

Applications of the Method of Direct Communication to Few Selected Social Problems

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Abstract – The cases chose for study are such where the 'direct communication is fundamental or where this technique supplements the other strategy for communication like mass communication or' gathering communication. We will manage the cases individually and attempt to assess the job of 'direct communication' technique refrains other communication methodologies like gathering to bunch or over all mass communication. There is no direct method of getting quantitative gauges however subjective judgment should effectively establish 'direct communication' procedure to the problems viable just as to the problems of comparable nature. We will organize the problems, where the job of 'direct communication procedure' is in a plunging request, with the first having greatest job.

Keywords – Direct, Communication, Social, Problems, Application

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INTRODUCTION

Because of enormous populace engaged with social problems identified with the strength of society and to the National advancement, different techniques for communication have been attempted. These techniques incorporate, pertinent writing in book structure, articles in diaries and news papers; conversations of such subjects through broad communications like T.V. also, Radio, road plays by social association, etc, yet non represents the assumptions, particularly, in eliminating the fundamental reason for the problems or possibly in making solid and supported familiarity with the problems in question. Hence it is hard to get devoted and educated people who could help society in disposing of their self made problems.

The above strategies do make brief general mindfulness, which is of little use in taking care of the real issue. In this postulation, I am presenting the work completed looking for a powerful communication strategy which could at last prompt better acknowledgment of certain problems and which could prompt the making of devote educated laborers accessible for the general public with better comprehension of their problems, which may assist them with being more steady and valuable to the Nation.

It has been understood that the strategy like 'direct communication' is the solitary way which could prompt

better acknowledgment of the issue and which at that point can prompt the suitable arrangement of the issue. The troubles engaged with direct communication are (I) the association of enormous populace, (ii) social and monetary pressing factors engaged with acknowledgment of the genuine wellspring of the issue, (iii) the possibility of the proposed arrangement as for the social environmental factors. These challenges are more significant when we are managing problems of general social nature and nationally pertinent problems. After every one of the a healthy society prompts a solid Nation. In this work I have examined these issue in subtleties and arrive at a resolution that the direct communication technique is the solitary viable strategy for making a healthy society.

Background

To get appropriate comprehension of the technique 'Direct Communication' it is fundamental for survey the significant hypotheses of communication, extraordinarily those which have been utilized in tackling social problems. We will begin with the meaning of communication. A reference to any standard word reference will uncover that the word communication is utilized to mean many, different things '. The American College Dictionary, for instance, expresses that as a thing, communication implies (1) act or actuality of conveying; transmission; (2) the (a) granting or (b) exchange of considerations, sentiments or data by discourse,

composing or signs; (3) that which is imparted or conferred; (4) a report or a message bestowing sees, data and so on; (5) section, chance of entry, or a methods for section between places.

The Dictionary further expresses that utilized in the plural as communications the word implies (6) (a) the methods for sending military messages, orders and so on as by phone, broadcast, radio, messengers; (b) courses and transportation for moving soldiers and supplies abroad, or in a theatre of activities.

Communication to be powerful will depend on the decision of sufficient, fitting and commonly shared images at the degree of language and code. There are different variables, notwithstanding, which additionally add to viability. It would be childish for sure to accept that elaborate polish would in itself lead to adequacy and get the ideal reaction. The decision of a reasonable technique for communication, for example, is amazingly applicable to the undertaking. There are different techniques for communication, structure letters, reminders, reports, handouts, banners, etc. These channels serve certain closures sufficiently, however are unsatisfactory to accomplish certain different finishes. A structure letter conveys data enough and has the additional capability that it is exact on the grounds that it rigorously adheres to the work.

However, it is additionally realized that a structure letter is general in character and doesn't recognize A and B. At the point when a message is planned for a particular beneficiary and when its acknowledgment relies upon an inclination being created in the beneficiary that he is as a rule extraordinarily managed, the decision of a structure letter as a vehicle to convey the message won't add to viability despite the fact that emblematically talking, the structure letter would have all the clean and tastefulness which a beautician could bestow to it.

Once more, certain messages could successfully be conveyed orally, yet Could demonstrate less powerful if they somehow managed to be shown as declarations and announcements on the notification board. There is a propensity, as we probably are aware, to document updates. It is vital, in this manner, to think about whether as a significant message which should take up all the consideration of the beneficiary ought to be diverted through an update. An unseemly decision of the technique for communication is likely, subsequently, to lessen the adequacy of communication, similarly as a proper decision of the strategy is probably going to add to its viability and even to upgrade it.

Advantages

1. It gives direct data about the problems and exercises.
2. It sets up trust in the labourer.

3. It creates altruism.
4. It aides the labourer in the choice of good advisers and setting up of good relations.
5. It animates interest.
6. It gives a high proportion of assumption and endeavours. Gathering approach". This is a way to deal with at least two individuals.

Mass approach:

In this technique, the majority are drawn closer through films, slides, film-strips, radio talks, presentations, utilization of cheat sheets, and so on It has been assessed that in certain networks this technique has added up to 30 percent of the complete methodology against 18% if there should arise an occurrence of individual methodology and 25 percent in bunch approach. The visual and general media helps help the expansion specialist to approach and contact the majority.

Problems in communication

Communication is a cycle. Interaction is the demonstration of continuing a progression of activities or tasks definitely directing to an ideal end. Every scene of communication has in any event three stages:

1. Expression
2. Interpretation
3. Response

These are the critical focuses in communication. On the off chance that the articulation isn't clear, the understanding will be incorrect and the reaction ill-advised, accordingly one's work to convey won't succeed. All in all if the source doesn't have satisfactory or clear data if the message isn't encoded completely, precisely, adequately in communicable signs; if these are not sent quick enough and precisely enough, notwithstanding obstruction and rivalry, to the encoding; lastly if the objective can't deal with the decoded message in order to create the ideal reaction, at that point, clearly, the system is working at not exactly top productivity.

RELATING TO THE COMMUNICATOR

Ineffective environment:

- The climate made by the communicator (Extension Worker) impacts his viability. The actual offices, quality of amicability, regard for others' of view, acknowledgment of achievements of others, leniency and affinity

when all is said in done, are immensely significant elements of an environment which is helpful for impact communication.

- Disorganised endeavours to convey: To bode well, the communication exertion should be coordinated by some particular structure or example.
- Standard of accuracy: This includes the utilization of right words or different images, right logic and right substance or realities.
- Standard of social obligations: This construes that when one conveys, one accepts accountability for the impact of one's communication on the respondents and the general public.

OBJECTIVES OF THE STUDY

1. To study on Problems in communication
2. To study on Applications of the method of direct communication to few selected social problems

REVIEW OF LITERATURE

Pathak V.P. (2012) In this examination each venture will be talked about in subtleties and the viability of 'direct communication' strategy will be surveyed. Adequacy will incorporate, the right acknowledgment of the wellspring of the issue, the kind of arrangement proposed and its achievability to the populace in question. The problems chose for this examination are of wide nature, applicable to the healthy society and are identified with the National exertion to limit them for National advancement. Prior to managing the "strategy for direct communication", proposed in this proposition for viable communication, I will sum up the foundation of the "communication" when all is said in done.

Tole P.M. Chandgadkar M.V. (2013) A reference to any standard word reference will uncover that the word communication is utilized to mean many, different things '. The American College Dictionary, for instance, expresses that as a thing, communication implies (I) act or truth of conveying; transmission; (2) the (a) bestowing or (b) trade of contemplations, feelings or data by discourse, composing or signs; (3) that which is conveyed or conferred; (4) a record or a message giving perspectives, data and so forth; (5) section, chance of entry, or a methods for entry between places.

Dahama O.P., Bhatnagar O.P. (2016) The Dictionary further expresses that utilized in the plural as communications the word implies (6) (a) the methods for sending military messages, orders and so forth as

by phone, transmit, radio, messengers; (b) courses and transportation for moving soldiers and supplies abroad, or in a theatre of activities.

Grace Mathew (2011) The Oxford English Dictionary furthermore expresses that the word communication implies (I) banter, individual intercourse. Further, however the utilization has now become old, the word was once used to mean (2) trade of discourse, discussion, gathering; (3) basic cooperation.

RESEARCH METHODOLOGY

Applications of the method of direct communication to few selected social problems:

In this part I will manage the application of the 'direct communication' to some chose social problems. In gathering the information, the standard methods of social case work"- ^' are utilized. Additionally in gathering the information help has been taken from my understudies of M.S.W. course work and the piece of the work, for example, the crude information and unpleasant investigation has been given to them for their accommodation as a venture work. The profound examination and over all correlation of the consequences of different problems, as an application of the 'direct communication technique' have been taken here for our investigation. The substance of the ventures completed under my administration and direction have been imitated here for the equivalent of prepared reference and for supporting the fundamental subject of 'Direct Communication Strategy'.

The social case work is one of the standard technique out of six strategies ', for example, (I) social gathering work (ii) local area association (iii) social examination (iv) social activity (v) social work organization. It is additionally educated in the M.S.W. course work with its pragmatic application during project work. We will just sum up here the fundamental highlights of the methods of tasks. The different activities for a situation work are (I) contact with the collector, (ii) appraisal, which is pointed toward acquiring the underlying driver of the issue and how it has emerged, (iii) arrangement, assuming any, and (iv) assessment. Every one of these activities are very obvious and are additionally reported in the writing-"-

Listening: Listening is the fundamental activity, which whenever done impeccably, makes the alluring environment. Dynamic and mindful listening is deliberate. The intention is to see every others words and feeling as precisely a potential. It is a deliberately performed action. There are different snags to undivided attention. The main deterrent could be an interruption, which take a listener off the way of undivided attention. These could be outside, as ecological commotion or inward like one's own contemplations, or assumptions about the others.

The listener's tension or dread concerning other gathering, can obstruct smooth and great tuning in. Additionally when the listener or collector is unduly restless about the fitting reaction, their brain gets pre-involved in defining reaction, this hampers the listening interaction. The adequacy of listening gets diminished when one listen specifically. This particular listening is the psychological inclination of hearing just what one jumps at the chance to hear.

Observation: Perception is the vital interaction in social case work study. It targets understanding the recipient and his environmental factors. During perception, one has search for the overall visible presentation, look, act, signal, passionate connection, constant body developments and non-verbal communication. He should attempt to see past clear data.

Interview: Here the communicator meets vis-à-vis with the beneficiary. This is the expert movement of the social work communicator. The reason could be (1) to trade explicit data (2) to examine the collector's problems and related circumstance and (3) to expect the recipient for definite assistance. This is a two-way measure. Here one should realize how to get required data, without putting the opposite side in an off-kilter circumstance.

Pilot Study:

The pilot study was done throughout Burn project. Prior to beginning Burn project, the essential data on Burns was gathered, which included 1) Visit to Burn Ward in Sassoon General Hospital to gather data about the Burn mishaps.

Interview with actual patients

For talk with, fourteen inquiries were outlined. The meetings were to be open, casual. The initial not many inquiries were in regards to the patients name, age, sex, pay, family status, financial conditions, home. The data in regards to the Burns was gathered by the inquiries on how this occurrence occurred, what was the time, who was with the patient around then, what emergency treatment was given to them, what were quick response, how and who brought to them Sassoon Hospital, what amount was the degree of the Burns and so on a portion of this data was additionally acquired from specialists, medical attendants and their social laborers.

Difficulties faced during interview process i. During the time spent directing meetings, following troubles are confronted. (1) The patient who are experiencing consumes above 90% are not in the state of talking. So data is gathered from family members, attendants and records. (2) The patients, who have endeavoured self destruction by consuming, don't give genuine data in regards to the rate because of dread of getting it distributed. The specialist is an obscure character for

them, so it is totally inconceivable for the analyst to acquire their trust in the principal endeavor.

DATA ANALYSIS

Data Collection and Analysis

This information assortment work has been done with the assistance of my M.S.W. understudy Mrs. A. A. Tagare-

1. For the information assortment on Burns, patients were chosen from Burns Ward of Sassoon General Hospital.
2. The patients, their family members were met by open meeting technique.
3. By contextual analysis strategy, the data in regards to their physical, Socio-financial foundation just as data in regards to the Burns was likewise gathered. Out and out thirty patients were met. The gathered information can be named follows:

TABLE - 1

	NATURE OF BURNS	NO.OF PATIENTS	PERCENTAGE
(a)	Accidental	22	74%
(b)	Suicidal	5	20%
(c)	Homicidal	3	6%
TOTAL :			100%

From the above table, obviously consumes occurring by mishaps are undeniably more with respect to, consumes because of self-destructive endeavours or manslaughter. 74% of the absolute consumes are incidental while 20% are self-destructive and 6% are maniacal.

Table 2

PERCENTAGE OF BURNS	NO.OF BURNS	PERCENTAGE
0 to 10	2	6.66
10 to 20	2	6.66
20 to 30	2	6.66
30 to 40	9	30.00
40 to 50	4	13.00
50 to 60	1	3.33
60 to 70	4	13.00
70 to 80	1	3.33
80 to 90	-	-
90 to 100	2	6.66
100%	3	10.00
-----		30

Among the patients talked with, larger part were of 3 0% to 4 0% Burns. Among every one of the thirty patients, larger part were of patients experiencing 30% to 40% Burns.

Table 3

<u>ACCORDING TO SEX</u>		<u>PERCENTAGE</u>
Patients	No.	
Male	9	30
Female	15	50
Children	6	20
	----- 30 -----	

Ladies are more inclined to the incidental consumes because of scurry, weakness, and more contact with the fire. Wrong propensities, thoughtlessness, scurry, carelessness, obliviousness are hard to address, which bring about significant mishaps and harm to life. Ladies fallen casualties to consumers are about half.

Table 4

<u>ACCORDING TO AGE</u>	<u>NO. OF BURNS</u>	<u>PERCENTAGE</u>
0 to 10	6	20
11 to 20	6	20
20 to 30	9	30
31 to 40	6	20
41 to 50	1	3.33
51 to 60	2	6.66

Individuals in the age gathering of twenty to thirty are more clumsy. At the point when these individuals come into contact with fire, they are even energetic when contrasted with kids or elderly folks individuals. Thus, they are the significant survivors of consumes.

CONCLUSION

Consumes cases are expanding step by step. It has two fundamental parts, most definitely. The information gathered on meet with thirty consume cases, showed that 74% were unintentional cases, while remaining were suicidal and destructive. 50% were females, 30% male and 20% were youngsters. In significant cases, the reason is carelessness and wrong propensities, and necessities appropriate data about the results of wrong propensities and scurry. This data should dive deep into the psyche, so that 'consumes' circumstances could be kept away from. Here, alongside 'direct communication', bunch conversations with general media help, fills better need, as has been seen during an extraordinary program on 5000 understudies from Corporation Schools, where criticism was taken for assessing the outcomes. Psychologically a few characters are powerless and some are solid.

They are likewise inclined to each kinds of mishaps. It demonstrates expanding social disorder, individual disruption and family confusion. Because of stress of problems, individuals either end their lives or end life of others. This shows that step by step striving force of individual is deficient contrasted with natural problems. 11) Based on the information gathered between January 1989 to February 1990, it has been seen that the all out consume cases were 103 6 out of which incidental consumes were 2 63 Male and 615 female, self-destructive consumes were 42 Male and 82 females and Homicidal consumes were 7 male and 27 females. In all cases female consumes are considerably more than male consume cases and the main driver for self-destructive consumes and Homicidal consumes lies somewhere down in social and social problems. They are profound established and long-time endeavors are important to diminish this wickedness. It is difficult to dispose of this evil absolutely, yet support endeavors in this direction are important.

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