

CHAPTER II

GENERAL THEORIES AND PRINCIPLES

In this chapter, the writer offers some general theories or principles that could help during the internship.

2.1 Definition of Communication

According to the writer herself communication is the sending and receiving of information and can be individual or between groups of people, and it can be directly or through communication devices. Giffin & Patten (1976) also said that communication is a process of both meaning formation and attribution. Communication requires the giver, who initiates the communication, to transfer their thoughts or to encode a message. This message is sent to the receiver, the receiver of the message, and finally, the receiver must decode or interpret the message. It sounds simple, but it's more complicated.

In the writer's opinion language deals with and is distinct from the culture that speaks and writes in that language. According to Greenberg & Baron (2008) Effective communication improves organizational relationships and minimizes strikes and lockouts. Organizational objectives and goals may not be achieved if communication is ineffective. Communication gaps resulted in wasteful and costly mistakes. Lack of effective communication is one of the main reasons leading to confusion and poor planning in many organizations. This is because communication is the source of information that managers use to make decisions that affect organizational performance.

According to Pearson & Nelson (2000), communication is defined as the process of understanding and sharing meaning. Central to our research, communication is the relationship that includes the interaction between the participants. This definition is useful to us because it emphasizes the process that we will look at more deeply throughout this text, to effectively understand and share the point of view of others.

According to Scheler (1874-1928), communication is constitutive of the human being, that is, both the individual and the social person. That person exists only by performing intentional acts, therefore only as a member of a partnership and by communication. Although this theory of personality and communication does not deny the existence of the particular individual, the parallels between Scheler's work and the philosophy of realism are unquestionable.

2.2 Culture in Communication

According to Du Gay, Et Al (1997) to understand communication, we need to understand its place in culture. Culture as a term is widely used both in academia and in everyday speech and discourse to refer to a variety of concepts and understandings. Although the term originally comes from ancient Greek and Roman culture (lat: cultura), and today there are different dimensions arising from the different needs and uses of each subject, such as anthropology, sociology, communication science, etc.

In communication studies, culture is defined as a set of subjects shared by groups of people through interaction. We might start by defining it as the learned behavior of culture is not a fixed, monolithic entity, it is fluid, constantly changing and responding to pressure and influence. But to its members, even the existence of artifacts and cultural behaviors and schemas

may seem invisible or subdued. may even have specific subcultures within them that share certain characteristics or modalities that distinguish them from the mainstream. These subcultures may persist for years or only for a short time. They may disappear or be absorbed into the mainstream as part of this ongoing cultural evolution.

The term "culture" refers to the complex whole of knowledge, folklore, language, rules, rituals, habits, ways of life, attitudes, beliefs and customs that unite and make up common identity for a particular group of people at a particular time.

All social units develop a culture. Even in a two-person relationship, a culture develops over time. For example, in friendly and romantic relationships, partners develop their own histories, their shared experiences, their language patterns, their etiquette, their habits and customs. Their relationship gives this relationship a special character, a character that is different from it in many ways other relationships. Examples might include dates, places, songs, or special events that have a unique and important symbolic meaning to the two of you. As a good communicator, in which we're talking with many people every day, being aware of cultural diversity is a must. And it's even more important in ecommerce since receiver can come in from all over the world.

According to Hall (2009) Culture does not just lie in the way one eats or dresses, but in the manner in which people present themselves as an entity to the outside world. Language is a huge proponent of communication, as well as a large representation of one's cultural background.

2.3 Types of Communication

According to Leah Sheppard write on her book titled "*Fundamental of Leaderships*"

There are few types of communication¹

1. **Verbal Communication:** Verbal communication encompasses all communication using spoken words, or unspoken words as in the case with sign language.
2. **Non-Verbal Communication:** This means our tone, facial expressions, body language, hand movements, and eye contact.
3. **Written Communication:** a form of verbal communication, but it is so different than spoken verbal communication that this form gets its own separate type
4. **Visual Communication:** Is one you may not have heard of, but it is one that complements the other types of communication well. Visual communication is delivering information, messages, and points by way of graphical representations, or visual aids.
5. **Listening:** Listening is a surprisingly important part of communication and in order to be a great communicator, you must master the art of listening.

2.4 The Importance of Communication

Effective communication is the most important tool to achieve our goals. Every step everyday communication is necessary in our lives, whether verbal or non-verbal, wherever we are. Ideas, thoughts, feelings, etc. It is a continuous process that begins in

¹ <https://opentext.wsu.edu/organizational-behavior/chapter/8-4-different-types-of-communication-and-channels/>

the cradle and ends in the graveyard. Without the ability to communicate, no individual or organization can survive.

According to Chester Barnard (1938) Communication as an important management activity and its elements and problems were considered. For him, communication is the greatest creative force in an organization. Communication transforms an organization into a collaborative system, linking an organization's purpose with human participants. He incorporated the communicative activity into the concept of authority and hierarchy and offered the following guidelines:

1. We need to have a solid understanding of the communication channel.
2. Formal communication channels should be designated with all members of the organization.
3. Communication channels should be as direct and short as possible.
4. In general, full and formal communication should be used.
5. Persons acting as communication centers must be competent.
6. Do not cut off lines of communication while the organization is functioning.
7. All communications must be authenticated.

All organizations are also based on communication channels. All kinds of business communication. Communications that foster strong partnerships, promote products and services, and relay information internally specific organization. Therefore it is imperative that communication is clear, effective and efficient because it can have a huge impact on a company's reputation and credibility.

About the professionalism, business is a kind of interpersonal communication. Managers and Employees, sellers and buyers must communicate effectively to promote

business. Even his little sellers and sellers persuasive skills attract more customers and generate more profits. theoretical and technical knowledge of scope is essential, but must be combined with effective communication for good results. Expert must acquire the skills and knowledge necessary to make the most of every opportunity to communicate with the team.

Organizing itself also requires effective communication with others about their job task. Similarly, leaders as managers must communicate effectively with their subordinates so as to achieve the team goals. Controlling is not possible without written and oral communication.

1. The importance of communication in an organization can be summarized as follows Communication promotes motivation by informing and clarifying the employees about the task to be done, the manner they are performing the task, and how to improve their performance if it is not up to the mark.
2. Communication is a source of information to the organizational members for decision-making process as it helps identifying and assessing alternative course of actions.
3. Communication also plays a crucial role in altering individual's attitudes, i.e., a well-informed individual will have better attitude than a less-informed individual.
4. Communication also helps in socializing. Nowadays the only presence of another individual fosters communication. It is also said that one cannot survive without communication.

2.5 Producing a Good Quality of Communication

A strong publishing company will already have great author relationships. But a smart company will always be asking “What is good quality of communication?” If someone not constantly on the lookout for opportunities to improve their quality of communication, then their relationships will stagnate.

Being an effective communicator means being able to both actively listen and clearly express yourself to people around you. Unfortunately, there is no one skill or technique that will make you a better communicator. Effective communication requires a diverse skill set that covers both verbal and non-verbal communication as well as close listening.

Communication is vital both in and out of the workplace because it allows us to clearly translate our intentions and feelings into easily understandable messages. According to Leagans (1961) Communication is the process by which two or more people exchange ideas, facts, feelings, or impressions so that they all come to a common understanding of the meaning, intent, and usage of their messages. Communication makes us a more productive worker and cuts down on unintended consequences that arise as a result of miscommunication. Developing an effective communication process helps us understand what others are saying and makes us a better collaborator and team member.

According to Pfeiffer (1998) A person's interpersonal life depends on his ability to manage his life thoughts, feelings, and needs that are known to another person and their susceptibility to them try sharing similar data with other users. multifaceted communication

Phenomenon is the result of individual efforts towards this end can communicate. It is considered simply sending and receiving messages. The element must be present for communication to occur. However, the basic transactions of sent and received messages do not imply that communication took place occurred often only partially occurred or was completely discontinued as a result the circumstances under which the communication attempt was made.

These situations are environmental, emotional, verbal, or as a result of various states existing in an individual someone trying to relate. Developing better communication habits requires several important skills that work in tandem with each other. Some of these skills involve the way we speak or hold our body, and others are more emotionally based interpersonal skills. There are four skills that necessary for communication:

1. **Listening Skills:** Clear communication starts with active listening. If we're just focused on how we are expressing ourselves, chances are we are not listening or reacting to what others are bringing to the table.
2. **Empathy:** Being able to understand the feelings of those around us is an integral part of being an effective communicator.
3. **Nonverbal communication skills:** In addition to verbal messages, effective communication relies on nonverbal cues.
4. **Teamwork:** The ability to actively engage in team-building and consistently collaborate with coworkers is an important part of building your business communication skills.

According to Tubs and More in Plenary & Gede (2013), effective communication standards should guide at least five things, in short:

1. To understand, which is to understand and accept the content. Be polite with our message as a communicator.
2. The joy that communication gives the other person a sense of joy and satisfaction communicating parties.
3. Ability to change attitudes, in the sense that communication influences attitude a participant in a communication depending on the content of the message.
4. Good social relations. In other words, communication is aimed at growth and development. Social relations for the better.
5. Actions are the end result of an effective communication process, concrete and proactive action

According to Master Class Articles there are six of reliable ways to improve. Here are a few tips for developing your communication skills:

1. **Practice active good listener:** Effective communicators are always good listeners. Active listening means engaging with what people say by giving affirmative replies and asking follow up questions to show that we are paying attention.
2. **Focus on nonverbal communication:** Mastering nonverbal cues and nonverbal signals can help prevent miscommunication and signal interest to those around us. Pay attention to our facial expressions and body language when we are speaking with someone in a professional setting.
3. **Manage our own emotions:** For the sake of clear communication and our own personal wellbeing, it's important to manage our emotions and express them

appropriately in context. Allowing strong emotions to unnecessarily creep into a professional setting can lead to poor communication and conflict.

4. **Asks for feedback:** There's no shame in asking for honest feedback on our communication skills from colleagues. Asking our peers or subordinates for their advice on improving our communication skills can help us better understand how we are coming across in our work environment.
5. **Practice public speaking.** Public speaking may sound daunting, but there's no better way to develop good communication skills than by seeking out public speaking opportunities. Great communicators are able to clearly articulate their feelings, whether they're speaking to a large group or talking face-to-face to one other person.
6. **Develop a filter.** Effective communicators generally have highly developed social skills and are able to modulate how they express their thoughts and feelings to those around them. Developing a filter will help supplement other communication techniques and ensure that you maintain a certain level of decorum and avoid conflict in the workplace.

2.6 Communication for Publishing Industry

One of the aspects that the writer love most about the publishing industry is the diverse group of professional backgrounds that it attracts. A number of my colleagues were English majors, but there are also plenty of publishing experts who studied history, journalism, or language arts. I even know several people in my line of work who have backgrounds in the sciences, particularly chemistry and biology, which makes sense in the scholarly publishing field, because many of the papers being edited are for scientific journals.

For the writer the effective communication is absolutely critical to the publishing process not only that, but it's also critical to the processes of editing/copyediting, writing, networking with others in the writing field, etc. Every minute of every day, those in my line of work are, whether intentionally or not, communicating with numerous people: authors, editors, reviewers, editorial assistants the list goes on and on.

The thing that many people outside of the industry don't realize is that communicating with these folks is far more complicated than just composing an email with a default message and clicking the send button or leaving a 30-second voicemail on an answering machine. Every single message that is sent has an impact and so requires a deep and sometimes complicated thought process.

One of the main reasons effective communications is so critical in publishing industry is the global nature of the work. Language barriers often exist between publishers and authors or editors. Many of the most renowned writers and editors in the finance and science realms are not native English speakers. Even "simple" instructions can create major roadblocks.

Let's say, for instance, that a manuscript is ready to be accepted as far as content is concerned, and all stylistic elements are in place except for one thing: the title of the manuscript must be in title case to adhere to the journal's guidelines. Unfortunately, the manuscript is in PDF or other locked format, so an editorial assistant is unable to easily make the simple change. The quickest option is to send an email to the author to request the change.

Based on writer's experience do her internship if the author is a native or fluent English speaker, this is easy. However, if the author is, for instance, Filipino or French, the communication is more challenging.

For example, like if a magazine article writer hears on the other end of the phone, “Your article is 10 days late, and it won’t run if we don’t have it by Friday,” they might become annoyed by our insensitive tone and decide it’s not worth the trouble to get it done within the allotted time limit. The editorial assistant, now lacking the content necessary to fill up the magazine’s page count, is in even more trouble than before.

Let’s say, however, that the author instead hears this: “We always appreciate your work for the magazine, and I just wanted to remind you that your article for the upcoming issue is 10 days late. We’ll need it by Friday for it to run in the upcoming issue, but if we don’t have it by then, we can hold it for the next issue.” I can’t speak for all authors, but I’d be much more likely to respond quickly and positively to the second call than to the first.

While the communication field is perhaps not the most heavily represented one in the publication industry, effective communication can mean the difference between a healthy business relationship and a disaster when it comes to the publishing process. Distance often puts a roadblock into the line of communication authors and editors may be literally thousands of miles, and, consequently, several time zones, away from the publisher and the editorial assistant.