

The Universality of Communication: A tripartite PEP model for understanding human interaction

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Abstract

The paper proposes a communication model which states that the response to a certain communication is universal for all human beings. The model further emphasises that effective communication is only established when it can provide psychological, economic, and physiological benefits to the communicator or the receiver or both. Hence, communication must satisfy the three needs which are psychological, economic, and physiological need to establish effective communication. This research paper explains the various models of communication with examples which led to the satisfaction of these human needs. It also incorporates various research papers validating the author's argument. This paper tries to explain how businesses, collaborations, associations, and corporate companies are running smoothly by keeping in mind the proposed communication model. By interlinking various communication models that follow similar principles highlighting its universal nature and integral role in shaping human interaction across time and culture.

Keywords: *Communication, Human, Model, Psychological, Economical, Physiological*

1. Introduction

Communication has always played a significant role in the evolution and development of human beings. The credit for the success of the human race and their superiority over other creatures would be given to the human's ability to communicate along with another aspect. Humans are social animals, and they always need other human's support for survival and fulfilment of needs. This fulfilment of needs can be termed as psychological need, economic need, and physiological need. These needs require a medium through which it can be manifested to the other human being and that medium is known as communication. Communication has always been an important aspect of human life. This can be evident when you see a prisoner in solitary confinement. The worst punishment a human can receive is not the life sentence or torture nor the death sentence, but it is solitary confinement which is worst of all. This is because humans need another human to talk, to express his/her feelings and ideas, this is the fulfilment of psychological need. And when he/she would not get another human being to communicate then he will strive for human connection, and this will bring him insanity. His health would deteriorate and ultimately, he would die (Grassian, 2006). That is the importance of fulfilment of psychological needs. This is how the author's model of communication started to take shape. After that going through the renowned political-economical philosopher Karl Marx stated that every action or course of action in society is directly or indirectly motivated by the economic factor (Marx & Engels, 1846/1970). Here the author got one more human need that cannot be underestimated and that is the economic benefit need. One more link was also missing in this theory and without that link, this theory failed when put in different scenarios from history and society. That link was found when the author(s) comprehensively analysed "Maslow's hierarchy of needs". Here in this theory, he (Maslow) stated the 5 levels of human need in a pyramid diagram and the most basic and bottom need is physiological need (Maslow, 1943). The physiological needs are the needs which are helpful in the survival of a human being and responsible for his overall health. These needs are food, clean water, clean air and even sex and

many more.

All the needs that can come to the human brain can be put under the umbrella of these three human needs introduced above. And here authors' quest for the search for one universal communication law has come to a halt. The researcher formulated a communication theory which they named as Tripartite PEP Model of Communication, where PEP is the acronym for Psychological, Economic and Physiological need. This states that effective communication can be established when it fulfils all three needs or at least one human need which are stated above to the communicator or receiver of the message or both. To know how? it is explained below with a valid argument and reliable methodology.

1.1. The components of the tripartite PEP model of communication

- a. Psychological Needs: "Psychological needs are the essential nutrients we all need to fulfil our natural tendencies for growing, doing meaningful things, fulfilment of our emotion desires and consciousness of our physical wellness" - By Richard M. Ryan, Edward L. Deci (Ryan & Deci, 2017)
- b. Economic Needs: An economy is all activities related to the production, consumption, trade, and distribution of goods and services in the society or within a specific area. (James, 2014)
- c. Physiological Needs: The biological requirements which are essential for human survival, e.g., air, food, drink, shelter, clothing, warmth, sex, and sleep (Maslow's hierarchy of needs (Maslow, 1943).

1.2. Objectives of this study:

- i. To analyse how communication can be made effective by fulfilling at least one or all of the three basic human needs (psychological, economic, and physiological).
- ii. To apply the Tripartite PEP Model to various historical and modern communication examples, evaluating its effectiveness in diverse communication scenarios.
- iii. To establish the universality and applicability of the Tripartite PEP Model across different cultures, societies, and disciplines.

2. Review of Literature

2.1. Psychological Perspective

2.1.1. Cognitive Dissonance Theory

Cognitive Dissonance Theory was developed by Leon Festinger in 1957. In this theory he proposes that individual experience psychological discomfort when they hold conflicting beliefs or attitudes, which makes them to change their attitudes or behaviours to reduce the dissonance. An example used by the Festinger to explain his theory where he expressed that a habitual smoker who learns that smoking is injurious to health will experience dissonance because the knowledge that smoking is injurious to health is dissonant with the behaviour that he continues to smoke. He can reduce this dissonance by changing his behaviour that is by quitting the smoking. Alternatively, the smoker can reduce the dissonance by changing his cognition about the perception of smoking by believing that smoking is not harmful to health. Hence, an individual always wants to reduce the dissonance (Harmon-Jones & Mills, 2019). This theory is nothing but the fulfilment of psychological need, when we are in dissonance then we tend to change our behaviour or cognition which is our way of satisfying our psychological need. (Festinger, 1957).

2.1.2. Uncertainty Reduction Theory

This theory was developed by Charles Berger and Richard Calabrese in 1975, states that an individual always seeks information to reduce uncertainty between strangers in initial interaction. They tend to seek valid information about the stranger to frame an actual image of the person and to predict his behaviour, resulting in removing uncertainty or unpredictability in the relationship with the person who is still a stranger. This theory suggests that how a person wants to fulfil his/her need for the information to know the stranger which is psychological in nature and the person wants to fulfil this psychological need. (Berger & Calabrese, 1975).

2.1.3. Communication Accommodation Theory (CAT)

Introduced by Howard Giles, he explains that the individuals adjust their communication styles to converge with or diverge from their conversation partners. This adjustment is based on the social identity, background, environment, interpersonal (selfish) motivations and more, affecting the communication outcomes which will be either positive or negative. This adjustment of communication style with the conversation partner is just to match with him or to influence him which is sometimes called persuasion. These attributes of this theory suggests that it is purely psychological in nature and to fulfil the psychological need of making friends, influencing and persuading people to gain benefits of any form. (Giles, 1973)

2.1.4. Protection Motivation Theory (PMT)

Proposed by R.W. Rogers, Protection Motivation Theory describes how fear appeals and threat communication can motivate individuals to adopt protective behaviours. The theory is based on perceived susceptibility, response to the danger, highlighting how these factors influence the adoption of health-protective behaviours showing the psychological response to danger. (Rogers, 1975).

2.1.5. Framing Theory

Framing Theory was developed by Erving Goffman and later expanded by other, examines that how information is presented (framed) to influence perception and interpretation. The framing of message is done in such a way that it will significantly impact attitudes and decision-making of the individual. This theory tells the impact of information on person psychology which is fulfilment of psychological need. (Goffman, 1974)

2.1.6. Two Step Flow Theory

The flow of media messages happens from the media to the opinion leaders first. These opinion leaders interpret the message and disseminate it to the less active audience. These opinions on media messages can be presented with different interpretation to influence fewer active users (Katz & Lazarsfeld, 1955). Influence and persuasion come under psychological need.

2.1.7. Uses and Gratifications Theory

The Uses and Gratifications Theory, developed by Katz, Blumler, and Gurevitch (1974) suggest that the people use media to gratify specific needs and want. This clearly states the fulfilment of human needs (Katz, Blumler, & Gurevitch, 1974). The need for entertainment, information and education are the psychological need which are being satisfied according to this theory.

2.1.8. Hypodermic Needle Theory

The Hypodermic Needle Theory states that media messages are directly and uniformly received by passive audiences. This theory presented media as a tool for mass persuasion (Lasswell, 1927). If the messages are directly penetrating the human psychology, then an assumption can be put forward that it impacts the psychological need of people. Hence, this communication deals with psychological needs of humans.

2.2. Economic Perspective

2.2.1. Manufacturing Consent

Noam Chomsky and Edward Herman's "Manufacturing consent" (1988) provides a critical analysis of the mass media through an economic lens. Their propaganda model of communication explains that politics and big corporates influence the media in all possible manner. Media is nothing but to serve the interest of their parent organisation and political parties. The prime objective of the media is economic benefit. It introduces the five filters of media to serve the interests of powerful elites. The advertising is another form of gaining economic benefits and those who provides advertisements to the media house becomes their prime contributor and hence, media houses avoid dissatisfying their advertisers by hiding their negative news (Herman & Chomsky, 1988).

This communication theory provides the evidence of fulfilment of both psychological and economical need. The fulfilment of psychological need can be seen in the description of fifth filter of media in his book which is the introduction of a "Common Enemy". Media introduces a common enemy to distract people from real issues these common enemy could be terrorism, communism, racism and more. People love to hate those things which do not aligns with their thoughts. Here hating becomes a pleasurable activity and this pleasurable activity could be put under the fulfilment of psychological need.

2.2.2. Agenda Setting Theory

Agenda Setting Theory, introduced by the McCombs and Donald L. Shaw's states that the focus of the media is to shape the public perception on the demand of the politicians, their parent organisation or advertisers. Media outlets play a pivotal role in shaping the problems that attract attention from public, government and international organisation. Here, fulfilling the agenda of politicians or their parent company which tend to be economical in nature, directly or indirectly (McCombs & Shaw, 1972).

2.2.3. Social Responsibility Theory

The Social Responsibility Theory express the role and obligations of the media towards the society. It advocates for media accountability and the need to serve the public good (Siebert, Peterson, & Schramm, 1956). This media role in democratic society struggles to fulfil the psychological and economic need of the society for societal development, social goodness and wellbeing.

2.2.4. Gatekeeper Theory

Kurt Lewin's Gatekeeper Theory (1947) explores that the editor of the news agency decides which information should be passed to the audience or individual or which information should not (Lewin, 1947). This is especially for the economic point of view because information is vital of maintaining political-economy of the state and generating revenue to the media houses which is fulfilment of economic needs.

2.2.5. Authoritarian Theory

The authoritarian Theory of press given by the Siebert, Peterson, & Schramm in 1956, explains attribute of the press under state control. The press tends to follow the state guideline in disseminating the news to public. This is for the state to maintain control over the press for maintaining the political economy of the state without disruption (Siebert, Peterson, & Schramm, 1956). This attribute comes under the fulfilment of economic need.

2.2.5. Lasswell Model of Communication

According to this model of communication, the way to describe communication is to answer the following questions: -

Who says

Says What

In Which Channel

To Whom

With what effect? (Lasswell, 1927)

This is a Model of communication where the person of authority or influential person affects the life of mass. The person communication through any channel to people shall create an effect to them which might be economical or psychological persuasion.

2.3. Physiological Perspective

2.3.1. Haptic Communication

Haptic Communication involves the study of touch in interpersonal interaction. This special form of communication triggers unique emotion and behaviour in human which fulfils the need for human touch as a form of imparting affection and fulfilling physiological need. As humans are social being and can't survive without another human. They tend to feel sick if they are being isolated from humans for a long time and ultimately demise resulting from psychological suffering. According to Steinbach, Hauffen, and Eiber (2012), touch conveys a wide range of messages and emotions such as anger, pain, pleasure, and love. This communication highlights the importance of physical contact in conveying non-verbal messages and fostering social bonds (Steinbach et al., 2012) which is the fulfilment of physiological needs.

2.3.2. Proxemics

Proxemics was introduced by Edward T. Hall in 1966, examines how physical space between person conveys different messages. The person who are emotionally inclined to each other tend to maintain minimum physical space. This fulfils our need for another human to be physically around which is the fulfilment of physiological needs. The personal space varies by culture and context or another factor. (Hall, 1966).

2.3.3. Paralanguage

Paralanguage involves the non-verbal elements of communication used to convey emotion and modify meaning, such as tone, pitch, and volume. These vocal characteristics can produce physiological responses in listeners, such as increased heart rate or tension, affecting the emotional impact and reception of the message. This aspect of communication emphasizes the interplay between physiological states and verbal interactions (Trager, 1958).

2.3.4. Evolutionary Psychology of Communication

Evolutionary psychology explores how communication behaviours have been shaped by the natural selection to enhance survival and reproduction. The red colour is a sign of danger (colour red= Visual Communication). But why? This might be because whenever our ancestor would have seen a killing, there spilled a red colour liquid (blood) which eventually led to the death to the living being mercilessly. This triggered the person a response to escape the scenario to save his life, this might be the cause of red colour association with danger. This evolutionary perspective shaped our behaviour and understanding of our environment. Similarly, evolution psychology explains the role of evolution in mating and reproduction as men are triggered by the visual stimulation for reproduction (Buss, 1991). Here the need for survival, reproduction and sex are the physiological need. So, it can be stated that communication helps in survival and reproduction which is the fulfilment of physiological needs.

2.3.5. Non-verbal Leakage

Non-verbal leakage refers to the unintentional transmission of emotions and thoughts through non-verbal behaviours, such as facial expressions, gestures, and body language. Physiological responses, such as sweating or blushing, can reveal underlying emotions that individuals might attempt to conceal. These involuntary cues provide valuable information in communication and highlight the role of physiology in non-verbal signals (DePaulo, 1992).

The above is the literature review of the various theories. Where we can find that many communication theories talk about the fulfilment of psychological needs (Narula, 2006). Infact many communication theories were developed by psychologists. This means that communication is the part of psychology. Apart from that there are many mass communication theories which work on the economic factor such as the Five filters of media (Herman & Chomsky, 2021), authoritarian theory (Siebert et al., 1956), soviet media theory and more. They fulfil the economic needs of humans and with the fulfilment of these economic needs, the physiological needs like food, clothes, and water are also fulfilled. Haptic communication is a type of communication which is done through touch and primarily focuses on the physiological needs of human beings (Steinbach et al., 2012).

Maslow's Hierarchy of Needs says that we humans have various hierarchies of needs which are physiological and psychological (Maslow, 1943) which are essential for our survival. Along with that history has been analysed from an economic point of view which proved to be a turning point in reaching solid conclusions that economic factors shape the society (Bukharin, 2013b).

The study on major incidents from history like decolonisation and war gave us insights into the complexity of communication.

2.4. Research Gap

The theories and models described above are valid communication theories, but all those theories, merely target specific fields. There are separate theories for business communication, communication in society, mass communication and group communication. The knowledge system lacks any theories which can fit in all the scenarios and not just get fit but should garner a positive result in establishing effective communication.

3. Theoretical Framework

Humans throughout history have collaborated and competed for survival and progress. For this collaboration and competition, they needed to establish communication. They always wanted to ensure their existence. They established a political system (monarchy and later democracy), ultimately bringing the political economy with the evolution. They trade between different civilisations during the medieval period for their needs, survival, and economic benefit (Milonakis & Fine, 2009). Humans discovered religion to fulfil their psychological need that there is someone almighty being who is taking care of the whole universe, and they should bow before them. The religion not only gave the hope that the almighty god would save them from suffering but also it was a primary way of disseminating knowledge to the common people on how to live life (Bulbulia et al., 2013). After this came the education system which incorporates science, invention, medicine, agriculture technology and architecture knowledge, all this knowledge started being written in the books and started being taught by teachers in schools and universities (Renn, 2012). All these processes and activities required one common thing to happen which is the human's ability to communicate.

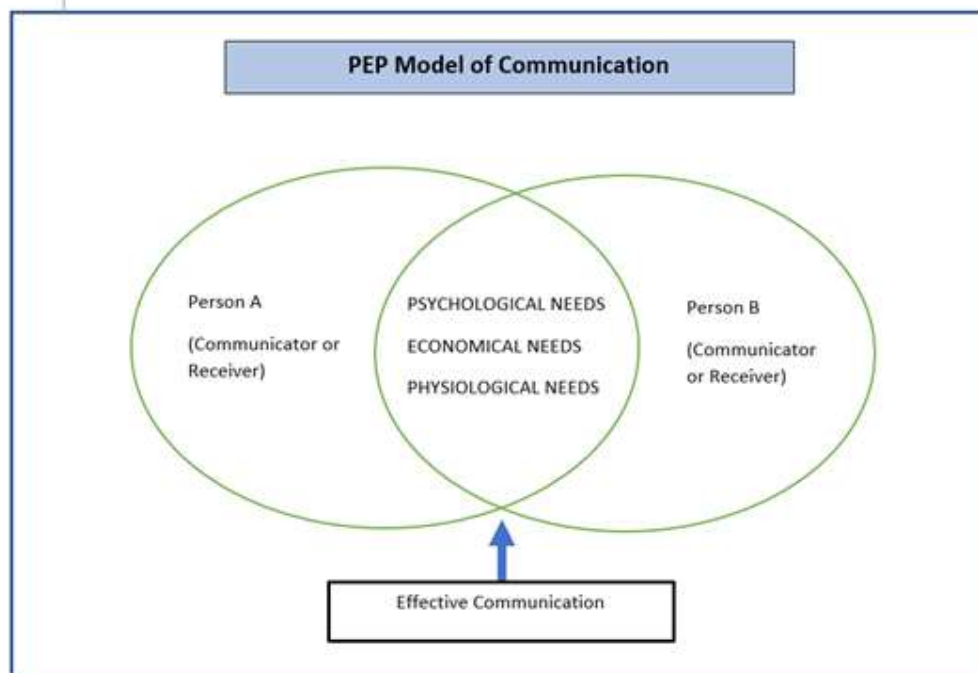
The researcher's theory states that effective communication can happen when all three needs or at least one need will be fulfilled to the communicator, receiver of the message or both. The three needs are 1. Psychological needs 2. Economic benefit needs 3. Physiological needs. Here Effective Communication means 'the communication which garners some result' whether it shall be positive or negative. Positive means the communication which is productive to either or both the communicator or receiver of the message whereas the negative means the communication which is unproductive or destructive to both the parties. This model of communication not only explains the process of communication but also the process of effective communication which garners some results.

Suppose in a hypothetical situation- A teacher is teaching in the class and students are busy with their fun activities, not paying attention to the teacher's lecture. In this situation, communication is happening but not an effective communication. This situation follows all the basic processes of communication including Sender, Message, Receiver, occasion (Narula, 2006), and noise (Claude E. Shannon, 2009) but lacks effective communication. Assume the second situation- A teacher is teaching in the class and students are also listening to him, not just listening but comprehending. Now the question arises why students are listening to him/her? What

was the motivation behind neglecting the first lecture and comprehending the second one? The reason is that the first lecture, might not fulfilling the needs of the students but in the second case, the lecture must have been fulfilling at least one need which is described in the model. Students are either getting the second lecture engaging which fulfils their psychological needs, or with this lecture they might score good marks in the exam which shall eventually land them a successful career which is an economic benefit need and this makes the lecture appealing to the students and trying to communicate to the students by the teacher in the second lecturer is established with effectiveness.

Let us understand this model which is a diagram before going deep into the real-life scenario from history and society: -

Figure 1
PEP Model of Communication



Note. The PEP Model illustrates how effective communication satisfies at least one of three core human needs: psychological, economic, and physiological. Psychological needs relate to emotional fulfillment and mental wellness. Economic needs involve material benefits, while physiological needs pertain to survival requirements like food and health. Communication becomes universally effective when it meets one or more of these needs.

3.1. Psychological Dimension

In the above literature review researcher revealed things that most of the communication theories which have been developed till now explain the fulfilment of any of these human needs directly or indirectly. Propaganda theories such as the Magic Bullet Theory (Bineham, 1988) Agenda theory (McCombs et al., 2013) and many more are nothing but the fulfilment of the psychological needs of individuals or mass. Similarly, the theory by Noam Chomsky that is 'Five Filters of Mass Media' in his book Manufacturing Consent (Herman & Chomsky, 2021) By decoding this theory we conclude that it explains the fulfilment of two needs such as psychological and economic needs either to the receiver of the message or to the communicator or both. Chomsky explains how conglomerates control the media and show only those things which serve the interest of their parent company and their own media house, that is only profit. He also explains how advertisements play a role in choosing the content by media houses as advertisements are the primary source of income for the media house. He tells the true purpose of the advertisement which is selling the viewers' attention to the product and service provider. This is how the economic needs of the media houses are fulfilled according to the authors of this paper. This is also the reason for the sustainability of the media house. According to 'Manufacturing Consent' there is the '5th filter of mass media'

that is the manufacturing of 'the common enemy'. This common enemy could be terrorism, communism, or immigrants, a common enemy which the viewers hate by their heart and here comes the fulfilment of the psychological need. We humans love to hate things which do not align with our way of living and thoughts and hence hating becomes our pleasure. Here the common enemy is fulfilling our need to hate and hence hate his psychological. So, we can conclude that it is fulfilling our psychological needs.

The agenda-setting theory explains that media sets an agenda in society, or introduces an issue to the public which public would think is important to divert them from real issues. According to the author the media house sets agendas to fulfil their interest which is profit either by favouring political party or industrialist. Here comes the economic benefit needs of the media house. Now people would only follow the agenda which is aligned with their thoughts or say psychological needs. Humans would never follow an agenda which has nothing to do with the fulfilment of the psychological need. Agendas like racism, politics, discrimination, enemy neighbouring countries, territorial disputes and much more, which hit the human consciousness and they start to follow those issues, it is another matter that they get distracted from the real issue which might be the need of the hour.

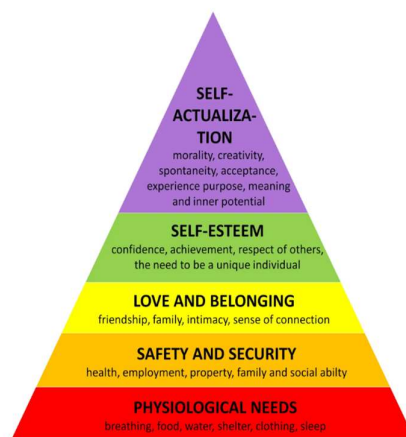
3.2. Physiological Dimension

The renowned psychologist Abraham Maslow came up with a theory in 1943 which is known as Maslow's Hierarchy of Needs which explains the human needs through the pyramid diagram which has five levels(Maslow, 1943)He states that one cannot move upward in the level until he/she has achieved (satisfied) their present level's needs. After he/she has achieved that level's needs then they would struggle to move upward in the hierarchy of needs. The bottom is the physiological needs such as food, clean water, clean air, sex and more. After the fulfilment of these needs, they try to accomplish the psychological need that is 'safety' (second level) after that they move upward to the next level to 'love and belongingness' religion, philosophy etc. (third level). A hungry man cannot think about religion, only a person who has a full stomach can preach philosophy. If the poor kids with empty stomachs are taught in the school, then they cannot think about invention or science, their minds would be blocked by the vision of food. A poor person with an empty stomach would never understand the religious preach, he might hear but cannot comprehend. This is because he/she has not fulfilled their physiological need (food). They would only tend to stare at the table of the priest upon which something seductive is kept, most probably it seems the fruits. Through this theory, we can analyse how physiological needs are vital for not only the survival of the human but for the motivation for action. The theory includes both the physiological as well as psychological needs which is important for humans.

Hence, we already described above the role of fulfilment of psychological needs in communication through different communication theories. Our purpose is not to falsify any of the above-stated theories or previous theories but to formulate our own theory.

Figure 2

Maslow's Hierarchy of Needs



Note. Maslow's Hierarchy of Needs, displayed as a pyramid, outlines the progression of human motivation, starting with basic physiological needs (food, water, warmth) at the base, advancing through safety, love, and

esteem needs, and culminating in self-actualization at the top. Communication strategies that align with these needs become more effective. Adapted from Simply Psychology (n.d.) (<https://www.simplypsychology.org/wp-content/uploads/maslow-needs3-1536x1536.jpg>)

With the help of this theory, we can interpret the true reason behind effective communication. Here is an example of human to animal communication. The dog trainer needs to communicate with the dog to train them. Here they use the technique that is called positive reinforcement (Hiby et al., 2004) which is giving a piece of food as a reward when a dog does the thing it was said to do. This is how dogs are trained and obeyed by the trainer. We can see that this communication is garnering positive results which states that this is an effective communication. This effective communication was established by fulfilling the physiological need of the dog that is giving food to them in response to obeying. This is how it works universally. Communication happens but garners no result that is JUST communication whereas communication happens and garners a positive result that is EFFECTIVE communication.

3.3. Economical Dimension

The famous political-economical thinkers Karl Marx and Friedrich Engels gave a general idea about society which is known as historical materialism (Bukharin, 2013a). He tried to analyse the evolution of human history through materialistic factors and concluded that whatever happening in society is primarily driven by the economic factor (material things) (Robinson & Dow, 2021). This theory became a renowned study in understanding how society works. The political economic thinker had now penetrated the mystery of how society works and was acknowledged by succeeding theorists and helped them in developing their theory through previous knowledge. He gave the interpretation of the history of society through materialism. All societies have experienced similar patterns of history, and all societies are built upon a materialistic foundation (Bukharin, 2013b; Neiberg, 2017a). Marx explains the base of society where rules, customs, laws, and beliefs determine how wealth should be distributed and the higher level is the 'Economic base' which determines social relations and social institutional practices. (Becker, 2017)

So, when all activities in society are driven by economic factors then why can't communication? The evolution of human and historical interpretation can be done through the interpretation of the economy of society. Here societies are formed by people and people are bound together by communication. Then we can say that majority of communication in a society is related to the economic factor. Hence, communication also fulfils the economic (material) needs when this need is being fulfilled then Effective Communication is established, which fits in the societal structure.

Let's understand this model with examples from history: -

Gandhi

Mahatma Gandhi was an Indian political leader and anti-colonial nationalist from India. He is considered the father of the nation for the contribution he made for the decolonization of India. He used nonviolent resistance to lead a successful campaign to free India from British colonial rule. At that time, it was assumed that he had huge followers across India who were willing to die for him. His method was not to attack Britisher but not to cooperate with them and to disobey their rule even if they wiped lashes on them or fired countless bloodthirsty bullets at them, why? (Chandra et al., 2016) This is because he communicated to fulfil the needs of the people of India. The idea of a free country where you have the freedom to live on your terms which is the fulfilment of psychological needs. The second one is self-governance, power over the political economy of the country which means economic need. This idea was giving them positive results and hence effective communication was established because it was fulfilling the human needs. To communicate his ideas, he made public appearances and public speeches. He also used mass communication media such as Hind Swaraj (translation- India's Self-governance) in Gujarati language (vernacular press) in 1909 followed by Harijan (newspaper) in Gujarati, in Hindi and the English language; Indian opinion while in South Africa, young India in English, Navjivan in Gujarati and later in Hindi language and many more (Ghosh, 2018).

Hitler

Adolf Hitler was a German politician who rose to power as the leader of the Nazi Party. He became the chancellor in 1933, a dictator who initiated World War 2 by invading Poland on 1 September 1939 (Toland, 2014). Let us go a few years back, After the end of the First World War, Germany and her alliance lost the war. This loss of war resulted in the Treaty of Versailles a peace treaty signed on 28 June 1919 (Neiberg, 2017b). The treaty required Germany to disarm, make territorial concessions, extradite alleged war criminals, recognize the independence of

states whose territory had previously been part of the German Empire, and pay reparations to the Entente powers. The Reparation fee was the amount to be paid by the German government to the Entente powers (against whom Germany fought first world war and lost the war) for causing all the loss and damage done by them during the First World War. This clause became a burden on German citizens indirectly because it was causing underdevelopment and poverty in the country as they had to pay huge amounts (Harrison, 1998).

In 1923, Hitler gained popularity and mass support when he attacked the idea of the Treaty of Versailles. People started following him, and without people's support he would not make it (Weinberg, 1995). The rejecting of the Treaty of Versailles showed the chance of redevelopment, and employment which is the fulfilment of economic need. Secondly, this treaty was imposed as a war guilt to Germany hence people thought this to regain their lost respect and legacy which is the fulfilment of psychological needs. So, through the above example, it can be stated that Hitler was fulfilling the economic needs and psychological needs of the people and when communication fulfils human needs (according to the PEP model of communication) it becomes effective communication. Hence, we consider that Hitler made an effective communication.

Adolf Hitler communicated his ideas through mass media such as films. He made many propaganda movies to disseminate his thoughts and ideas. He used propaganda so smartly that we still study and research his propaganda tactics (O'Shaughnessy, 2009). [Note: - Adolf Hitler adversely affected the Germany as he claimed]

4. Methodology:

4.1. Research Approach

The inductive research approach was done to identify the patterns of communication within the different disciplines from history to biology and communication theories to psychology theories in order to reach a valid conclusion. Our purpose was to develop a universal theory of communication based on the information found in the data. We collected the qualitative content from history, sociology, psychology, and political economy and after that, we recognized the pattern and after that, a theory surfaced above. Qualitative data (content)-> Pattern Recognized->Theory developed (Azungah, 2018).

4.2. Research Design

The researcher used descriptive research to describe the phenomenon (Siedlecki, 2020). The various phenomena and content were analysed to bring out the descriptive information and to find the pattern between various research papers, subjects, incidents, and events. Adolf Hitler's propaganda and his rise to power were analysed descriptively and we strived to find the pattern in his way of communication.

4.3. Data Collection Method

The secondary qualitative data was used for this study. Secondary data such as historical evidence, research papers on communication theory, books on history, research from psychology, pictures, magazines, and newspapers were also considered.

4.4. Data Analysis

Thematic data analysis was done by exploring the various communication theories and theories from psychology, economics and sociology.

4.5. Validation

Most of the communication held in the past and its success only depended on the ability of the communication to fulfil any or all the three basic needs 1. Psychological 2. Economical and 3. Physiological.

Britain denounced India as a colony after much negotiation because it was economically beneficial for both the party (Darwin, 2013) party. Keeping India as a colony would be expensive for Britain after the economic loss from the Second World war. Hence, British liberated India in 15 Aug, 1947. Here, Economic Benefit was the reason for (success of) Effective Communication in the negotiation for Independence. It is to be noted that there are many other reasons for the independence of India (Rubin, 2011).

The Communist revolution happened widely during the Cold War because Marxist ideology gave an idea of economic equality to proletariats which they did not have (Leffler & Painter, 1994). At that time proletariats' rights were severely affected. This communication from Marxists proved to be Effective Communication because it was fulfilling the Economic need. It is another matter that the end result was the opposite.

Hitler gained so much popularity because he rejected the Treaty of Versailles. This gave the citizens hope for self-respect, better living, and economic development (Schwabe, 2014). Hence, the communication by Adolf Hitler proved to be Effective because it was fulfilling the Physiological, Economic and Psychological needs of people. It is another matter that the end result was completely opposite.

Reciprocation is when people are obliged to return a favour done by any person. If someone pays for your meal, then you are obliged to pay the next time. Linda D. Molm (2010) explains the theory by quoting 'the giving of benefits to another in return for benefits received'. This theory is used in business communication. In this communication, economic or psychological needs are involved. The favours can be both economical and psychological. Reciprocation is an application of reciprocity theory (Molm, 2010).

Users and gratification theory states that users use media for gratification which is the fulfilment of psychological needs (Delabastita, 1989). Film which is a medium of mass communication is an entertainment activity to watch films which fulfil the psychological needs of people (Delabastita, 1989).

Newspapers have wide circulation (Thomas, 1874) because news in newspapers from the government, society and information may magnificently affect their economic need and psychological needs. For example, the Indian Government demonetized the 500 and 1000 denomination paper currency on 8 March 2016 (Kushwaha et al., 2018). This news was circulated in newspapers and news channels. Then people rush to the bank to exchange their invalid currency. This news affects the economic needs of people this is why people prefer to read newspapers. Here economic need was incorporated into communication.

Advertising is a way of communication which is completely based on economic aspects (Meenaghan, 1995). Many times, it sells emotion to reap economic benefits for the advertisers. Here economic aspect is involved in communication.

5. Application of PEP Model

This model can be used in the following perspective: -

Teaching: In India, there is a concept of a Mid-day meal in Government primary and secondary schools. Due to this student come to school to have at least food, the fulfilment of physiological need. If the school lecture is engaging with visuals or storytelling, then it will catch students' attention for the lecture which is fulfilment of psychological need. The third one if there is any reward for good performance in education or for giving the right answer then students will pay attention (positive reinforcement) which is the fulfilment of economic need. This is why people are enthusiastic about the competition because of the reward they will get when winning.

Business: If adequate incentive and salary can be provided to the employee then better communication will be established between the employer and employee. For example: - ask an employee to make an extra sell this day and in return, he/she will get an incentive for this day then he would be happy to serve, then this will be considered an effective communication because the incentive is economic benefit to him. Similarly, the employee with the highest sales score should be awarded on a monthly basis then it can be considered the fulfilment of psychological need as it is psychologically fulfilling.

Urban Communication: Suppose you want to build a bridge on a small river which the government is not making in your town. Then merely asking the workers and engineer to work for him will not work. Instead, collect money from donations by saying donator that if the bridge is ready then their name will be ingrained in bold as the contributors. The donator will be happy with the fulfilment of their psychological need (or any other way can be chosen for collecting money). Then approach to the engineers and contractors to build the bridge and in return, they will be provided money according to their contribution (fulfilment of economical need). This communication would garner positive result as economic benefit is now involved and hence effective communication is established. In urban mostly everything is driven by the economy, and this is how society works. This might seem naive but was essential for explanation.

Foreign Diplomacy: Every country wants economic development of their citizens. So, if a country tells or shows that the other country shall get an economic benefit in present or future for making good relations then the chances of getting an alliance will be more.

6. Discussion:

The strength of this communication model is that this is universal means that you can apply this theory to any human-to-human interaction or human-to-animal interaction, then also it will give the same result as stated by the researcher. The universality of this model is that it will remain the same throughout the world and will not change from country to country irrespective of differences in culture. This model of communication is timeliness means it has always been there just like 'Gravity' This theory was there during ancient times, it is present now and will be there in future. But as science says that 'science is always open to falsification' so is the researcher's theory (Carnap, 2012). Peers are free to review and challenge this theory which would only lead to the evolution of this theory to a more advanced level and our understanding related to communication will only improve with such

discussion.

We the researcher sees this theory will help us understand the various phenomena from society, psychology, political economy and behavioural science. This theory is formulated to help humans in development and provide value to society. This theory could be the foundation for various research in multidiscipline.

It was challenging to collect data to prove our point in the simplest way that even the layman can understand. We believe that the best things are the simple things. So, we tried our best to present it in a simple way. We never discriminate the information from history based on our biases. We tried to put the information as it is.

For further research, it is recommended that the same model can be proved using quantitative data. We include only qualitative data hence researchers are free to do experimental research by keeping this model as a foundation.

7. Conclusion:

Human needs could influence communication. So, when we communicate to fulfil human needs then it will be effective communication. The humans need that should be taken into consideration are psychological needs, economic needs, and physiological needs. From history to sociology and psychology to philosophy we analysed the qualitative data to prove our point. This theory can be used in urban communication, teaching, business, association, relationships and in deception as well.

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