major sectors. It helps in the development of the society. In the 21st century, people are communicating through new technology and new media to their development and to ease of their life.. Communication always key points to the development of any society. It is a procedure for developments and positive contribution to the nation.

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