



“बेटी बचाओ, बेटी पढ़ाओ”

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

(Format for Preparing E Notes)

Faculty of Faculty of Education and Methodology

Department of Fine Arts

Faculty Name- JV'n Arbaz Khan (Assistant Professor)

Program- 5 Semester / 3 Year

Course Name - Advertising Art Theory I

Session No. & Name – Communication

Academic Day starts with –

- Greeting with saying ‘**Namaste**’ by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Lecture Starts with-Communication.



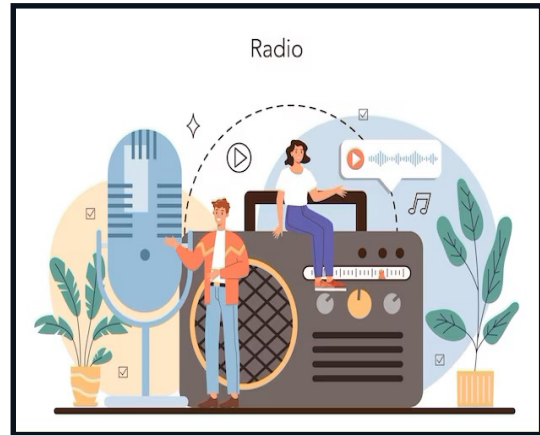
Definition and meaning of Communication

The meaning of communication is to carry forward a thing or idea. Communication is the exchange of thoughts, feelings and messages in which two parties are required. When one person says or hears something to another person, it is called person to person or 'personal communication'. When one person or group gives a message to another group, which happens collectively, then it is called 'mass communication' or 'mass communication' for which mass media is used. The term mass media refers to mass communication mediums, such as newspapers, radio, television, cinema, advertising, computers, internet etc. The purpose of mass communication is to convey information or ideas to the people for whom the message is required. There are various methods of communication by which the receiver understands the communicated ideas and their feelings.



The three types of communication are as follows-

- 1. Audio Communication**
- 2. Visual Communication**
- 3. Audio Visual Communication**



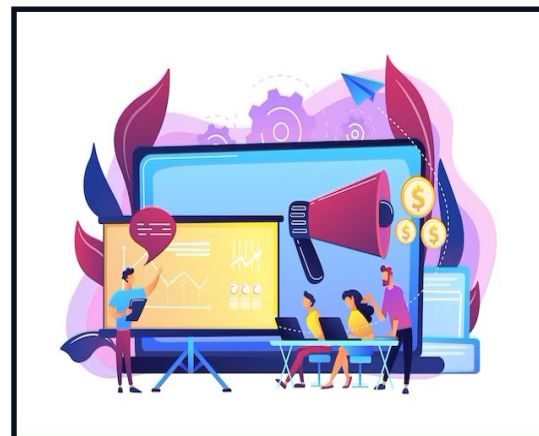
1. Audio communication-

In this process of communication, only the voice is heard, the speaker or the one giving the message is not visible. When the speaker wants to convey his message to an individual or community and to convey that message he uses radio, loudspeaker, tape recorder, telephone etc. If it is used then it is called audio communication. This is the simplest, cheapest and easiest medium of communication in advertising which reaches almost 90 percent of the country's population.



2. Visual communication

When we see or read something with our eyes it is called visual communication. There is no sound with it nor is the person giving the message visible, that is, what we read or see in print is visual communication. In today's competitive



era, every advertiser wants consumers to recognize its products and buy them. In this, the advertiser communicates ideas and messages through writing and drawing to convey his message to the consumer. Posters, newspapers, magazines, hoardings, show cards, calendars, danglers, folders, direct mail and kiosks etc. are the main mediums of visual communication.



3. Audio-visual communication

It is the most effective medium of communication. In this, the message is heard and the person conveying the message and his expressions are also visible. Like- film, drama, television and demonstration etc.

