

FORMS AND FUNCTIONS OF COMMUNICATION IN SOCIETY

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Abstract

In any form of communication, there is a sender and receiver of the message. The question of whether the message is sent and how the message is received is of vital importance in a communication. Communication is successful only when the receiver receives the intended message of the sender. However, a sender and receiver have to know a little bit about the forms and functions of communication in order their communication well in society. Nonverbal communication differs from verbal communication in fundamental ways. Verbal communication consists of words arranged in meaningful patterns and nonverbal communication or body language, includes our facial expressions, gestures, eye contact, posture, and even the tone of our voice.

Abstrak

Dalam berkomunikasi dibutuhkan dua orang partisipan yakni pengirim dan penerima pesan. Pertanyaannya apakah pesan tersebut disampaikan dan bagaimana diterima dalam komunikasi adalah hal penting dalam suatu komunikasi. Komunikasi dikatakan berhasil bila penerima pesan menerima informasi dari penyampai pesan. Bagaimanapun, penerima dan penyampai pesan juga harus mengetahui tentang bentuk dan fungsi komunikasi sehingga komunikasi berjalan dengan baik di masyarakat. Komunikasi non verbal berbeda dengan komunikasi verbal, komunikasi verbal terdiri dari kata yang disusun dengan makna sementara komunikasi nonverbal atau bahasa tubuh seperti ekspresi wajah, gerak tubuh, kontak mata, postur maupun nada dari suara kita.

Language is considered to be a system of communicating with other people using sounds, symbols and words in expressing a meaning, idea or thought. All of human can do language because language as a communication and interaction tool. Language has relationship with communication because the real function of language itself as communication. That's mean social interaction by human. Language functions as a tool of human communication. According to Veit (1986), it has a set of rules, which governs its native speakers to produce and interpret it.

Communication is defined as a process by which we assign and convey meaning in an attempt to create shared understanding. This process requires a vast repertoire of skills in intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing, and evaluating. Use of these processes is developmental and transfers to all areas of life: home, school, community, work, and beyond. It is through communication that collaboration and cooperation occur.

Basically, communication is a process that involves exchange of information, thoughts, ideas and emotions. Communication is a process that involves a sender who encodes and sends the message, which is then carried via the communication channel to the receiver where the receiver decodes the message, processes the information and sends an appropriate reply via the same communication channel. In short, communication includes all the processes by which people influence one another. All actions and events communicate messages as soon as they are perceived by a human being. The perception ‘changes’ the information in terms of the individual’s comprehension thereby influencing him/her. This can be included in the definition of communication.

A. Definition of Communication

Communication takes place when one person transmits ideas or feelings to another person or group of people. Its effectiveness is measured by the similarity between the idea transmitted and the idea received. The process of communication is composed of three elements: the source (sender, speaker, transmitter, or instructor), the symbols used in composing and transmitting the message (words or signs), and the receiver (listener, reader, or student). The three elements are dynamically interrelated since each element is dependent on the others for effective communication to take place. The relationship between instructor and student also is dynamic and depends on the two-way flow of symbols between the instructor and student. The instructor depends on feedback from the student to properly tailor the communication to the situation. The instructor also provides feedback to the student to reinforce the desired student responses.

Actually, there are some definitions of communication, such as Weekley (1967) said that communication which is etymologically related to both “communion” and “community,” comes from the Latin *communicare*, which means to make common or to share.

De Vito (1986) added that communication is the process or act of transmitting a message from a sender to a receiver, through a channel and with the interference of noise. Some would elaborate on this definition, saying that the message transmission is intentional and conveys meaning in order to bring about change. The definition of communication is shared in the Webster's Dictionary as "sending, giving, or exchanging information and ideas," which is often expressed nonverbally and verbally.

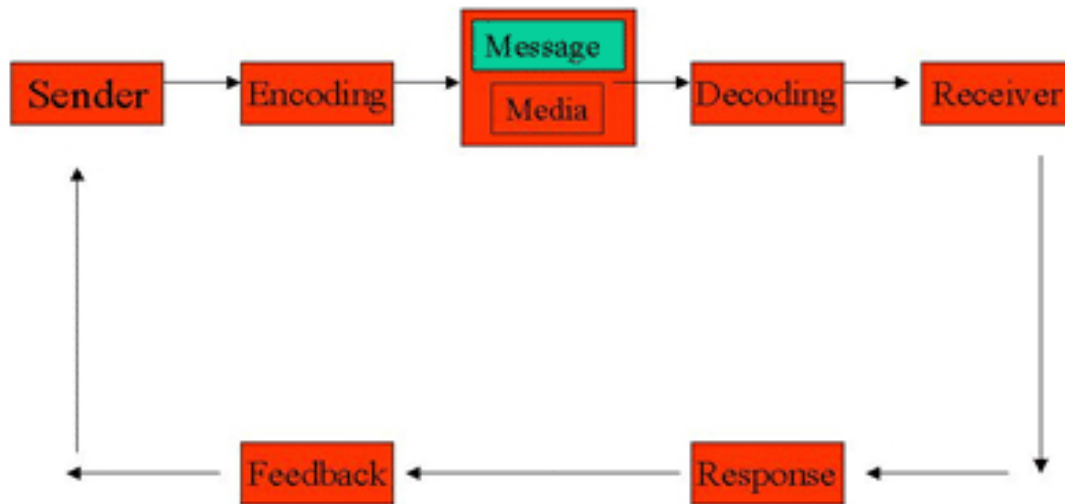
Lewis (1987) stated that communication is the exchange of messages resulting in a degree of shared meaning between a sender and receiver. The process like this taking place in all dimensions of human association, both in the social life context and in the certain organization form.

Robbins (1984) explained that communication is the transference and understanding of meaning, perfect communication, if such a thing were possible, would exist. When a transmitted thought or idea is perceived by the receiver exactly the same as that envisioned by the sender. Sending and understanding on the meaning is a substance of communication. Meanwhile, the good communication is when something sent by a message-sender will be understood exactly by the receiver in the good process.

Myron W. Lustig and Jolene Koester (1996) defined communication as “a symbolic process in which people create shared meanings”. A symbol in this definition refers to a word, action or object that represents a meaning. Meaning is a perception, thought or feeling experienced and communicated by a person. Meaning can be a personal experience which cannot be shared with others as such but needs to be interpreted as a message. A message, in turn, is a set of symbols used to create shared meanings.

Communication can best be summarized as the transmission of a message from a sender to a receiver in an understandable manner. The importance of effective communication is immeasurable in the world of business and in personal life. From a business perspective, effective communication is an absolute must, because it commonly accounts for the difference between success and failure or profit and loss. It has become clear that effective business communication is critical to the successful operation of modern enterprise. Every business person needs to understand the fundamentals of effective communication.

The communication process is made up of four key components. Those components include encoding, medium of transmission, decoding, and feedback. There are also two other factors in the process, and those two factors are present in the form of the sender and the receiver. The communication process begins with the sender and ends with the receiver.



Communication Process

However, communication is the production and exchange of information and meaning by use of signs and symbols. It involves encoding and sending messages, receiving and decoding them, and synthesizing information and meaning. Communication permeates all levels of human experience and it is central to

understanding human behavior and to nearly all public health efforts aimed at fostering health behavior change among individuals, populations, organizations, communities, and societies.

Communication also mean a process by which information is exchange between individuals through a common system such as sign, symbols, or behaviours/habits. The exchange of thoughts and ideas can be had by gestures, signs, signals, speech or writing. People are said to be in communication when they discuss some matter, or when they talk on telephone, or when they exchange information through a letters. Basically communication is sharing information, whether in writing or orally. All of that activity need language, but sometimes communication also doesn't need language like in light, whistle and semaphore.

B. Forms of Communication

Good communication is the foundation of successful relationships, both personally and professionally. But we communicate with much more than words. In fact, research shows that the majority of the messages we send are nonverbal. There are two forms of communication, it is verbal communication and nonverbal communication. Nonverbal communication, or body language, includes our facial expressions, gestures, eye contact, posture, and even the tone of our voice.

Verbal Communication

Verbal communication consists of words arranged in meaningful patterns. The ever growing English language currently contains about 770.000 words, although most people in the United States recognize only about 20.000 of them. To create a thought with these words, we arrange them according to the rules of grammar, putting the various parts of speech in the proper sequence. We then transmit the message in spoken or written form, anticipating that someone will hear or read what you have to say.

Argyle (1991) further explains how most cultures have a number of forms of polite usage of language, which can be misleading. For instance, Americans ask questions which are in fact orders or requests (Would you like to...?). In all the

cultures there are special features of language, certain words or types of conversation, which are considered appropriate for certain situations, e.g. introducing people to one another or asking someone for a favour. There are differences in the amount of directness/indirectness one chooses and in the structure of conversations. The usual question-answer speech sequence is not used in all cultures and, for example, negations (the word 'no') are not used in some Asian countries. In any case, language fluency is a necessary condition in order to make intercultural communication function.

Nonverbal Communication

The most basic communication is nonverbal communication: all the cues, gestures, facial expressions, spatial relations, and attitudes toward time that enable people to communicate without words.

Nonverbal communication can be divided to four categories: *kinesics*, *phonemics*, *paralanguage* and *chromatics*. Kinesics refers to the body movements in communication. It has also been called body language. The four most common body activities are facial expressions, eye contact, hand gestures, and touch. Severe misunderstandings can occur if one does not know the rules of, for example, touching others or level of eye contact in another culture. Proteomics refers to the study of how we use space in communication process. This space can mean anything from architecture and furniture to the distance between interactants in communication situations. Paralanguage comprises of all the sounds we produce with our voices that are not words. These include for instance laughter, tone and pace of voice and "empty" words such as *um*, *uh* or *You know*.

Yuliana (2002) stated that nonverbal communication differs from verbal communication in fundamental ways. For one thing, it is less structured, so it is more difficult to study. You cannot pick up a book on verbal language and master the vocabulary of gestures, expressions, and inflections that are common in our culture. Even experts do not really know how people learn nonverbal behaviour.

Nonverbal communication, or body language, is a vital form of communication a natural, unconscious language that broadcasts our true feelings and intentions in any given moment, and clues us in to the feelings and intentions of those around us.

When we interact with others, we continuously give and receive wordless signals. All of our nonverbal behaviors the gestures we make, the way we sit, how fast or how loud we talk, how close we stand, how much eye contact we make—send strong messages. These messages don't stop when you stop speaking either. Even when you're silent, you're still communicating nonverbally.

Communication can be done without speaking. For example:

- a. Pointing with feet, legs, hands, head or whole body.
- b. Gestures with fingers, hands and arms.
- c. Tilting of head.
- d. Movement of any combination of the 90 muscles in the face.

Replacement for speech can be direct one-for-one gestures with clear meaning or may be less obvious or conscious movements that signal requests, attitudes and intent.

C. Functions of Communication

The term of communication is freely used by everyone in modern society, including members of the general public, scholars and management practitioners. Communication is defined as the interaction, giving and taking of information, sending and receiving of messages through verbal and non verbal means.

According to Roman Jakobson (1960), language has the following six functions:

- 1) Referential: this is the most obvious function of language, when you use words to indicate things or facts.
- 2) Emotive: this is when you don't speak to convey an information, but to express your feelings. Then you communicate for yourself more than for the people who may (or may not) hear you.

- 3) Conative: you try to make other people do something. This includes orders and prayers.
- 4) Phatic: this little-known function of language consists in saying something only to maintain the contact with the person you are speaking to. When you say "hello" on the phone or discuss about the weather with your hairdresser, you are using the phatic function of language.
- 5) Metalingual: when language is used to speak about language, for example in a grammar or a dictionary. The notes about language are metalingual.
- 6) Poetic: when the speaker focuses on the message for its own sake. This function encompasses more than poetry.

On the other hand, a process of communication also is an integral part of organization attitude to perform the tasks becoming the manager responsible to the subordinates. This point is very important in society, in this correlation, Koehler (1981) said that four functions of communication organization, as follows:

a. Informative Function

The subordinates in the organization need a large number of information to work effectively and efficiently. The manager needs the right information, the exact time and organized better to get a decision and for handle some conflicts. Communication of information channel can be utilized to submit a decision, exhortation take place in an organization.

b. Regulative Function

A manager is demanded to be able to survey or control and coordinate the organization activities. The instrument, policies, notes, commands born in all organization hierarchy. This regulative function means as a process that done by the manager on two directions, *firstly* the manager surveys the information moving. The manager sends a message or commands to the subordinate. The commands have to be comprehend by the subordinates in accordance to the command content itself exactly. *Secondly*, the adjustment of messages is fundamentally the oriented-work which

centered on the important duties finished on the certain job. The subordinates need some information to know the things that the manager hope to them.

c. Persuasive Function

In formal organization, the manager faces the power and the authority directly to result the observation. The manager has to always arrange persuasively, which sometimes has to use on all organization levels. Sometimes at certain aspects better given through persuasion than command because by persuasion an employee can receive the commands more and conduct it.

d. Integrative Function

Integrative function in communication is executing a communication to get the compatibility and unity of action in the execution of organization duties. There is an involvement of member through activities between some aspects and individual will be realized when communication go well.

Related to the coordination of Winardi (1995) explained that in coordination the good communication should be available between organizers components and understand their activities each other and in order they can cooperate well.

The activity coordination of two persons or more go to the goal achievement is a problem to the organization unit. This thing can be performed by doing an effective communication., until organization with all resources existed and can be moved to achieve of the real goal. Because of that, message to the all units related in an absolute activity in order the coordination constructed well to the fluency of organization assignment.

D. Conclusion

Communication takes place when one person transmits ideas or feelings to another person or group of people. Its effectiveness is measured by the similarity between the idea transmitted and the idea received. Nonverbal and verbal communication are normally inseparable, which, for example, is why it may seem so difficult to use the telephone in a foreign language. It needs to be taught and practised situationally, in the right contexts, and with plenty of cultural input and awareness.

The good communication can be reached by the clear communication through oral or writing communication. The effective communication itself is not simply through verbal and nonverbal. By knowing the forms and functions of communication, we will success in communication especially in society.

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