

# Theories of Communication Ethics and Behaviour: Does AI Help in to Make Smooth Communication?

**Sanjeevani**

Professor, G. H Raisoni Institute of Engineering & Technology

## **Abstract**

The ability to interact and communicate effectively can have a profound impact on individuals. In any relationship between two people, through dialogue, they have the power to directly influence the connection that binds them. Interhuman relationships go far beyond mere sympathy. They are actual happenings between people, whether wholly mutual or tending to grow into mutual relations.

Effective communication is essential in promoting favourable international relationships and facilitating negotiations. This involves establishing partnerships, treaties, and pacts among various nations and organizations. It is crucial to exhibit decency and extends courtesy when interacting with others, regardless of their position or status. In the end, diplomacy is about identifying common goals and working together toward a mutually beneficial outcome.

Communication is a practical skill and not just theoretical speculation. However, we all have our theories of communication and our explanations for what we think we are doing when we interact with people. These theories can vary from person to person, and they can impact how we approach communication and our expectations for the outcome. Nonetheless, at the end of the day, communication is about connecting with others and sharing our thoughts and ideas in a way that is clear and understandable.

**Keywords:** Communication, behaviour, AI communication

## **Introduction:**

Clear and accurate delivery of information is crucial in effective communication. Providing simple, direct, and clear instructions, directions, and guidance is important to ensure understanding and task comprehension.

Creating the right environment for communication is important. Factors such as timing, occasion, and location can affect the smoothness and effectiveness of communication.

Adapting communication style, tone of voice, and intonation to the person being communicated with can help establish a closer psychological distance and facilitate deeper and more active communication.

Feedback is an important component of communication. It helps improve and refine the communication process by providing information on how the message is perceived and understood.

It's fascinating to learn that the issue of communication was already discussed in Ancient Greece, but it wasn't until the middle of the 20th century that the field of communication studies developed into a separate research discipline. Initially, the early models were linear transmission models, such as

**Lasswell's model, the Shannon–Weaver model, Gerbner's model, and Berlo's model.** However, interaction models like Schramm's model later replaced them for many purposes. In the 1970s, transactional models of communication like **Barnlund's model** were proposed to overcome the limitations of interaction models, and they paved the way for further developments in the form of constitutive models.

### **Definition and function**

Models of communication aim to provide a simplified representation of the complex process of communication. They highlight the fundamental characteristics and components of the process to offer a straightforward explanation. These models try to encompass all forms of communication, including verbal and non-verbal communication, as well as visual, auditory, and olfactory forms. While communication occurs between animals and species, models of communication primarily focus on human communication as the paradigmatic form. Typically, they involve interaction between two or more parties exchanging messages. Communication is a very complex process, hence models of communication only present the most important features to show how the primary components operate and interact. They use a simplified visualization to explain the process and sometimes ignore certain aspects in the interest of simplicity.

### **Constitutive and constructionist**

Constitutive models of communication propose that meaning is reflexively constructed, maintained, or negotiated in the act of communicating. Therefore, communication is not merely the exchange of pre-established bundles of information but a creative process. This is in contrast to the perspective found in many transmission models. According to **Robert Craig**, this means that communication is a fundamental social phenomenon that cannot be explained solely by psychological, cultural, economic, or other factors. Instead, communication is the cause of other social processes, rather than their result. Constitutive models are closely related to constructionist models, which view communication as the essential process responsible for how people understand, represent, and experience reality. Social constructionists, like **George Herbert Mead**, argue that reality is not something entirely external, but rather depends on how it is conceptualized, which happens through communication.

### **MODES OF COMMUNICATION**

Words not only reflect reality but also have the power to create reality. Words have a significant impact on how people perceive and interpret the world around them. The way we use language shapes our thoughts, beliefs, and attitudes, and ultimately influences our actions and behaviours. For instance, the words we use to describe a particular situation or person can either enhance or diminish their value and worth. Therefore, it's crucial to be mindful of our language, use it wisely, and ensure that it reflects our intentions and values.

**Hypothesis** in stating that a hypothesis is a proposed explanation for a phenomenon, and that in order for it to be considered a scientific hypothesis, it must be testable through the scientific method. Scientists often develop hypotheses based on previous observations that cannot be fully explained by existing scientific theories. It is important to note that while the words "hypothesis" and "theory" are often used interchangeably, they are not the same thing. A scientific hypothesis is a tentative explanation that can

be tested, while a scientific theory is a well-established explanation that has withstood rigorous testing and is supported by a large body of evidence. In addition, a working hypothesis is a provisional hypothesis that is proposed for further research and testing, often beginning with an educated guess or initial thought.

### Rethinking Communication

Rethinking communication involves recognizing the differences between transmission and social construction modes of communication. While the transmission model focuses on the sender and message, the social construction model emphasizes the entire communication process, including the context, culture, and relationships between participants. Rather than viewing communication as a one-way process, the social construction model recognizes that communication is a dynamic, on-going process in which individuals create shared meanings and understandings. This model emphasizes the importance of context, culture, and power in shaping communication.

It recognizes that individuals bring their own biases and assumptions to communication encounters and that these can impact the meaning and interpretation of messages. By acknowledging these differences, we can better understand the complexities of communication and work towards more effective and inclusive communication practices.

It's true that communication is often taken for granted in organizations, but it's actually a crucial factor in business performance. According to a survey conducted by WTW, risk management advisors, effective communication is linked to superior financial performance. Poor communication can lead to employees feeling frustrated and suspicious, which can ultimately reduce engagement and performance. It's important for organizations to design their communication strategies carefully to ensure that employees have the information they need to succeed.

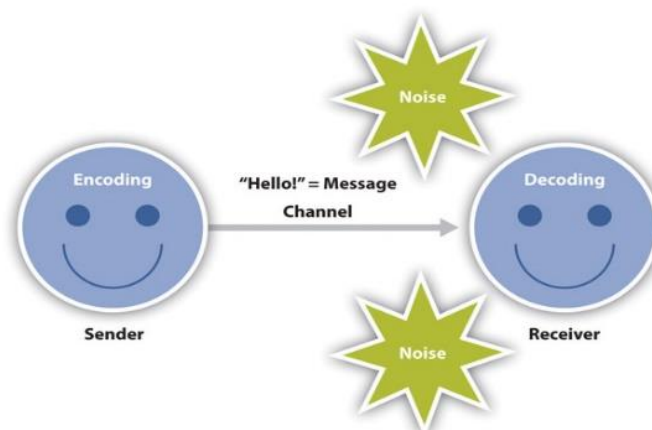
Research by the **Chartered Institute for Personnel and Development** found that many employees feel in the dark, given information that is too general, or incomplete.

“Effective internal communication is important for developing trust within an organization and has a significant impact on employee engagement, organizational culture and, ultimately, productivity.”

To know more about rethinking communication:

<https://www.newsday.co.zw/opinion-analysis/article/200002717/rethinking-your-communication-strategy>

### Communication As Transmission



The transmission model of communication emphasizes the role of the sender and the message being transmitted, with the receiver being viewed more as a passive recipient of the message rather than an active participant in the communication process. While this model has its uses, it's important to recognize that effective communication involves more than just transmitting a message - it requires feedback and mutual understanding between both the sender and receiver.

The transmission model is a communication model that sees communication as a one-way process from sender to receiver. In this model, the sender encodes a message and transmits it through a channel to the receiver, who then decodes the message. The transmission model assumes that communication is successful when the message sent by the sender is accurately received and interpreted by the receiver. However, this model does not take into account factors such as feedback, context, and noise, which can affect the communication process.

Shannon and Weaver's transmission model is often cited as the origin of mass communication theory, it is important to note that their model was heavily influenced by prior communication research. Additionally, there were other scholars who contributed to the development of the transmission model and its integration into the field of mass communication. Therefore, oversimplifying the origin of the transmission model can ignore important historical context and key contributors to the field.

As we go through our daily lives we perceive all sorts of people and objects, and we often make sense of these perceptions by using previous experiences to help filter and organize the information we take in. Sometimes we encounter new or contradictory information that changes the way we think about a person, group, or object. The perceptions that we make of others and that others make of us affect how we communicate and act.

Our perceptions of people and objects are heavily influenced by our past experiences. We use this previous knowledge to filter and organize the information we receive in our daily lives. However, encountering new or contradictory information can sometimes challenge our existing perceptions and lead to changes in the way we think about a person, group, or object. These perceptions not only affect our communication and behaviour towards others, but they also impact how others perceive and interact with us. Therefore, it's important to be aware of our own perceptions and biases, as well as to be open to new information that may challenge our existing beliefs.

The transmission model of communication is based on the idea that communication is a linear process that involves a sender, a message, a channel, and a receiver. It is true that the responsibility for effective communication is largely placed on the sender, who must ensure that the message is clear and that any potential barriers to communication are addressed. Environmental and semantic noises are two common types of barriers that can interfere with effective communication. Environmental noise can be anything from loud music to background chatter, and it can make it difficult for the receiver to hear and understand the message. Semantic noise, on the other hand, occurs when the receiver does not understand the symbols or language used by the sender. This can be especially problematic when the sender and receiver do not share a common language or cultural background. Overall, it is important to be aware of these barriers and take steps to overcome them in order to achieve effective communication.

### **Authoritive' Communication difference in Personal & Professional.**

It's my observation and experience that in professional communication, reinforcing authority can sometimes create a negative impact and cause people to feel detached and distant. On the other hand, in personal communication, reinforcement can help create a strong bond, such as between a mother and son

or a father and son duo. It's important to keep in mind the different dynamics at play in different types of communication.

Social construction makes us understand how people with different backgrounds, beliefs, values and interests can navigate their way forward, collectively.

The reality of any relationship is shaped by social constructs and our interpretation of those constructs. Our relationship is not simply an objective reality that exists independently of our communication with each other. Instead, it's a product of our interactions and how we perceive and interpret them. Our relationship doesn't have a physical reality independent of what anybody thinks, but rather, it's shaped by our thoughts, feelings, and behaviours towards each other.

Communication should be concise, open, honest, and clear. When we communicate concisely, we can express our ideas in a way that is easy to understand and remember. Being open means that we are willing to listen to what others have to say, even if it challenges our own beliefs. Honesty is crucial in building trust and fostering healthy relationships, and clear communication helps to avoid misunderstandings and confusion. By keeping these principles in mind, we can communicate more effectively and build stronger connections with the people around us.

Communication can take many different forms and paths. Personal communication, for example, involves face-to-face or one-to-one interactions between people, which may take place in a variety of settings such as at home, school, or work. This form of communication can be advantageous in that it allows for immediate feedback and the opportunity for nonverbal cues to be observed. However, it can also be disadvantageous in that it may be limited by time and space constraints.

Professional communication, on the other hand, is focused on communication within the workplace or in a professional setting. This may include communication between colleagues, between employers and employees, or between businesses. Professional communication can be advantageous in that it is typically more structured and formal, which can help to reduce misunderstandings. However, it may also be disadvantageous in that it may be limited by organizational hierarchies and power dynamics.

Telephonic communication involves communication over the phone or other electronic devices such as video conferencing. This form of communication can be advantageous in that it allows for communication over long distances and can save time and money. However, it may also be disadvantageous in that it may lack the nonverbal cues that are present in face-to-face communication. Messages can be communicated through various media such as email, text messages, and social media. This form of communication can be advantageous in that it is quick and convenient, but it may also be disadvantageous in that it can be misinterpreted due to the lack of nonverbal cues and the inability to clarify meaning in real-time.

Verbal communication involves the use of spoken words to convey a message. This form of communication can be advantageous in that it allows for immediate feedback and the opportunity to clarify misunderstandings. However, it may also be disadvantageous in that it may be subject to misinterpretation due to differences in accent or language proficiency. Nonverbal communication involves the use of body language, facial expressions, and other nonverbal cues to convey a message. This form of communication can be advantageous in that it can convey meaning and emotion without the use of words. However, it may also be disadvantageous in that it may be subject to misinterpretation due to cultural differences or individual variations in interpretation.

Coding and decoding refer to the processes of encoding a message for transmission and decoding a message upon receipt. These processes are important in ensuring that messages are accurately

transmitted and understood. However, they may also be subject to semantic noise, as discussed earlier, which can interfere with the decoding process. In summary, each form of communication has its own advantages and disadvantages, and the choice of communication path will depend on the specific context and goals of the communication encounter.

### **Words just don't reflect reality, they also create reality.**

The words you speak hold power. Words have Power to create new possibilities or to close them down. Power to build relationships or to damage them. Words have power to lift people up or to pull them down. You included.

The words we speak hold immense power and can have a profound impact on ourselves and those around us. Words can create new possibilities and open up opportunities, but they can also close them down and limit our potential. They have the power to build strong and meaningful relationships or cause irreparable damage to them. Words can uplift and inspire people, or they can bring them down and make them feel discouraged. We must be mindful of the words we use, both in our self-talk and in our interactions with others, as they can shape our experiences and influence our outcomes. It's essential to use our words to bring positivity, encouragement, and support to ourselves and those around us.

### **Outcome of communication when we are not engaged or interested.**

It's true that communication has many facets, and non-verbal communication can often provide valuable insights that words alone cannot convey. However, it's also important to recognize that there may be limitations to certain forms of communication, especially when we are not directly connected with the other person or have a personal dislike for them. In such cases, we must pay close attention to the unsaid words and try to understand the underlying message as best we can.

Verbal communication can be tricky, especially when one person uses a harsh or aggressive tone. This can make it difficult to determine whether the conversation should continue or if it's time to cut things off and regroup later. Unfortunately, when communication breaks down in this way, it can create rifts between people that are difficult to repair. In some cases, individuals may simply stop discussing the issues altogether, leading to a long gap in communication that can be hard to bridge. This is why it's so important to approach communication with sensitivity and empathy, and to always strive to create an environment of open and honest dialogue.

It is found that mood, place, and circumstances can all play a crucial role in communication, whether it's personal or professional in nature. It's not uncommon for people to have cordial relationships with their superiors or subordinates, but for a single moment of misunderstanding or miscommunication to cause a rift that can be difficult to repair. In some cases, this may be due to ego clashes or other underlying issues that are not immediately apparent. However, it's important to recognize that these types of communication breakdowns are not uncommon, and that there are ways to work through them. One approach is to try to understand the other person's perspective and to communicate in a way that is respectful and empathetic. Another is to take a step back and assess the situation objectively, looking for potential solutions that may help to bridge the gap and restore communication. Ultimately, the key is to remain open and honest in your communication, and to always strive to build positive relationships with those around you.

### **Conflicts in Communication**

A conflict in communication happens when both different individuals of different thoughts or biases come together. It's important to understand each other's actions and interpretations to avoid any misunderstandings. Your example about a colleague coming with a harsh tone is relatable. It can be difficult to agree with them even if we find their conversation disagreeable, but things can escalate quickly if they cross the line and use frustrating language. It's true that other people's behaviour can cause frustration and dysfunction in a team.

People have varying interests and motivations, and it's common to encounter personal biases and irritating behaviour from others. It's important to learn how to avoid such situations when possible. Conflict can be stressful and uncertain, but according to **Kathleen Eisenhardt** and her colleagues from Stanford University of Virginia, the lack of conflict isn't harmony, it's apathy. So it's important to address conflicts and differences in a constructive way rather than simply ignoring them.

### **Communication on Organizational Level-**

Communication at the organizational level can be complex and challenging, as it involves multiple people with different backgrounds, perspectives, and levels of understanding. Effective communication is not just about saying the right things, but also about understanding the underlying assumptions and beliefs that shape our communication. Sometimes, our assumptions about a situation may be incompatible with our goals and objectives, which can lead to misunderstandings and conflicts. It's important to be aware of these dynamics and to work towards building a shared understanding among team members. This can involve active listening, clarifying expectations, and being open to feedback and different perspectives. By doing so, we can create a more positive and productive communication environment within the organization.

Effective communication involves more than just transmitting information. Sometimes, communication problems arise when people misunderstand or misinterpret what is being said, or when the message is conveyed at the wrong time or in the wrong way. Additionally, people can be deceptive in their communication, which can further complicate the situation. It's important to be aware of these potential issues and to strive for clear and honest communication in all interactions.

Communication in an organization can go wrong when different people interpret the message very differently, leading to a change in the meaning depending on the context. It is true that how you say something is just as important, if not more important, than what you say. This is because the tone, body language, and other nonverbal cues can have a significant impact on how the message is received. Additionally, people often communicate for many different reasons beyond just conveying information, such as building relationships, establishing rapport, and expressing emotions. It's important to be aware of these factors and to strive for clear and effective communication in all interactions.







### **Organisation as Communication -**

The idea of a neutral conduit of information is often not accurate in practice. In fact, our interactions with others can often create or change many of the things we are communicating about. This is because communication is a complex and dynamic process that involves not only the transmission of information but also the interpretation and negotiation of meaning. Our interactions with others can shape their understanding of the message and influence their response, which in turn can lead to changes in the

situation or context. It's important to be mindful of this and to approach communication with an open mind and a willingness to engage in dialogue and collaboration.

## + Smart Net

Oferta da 1ª mensalidade de uma Smart Net com 10GB/mês adicionais <sup>(1)</sup>

MESSAGING	SOCIAL	VIDEO
		
<p>€4,99/mês</p> <p>€6,99/mês</p> <p>1 mês grátis</p> <p><a href="#">Aderir</a></p>	<p>€4,99/mês</p> <p>€6,99/mês</p> <p>1 mês grátis</p> <p><a href="#">Aderir</a></p>	<p>€4,99/mês</p> <p>€6,99/mês</p> <p>1 mês grátis</p> <p><a href="#">Aderir</a></p>
MUSIC	EMAIL&CLOUD	MEO
		
<p>€4,99/mês</p> <p>€6,99/mês</p> <p>1 mês grátis</p> <p><a href="#">Aderir</a></p>	<p>€4,99/mês</p> <p>€6,99/mês</p> <p>1 mês grátis</p> <p><a href="#">Aderir</a></p>	<p>Tráfego grátis para apps MEO já incluído no seu tarifário</p>

### Communication is choosing right words or selection of words.

Healthy communication is all about ignoring conflicts and avoiding unnecessary words and actions. By doing so, we can create a peaceful and respectful environment where everyone's opinions are valued. It's important to remember that conflicts can arise due to personal biases and differences in interests and motivations. However, we should always strive to communicate in a constructive and positive manner, focusing on finding solutions rather than dwelling on the problem.

Communication is not simply a matter of conveying information from one person to another. Rather, it is a complex process of social construction that shapes our reality and our social worlds. The language we use is not just a reflection of reality, but also a powerful tool for creating and shaping it. The words we choose, the tone we use, and the context in which we communicate can all have a profound impact on the way we perceive ourselves and others. Therefore, it is important to be mindful of the words we use and the impact they can have on those around us. By doing so, we can create a more positive and constructive social reality.

Effective communication, whether personal or professional, requires a certain level of skill and knowledge. In personal communication, factors such as our surroundings, background, and the community we live in can also play a significant role in shaping the way we communicate. It's important to understand these dynamics so that we can communicate effectively and build strong relationships.

Let's take the example. It highlights the fact that even if someone is a well-educated and experienced English language trainer, their communication skills may still be influenced by their background and surroundings. In the case of **Ms. Shreena**, her behaviour and language may reflect the cultural norms and values of the community she comes from. While she may have the intention to build a good rapport with people in the organization, but her choice of words and tone may not be effective in creating a positive identity for her. This is where the importance of effective communication skills comes in - it's



not just about having a good command of the language, but also being aware of how our background and surroundings can shape our communication style and how we can adapt to different audiences.

### **How AI helps in Communication-**

While AI has certainly made communication more efficient and accessible, AI has undoubtedly revolutionized the way we communicate and has made our lives easier by saving us time and energy. From automated messaging to AI-generated articles and writeups, AI has become an integral part of the communication landscape. However, it's important to remember that AI is not a replacement for human thinking or intuition. While it can process a vast amount of data and provide accurate results, it can also make mistakes if it's not fed the right information or if the context is misunderstood. Therefore, it's crucial to always use AI as a tool to assist us in our communication rather than relying solely on it.

It does have its limitations when it comes to understanding the nuances of language, emotions, and feelings. This can sometimes lead to imperfect communication and misunderstandings. At the end of the day, nothing can replace the value of human connection and the ability to truly understand and empathize with one another.

### **AI in workplace communications-**

With the rise of AI and machine learning, we are entering a new era of workplace interactions. These technologies are creating exciting opportunities for collaboration between virtual robots, voice assistants, and RPA systems to streamline both communications and operations. Here are four ways that emerging technologies will impact the workplace:

1. **Improved Efficiency:** Automation technologies like RPA can help increase efficiency in the workplace by automating repetitive and time-consuming tasks, freeing up employees to focus on more complex work that requires human intelligence and creativity.
2. **Enhanced Communication:** AI-powered chatbots and voice assistants can help facilitate communication between employees and clients, allowing for faster response times and greater accessibility.
3. **Personalized Experiences:** Machine learning algorithms can analyze vast amounts of data to provide personalized experiences for employees and clients, tailoring information to specific needs and preferences.
4. **New Job Roles:** As emerging technologies become more integrated into the workplace, new job roles will emerge that require specialized skills in managing and implementing these technologies, creating exciting new opportunities for career growth and development. Overall, emerging technologies have the potential to transform the workplace and revolutionize the way we work and communicate.

Artificial intelligence can be trained to respond consistently to different scenarios without the unpredictability of emotional or heated responses. One common example of this is the use of AI chatbots, which can be programmed to provide accurate and appropriate responses to specific keywords, phrases, or situations that align with the brand style guide or company guidelines. This can help ensure that customers receive consistent and helpful support, regardless of who they are communicating with.

[https://www.researchgate.net/publication/341051538\\_Public\\_Communication\\_of\\_Artificial\\_Intelligence](https://www.researchgate.net/publication/341051538_Public_Communication_of_Artificial_Intelligence)

## How humans will communicate in the future?



**Futurologist Dr Ian Pearson**, whose job is all about forecasting the future, said: "By 2050, we'll be communicating through a form of telepathy from thought recognition technology. Electronic jewellery which can detect my thoughts may be able to communicate with someone else's earpiece and relay my thoughts to them.

Applying AI and machine learning to business processes can certainly bring many benefits, one of which is the ability to shift monotonous, repetitive tasks away from human workers. This can help to free up employees to focus on more complex and value-added pursuits, such as problem-solving and creative thinking. One example of this is robotic process automation (RPA), which can replace back-office tasks in finance, accounting, and sales operations. By using virtual robots to manage tasks such as data entry, order creation, and invoice processing, businesses can realize significant cost savings and increased accuracy.

In addition, AI can be used to examine various systems and create a list of adequate leads for sales teams, allowing them to focus their time and energy on engaging with clients and building relationships. By automating these tasks, businesses can help to reduce the workload of their employees and improve overall job satisfaction. Ultimately, the use of AI and machine learning in the workplace can lead to happier employees and customers, as well as improved efficiency and cost savings for the business.

Chatbots powered by AI are becoming increasingly popular in many industries, including customer service. These chatbots are designed to simulate human interaction, and can be used to automate communications with customers. By using chatbots, businesses can provide quick and efficient service to customers, while also freeing up contact center agents to focus on more complicated requests. Chatbots can be utilized in a variety of ways, such as answering common questions, providing shopping assistance, and helping customers troubleshoot technical issues. They can provide 24/7 support, allowing customers to get the help they need at any time, without having to wait for a human agent to become available. This can lead to increased customer satisfaction and loyalty. In addition, chatbots can help businesses to reduce costs associated with customer service, as they can handle a high volume of requests with minimal human intervention. They can also be trained to learn from past interactions, allowing them to provide more personalized and effective support over time. Overall, chatbots powered by AI are a valuable tool for businesses looking to improve customer service and reduce costs. By providing quick and efficient support to customers, while also relieving contact center agents to focus on more complex requests, businesses can improve overall efficiency and customer satisfaction.

Automated content production using AI is becoming increasingly common in many industries, including journalism and marketing. With the ability to generate written articles that can be mathematically analyzed, AI is being used to create a variety of content, from earnings reports to minor league baseball reports. One notable example of this is The Associated Press, which is using AI to build full-scale

earnings reports and other publications. This technology has the potential to be used for a wide range of content production, including news releases, marketing materials, and other business publications.

In addition, the use of AI and big data is generating new opportunities for media, marketing, public relations, and customer service. By analyzing vast amounts of data, AI can help businesses to better understand their customers and target their marketing efforts more effectively. It can also be used to automate customer service interactions, improving response times and overall satisfaction. Overall, the potential for AI in communication is vast, with many opportunities for businesses to create more efficient and effective processes. As AI technology continues to evolve, it is likely that we will see even more advanced applications of this technology in the years to come.

[https://www.researchgate.net/publication/267477806\\_Role\\_of\\_Etiquette\\_and\\_Manners\\_in\\_Communication#fullTextFileContent](https://www.researchgate.net/publication/267477806_Role_of_Etiquette_and_Manners_in_Communication#fullTextFileContent)

<https://academic.oup.com/hcr/article-abstract/48/3/379/6620825?redirectedFrom=fulltext>

[https://en.wikipedia.org/wiki/Models\\_of\\_communication#cite\\_note-FOOTNOTEWest2010-3](https://en.wikipedia.org/wiki/Models_of_communication#cite_note-FOOTNOTEWest2010-3)

## References

1. Ruben 2001, Models Of Communication.
2. Communication: History and Forms.
3. Chandler & Munday 2011, p. 60, communication models.
4. Craig 1999.
5. Narula 2006, p. 10–12, 23–25, 1. Basic Communication Models.
6. 1.2 The Communication Process.
7. McQuail 2008, p. 3143–9, Models of communication.