Communication Investigation and Application Paper 1

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Communication is a process of sending and receiving information through a medium. Communication can be in different forms that are verbal that includes the use of words and text and non-verbal includes communication through images and symbols. The process of communication is perceived through different models. This communication model defines the sender, message, receiver, code, and channel. Stroke of Insight is a Ted talk video by Neuroanatomist Jill Bolte Taylor. A profound analysis of this video makes it evident that the communication model present in this model is the Transmission Model. In the transmission model, the sender sends a message to the receiver through a medium, and there is no feedback from the receiver. In this video, the MESSAGE is about the functioning of the brain and how the two hemispheres of the brain work. The SENDER of the message was Jill Bolte Taylor, who is a neuroanatomist. She is the sender of the message because she is the one who talked on the issue. The primary RECIEVER of the message was the people who were attending the Ted Talk. The secondary RECIEVER of the message is the audience who views her video. Since the message is on a general topic, therefore, there was no targeted population for the message. The CHANNEL used by the sender to give her message is electronic media, as her talk is broadcasted on television and is available on the internet. The video camera is the ENCODER and television sets and computers are the DECODERS. Based on all these observations it is clear that it is a linear model.

Jill Bolte Taylor in her Ted Talk talked about her experience of a stroke she suffered one day. The video begins with a brief introduction of her, and she explained how different parts of the brain define us, and after this, she explained what she felt and how her mind worked while having a stoke and when she was recovering. The primary objective of her message was to explain how humans define themselves and what is the function of the brain in identifying the personality and how it connects the people with the world. The role of the right hemisphere is to keep the person connected with the world, and the left hemisphere is all about the past and the future. Linking this function of the brain with her experience of a stroke she explained that damage to her brain resulted in breaking the connection between the body and the surroundings. She labeled this moment as the moment of transition between the two worlds. Her views about her body and her mind made me change my perception about the connection between the mind and the world because I always thought that mind is only for moving and thinking. But this video made me realize that mind connects the body with the word and gives the perception of "I." Her message about the stroke was factual. During a stoke the brain stops function and when she said that she was unable to remember how her business card looked likes, how to speak and what numbers look like she was right since during a stoke the functioning of the brain stops and the memory is lost.

Noise is one of the barriers to communication. The three categories of noise are Physical, Semantic and Psychological. NOISE EXAMPLE 1: Jill related the functioning of the two hemispheres with the computer by calling them parallel processor and serial process. It is a Semantic noise for me since I was unaware of these terms. NOISE EXAMPLE 2: while explaining how Jill felt when she was in the recovery, she was very emotional, and I also became emotional this was a Psychological noise because I was too absorbed in feeling sorry for her.

**Word Count: 636**