

# Philosophy of Communication

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# What is Communication?

Insects, Birds, Bats, Elephants, Lions, Gorillas communicate with one another.

Communication involves sending and receiving signals.

Communication requires two parties.

Communication requires mode of communication, content or message of communication.

# Signals can be natural or conventional

Animals, birds, insects etc. use natural signals. They have definite way of communicating. They produce sounds, they express their emotions through their eyes and movements.

Animals and birds communicate among themselves as well as with other species. One often notices interaction between cats and dogs. Cattle and birds.

Even human beings can understand the animal communication. A waiting dog, a friendly dog, a tired dog, an angry dog; we use all these expressions meaningfully to describe dogs.

# Natural Signs

Clouds are a sign of rain.

Fever is a sign of disease.

Groaning is a sign of pain.

Anger is a sign of heightened emotion.

# Conventional Signs

Higher animals and humans are capable of taking a sign, natural or otherwise standing for something else.

Pavlov's experiment showed that dogs can take sound of the bell as signal for food.

Dogs are trained to identify thieves using their ability to smell.

# Signifier and Signified

Conventional Signs are called Signifiers.

Objects, Events they stand for are called Signified.

# Analog and Digital Relationship

Picture of a school-boy stands for a school-boy.  
Map and the territory relationship. This is analog  
relationship.

The bird pigeon stands for peace. National flag  
stands for the nation. This is digital relationship.

# Perception is Essential for Communication

Communication involves coding and decoding.

Author codes the message in sign language and the audience decodes the message.

# Perception

Involves Senses.

Involves Language.

Involves Mind.

# There are 5 sense organs

We see using our eyes.

We hear using our ears.

We taste using our tongue.

We smell using our nose.

We touch and feel.

# Senses have Limitations

I cannot see things properly if the object is too close to me or too far from me.

I cannot see things if the light is too less or too much.

I cannot see things properly if my eyes are tired and watery.

# Senses Need Rest

Fatigued sense organs can lead to distorted perception.

Rest is needed to rejuvenate the senses.

# Animals have better senses

Eagles can see far off things.

Cats can see things in the dark.

Bats can hear better than us.

Dogs can smell better than us.

Hen can eat stones.

Birds and cattle can feel and foretell earth quake.

# What is Normal Perception?

Should I use lenses to have normal perception?

Should I use microscope to have normal perception?

Should I use telescope to have normal perception?

# When should I trust my senses?

Vision against touch: Curd, Blood

Touch against sight: a stick half immersed in water

What I see through microscope? Telescope?