

TRUE STATEMENT ABOUT FORMAL AND INFORMAL COMMUNICATION Online PDF

true statement about formal and informal communication

Effective communication is foundational to personal, academic, and professional success. Among the many facets of communication, understanding the distinct characteristics and functions of formal and informal communication is essential. The true statement about formal and informal communication is that both serve unique roles within organizations and social settings, and recognizing their differences helps in choosing the appropriate style for specific situations.

Understanding Formal and Informal Communication

Communication is the process of exchanging information, ideas, and feelings between individuals or groups. It can be categorized mainly into two types: formal and informal communication. Each type has its own features, purposes, advantages, and challenges.

Definition of Formal Communication

Formal communication refers to the structured, official method of transmitting information within an organization or society. It usually follows designated channels and adheres to established protocols.

Definition of Informal Communication

Informal communication, often called the "grapevine," involves casual, spontaneous exchanges of information that occur outside the official channels. It is characterized by its relaxed nature and personal tone.

Characteristics of Formal and Informal Communication

Features of Formal Communication

- Structured and organized, following official channels.
- Typically documented through memos, reports, emails, or official meetings.
- Objectives aligned with organizational goals.
- Uses professional language and tone.
- Usually initiated by authority or management.

- Maintains a clear hierarchy and chain of command.

Features of Informal Communication

- Spontaneous and unstructured, often occurring naturally.
- Includes casual conversations, chats, or social interactions.
- Not bound by organizational protocols.
- Uses colloquial language and personal tone.
- Can occur anytime and anywhere?during breaks, social gatherings, or via instant messaging.
- Promotes social bonding and team cohesion.

Purposes and Functions of Formal and Informal Communication

The Purpose of Formal Communication

Formal communication primarily aims to:

- Disseminate official policies, procedures, and directives.
- Maintain a record of organizational decisions and activities.
- Coordinate activities among departments and teams.
- Ensure clarity and accountability within the organization.
- Facilitate official reporting and documentation.

The Purpose of Informal Communication

Informal communication serves to:

- Build and strengthen social relationships among members.
- Facilitate quick sharing of information and feedback.
- Boost morale and foster a positive work environment.
- Provide insights and informal opinions that might not be communicated officially.
- Help in resolving issues more informally and swiftly.

Advantages of Formal and Informal Communication

Advantages of Formal Communication

- Ensures clarity and consistency in messages.
- Creates official records for future reference.
- Supports accountability and transparency.
- Reduces misunderstandings by following structured channels.
- Suitable for complex or sensitive information.

Advantages of Informal Communication

- Facilitates quick dissemination of information.
- Encourages social bonding and teamwork.
- Allows for honest feedback and opinions.
- Can identify issues early before formal channels are involved.
- Contributes to a positive organizational culture.

Challenges and Limitations

Challenges of Formal Communication

- Can be rigid and slow, delaying decision-making.
- May create information overload or bureaucracy.
- Risk of messages becoming too impersonal or distant.
- Potential for misinterpretation if messages are ambiguous.

Challenges of Informal Communication

- Messages may be inaccurate or exaggerated (rumors).
- Lack of documentation can lead to accountability issues.
- Potential for spreading misinformation.
- May undermine formal authority or disrupt organizational hierarchy.

Impact on Organizational Culture and Management

Role of Formal Communication in Organizations

Formal communication establishes clear policies, procedures, and authority lines. It helps in:

- Maintaining professionalism and discipline.

- Ensuring that everyone receives consistent information.
- Supporting governance and compliance requirements.
- Providing a framework for performance evaluation and accountability.

Role of Informal Communication in Organizations

Informal communication influences organizational culture by:

- Fostering trust and camaraderie among employees.
- Encouraging open dialogue and idea sharing.
- Helping to identify real issues that formal channels might miss.
- Supporting change management through peer influence.

Balancing Both Types

Effective organizations recognize the importance of both communication types. They:

- Encourage informal chats to build team spirit.
- Maintain robust formal channels for official purposes.
- Monitor and manage informal communication to prevent misinformation.
- Integrate insights from informal sources into formal decision-making.

Examples of Formal and Informal Communication

Examples of Formal Communication

- Company memos and notices
- Official emails from management
- Meeting agendas and minutes
- Performance appraisals and reports
- Legal documents and contracts

Examples of Informal Communication

- Casual conversations among colleagues
- Social media chats and messaging apps
- Water cooler talk

- Text messages or instant messaging
- Rumors and gossip

Conclusion: The Interplay of Formal and Informal Communication

The true statement about formal and informal communication underscores that both are integral to the effective functioning of organizations and social groups. Formal communication provides structure, accountability, and clarity, serving as the backbone of official operations. In contrast, informal communication fosters social bonds, quick sharing of ideas, and a positive culture, often acting as a catalyst for innovation and problem-solving.

Organizations that recognize and leverage the strengths of both types of communication can enhance efficiency, employee engagement, and adaptability. By maintaining clear formal channels while encouraging healthy informal interactions, they create an environment conducive to transparency, trust, and continuous improvement.

In conclusion, understanding the distinct yet interconnected roles of formal and informal communication enables individuals and organizations to communicate more effectively, navigate challenges, and achieve their objectives with greater cohesion and clarity.

Communication: The Cornerstone of Human Interaction

In the vast landscape of human interaction, communication serves as the fundamental bridge that connects individuals, organizations, and societies. Whether in professional settings, personal relationships, or casual encounters, the modes and styles of communication shape perceptions, influence decisions, and foster understanding. Among these, formal and informal communication stand out as two primary categories, each with distinct characteristics, purposes, and impacts. Understanding the true statements about these two forms of communication is essential for effective engagement in any context.

Understanding Formal and Informal Communication

Before delving into the core truths, it's crucial to define what constitutes formal and informal communication.

What Is Formal Communication?

Formal communication refers to the structured, official exchange of information within or between organizations. It follows predetermined channels, adheres to established protocols, and often involves documented records. Typical examples include memos, official letters, reports, meetings, and presentations.

Characteristics of Formal Communication:

- Structured and Organized: Follows a designated hierarchy or chain of command.
- Official Documentation: Often documented for record-keeping and future reference.
- Purpose-Driven: Aimed at achieving specific organizational objectives.
- Standardized Language: Uses professional and precise language.
- Channels: Conducted through formal channels like emails, official meetings, or reports.

What Is Informal Communication?

Informal communication, on the other hand, is spontaneous, unstructured, and often personal. It happens naturally among colleagues, friends, or family members without regard to organizational hierarchy or formal protocols.

Characteristics of Informal Communication:

- Spontaneous and Casual: Arises naturally out of everyday interactions.
- Unstructured: No fixed format or protocol.
- Personal and Relational: Focuses on building relationships and sharing personal insights.
- Channels: Includes face-to-face conversations, instant messaging, social media, and casual chats.
- Flexibility: Adaptable to the situation and participants involved.

True Statements About Formal and Informal Communication

Understanding the essential truths about these communication modes allows organizations and individuals to harness their strengths while mitigating potential pitfalls.

1. Formal Communication Ensures Clarity and Record-Keeping

One of the most significant advantages of formal communication is its role in maintaining clarity and accountability. Since formal messages are often documented through emails, reports, or official memos, they serve as a reliable record of what was communicated, when, and by whom.

Implications:

- Facilitates accurate dissemination of policies, procedures, and instructions.
- Provides legal and organizational documentation that can be referenced in disputes or audits.

- Reduces misunderstandings by standardizing language and structure.

For example, when a company issues a policy update via an official memo, employees have a clear, unambiguous source of information that can be revisited as needed.

2. Informal Communication Enhances Relationship Building and Team Cohesion

While formal channels are essential for official matters, informal communication plays a critical role in fostering trust, camaraderie, and a positive organizational culture.

Implications:

- Encourages open dialogue and free flow of ideas.
- Helps in emotional bonding among team members.
- Promotes creativity and innovation by providing safe spaces for sharing unconventional ideas.
- Addresses issues that may not surface through formal channels.

For instance, a casual chat during a coffee break might reveal employee concerns or innovative ideas that wouldn't be communicated through official reports.

3. Formal Communication Is Typically More Precise but Less Flexible

Formal communication emphasizes accuracy, professionalism, and adherence to standards. However, this can sometimes make it less adaptable to dynamic or rapidly changing situations.

Implications:

- Ensures the message aligns with organizational policies.
- May result in delays due to bureaucratic processes.
- Can sometimes hinder quick decision-making when speed is essential.

For example, drafting a formal proposal involves multiple steps, approvals, and revisions, which might slow down urgent decisions but ensures thoroughness.

4. Informal Communication Is Faster but Less Reliable

The spontaneous nature of informal communication allows for quick dissemination of information but can also lead to inaccuracies, rumors, or misinterpretations.

Implications:

- Useful for quick updates or clarifications.
- Can spread misinformation if not verified.
- Lacks official recognition; messages may be forgotten or misremembered.

For example, a rumor spread via casual conversation can quickly escalate and cause misunderstandings or panic, highlighting the need for balancing informal exchanges with formal confirmation.

5. Both Types of Communication Are Complementary and Necessary

The most accurate statement is that formal and informal communication are not mutually exclusive but are complementary components of an effective communication strategy.

Implications:

- Formal communication provides structure, clarity, and accountability.
- Informal communication fosters relationships, trust, and quick problem-solving.
- Organizations that leverage both modes tend to be more agile, transparent, and cohesive.

For example, a company might use formal meetings to set strategic goals while encouraging informal conversations to address day-to-day challenges or share successes.

6. Cultural and Contextual Factors Influence Communication Dynamics

The effectiveness and appropriateness of formal versus informal communication are heavily influenced by cultural norms, organizational culture, and situational context.

Implications:

- In hierarchical cultures, formal communication may be preferred for respecting authority.
- In egalitarian cultures, informal communication might be more accepted and encouraged.
- During crises, informal channels may facilitate rapid response, but formal channels are vital for official guidance.

Understanding these nuances ensures communication strategies are culturally sensitive and situationally appropriate.

Practical Applications and Best Practices

Recognizing these truths about formal and informal communication allows organizations and individuals to optimize their interactions.

Strategies for Effective Formal Communication

- Use clear, concise language tailored to the audience.
- Follow established protocols and channels.
- Document all critical communications for future reference.
- Ensure messages are timely and relevant.
- Foster transparency and openness within formal frameworks.

Strategies for Fostering Healthy Informal Communication

- Encourage open-door policies and informal meetups.
- Utilize social platforms and instant messaging tools to facilitate casual interactions.
- Promote a culture where sharing ideas and feedback openly is valued.
- Monitor informal channels to identify potential issues or misinformation.

Balancing the Two for Organizational Success

The most effective communication environment integrates both formal and informal modes. Organizations should establish clear formal channels for official matters while nurturing informal networks to enhance morale, innovation, and responsiveness.

Key Recommendations:

- Train employees on effective formal communication practices.
- Create spaces and opportunities for informal interactions.
- Use feedback from informal conversations to inform formal policies.
- Recognize the importance of cultural sensitivities and adapt accordingly.

Conclusion

In conclusion, the true statement about formal and informal communication is that both are essential, interconnected, and serve distinct but complementary roles. Formal communication ensures clarity, accountability, and structure, making it indispensable for official and complex

exchanges. Conversely, informal communication fosters trust, flexibility, and quick dissemination of ideas, vital for a dynamic and engaged organizational culture.

Mastering the art of balancing these two modes of communication leads to more effective, transparent, and resilient interactions at all levels. Whether in corporate boardrooms, community organizations, or personal relationships, appreciating the strengths and limitations of each form enables stakeholders to communicate more intentionally and impactfully.

By leveraging the structured reliability of formal channels alongside the relational richness of informal exchanges, organizations and individuals can create environments where information flows seamlessly, relationships thrive, and collective goals are achieved with greater harmony and efficiency.

Question What distinguishes formal communication from informal communication? Formal communication follows official channels and structured formats, such as reports and memos, whereas informal communication is casual, spontaneous, and often occurs through conversations or messages among colleagues. **Why is formal communication important in organizations?** Formal communication ensures clarity, accountability, and consistency in conveying important information, policies, and decisions within an organization. **Can informal communication be beneficial in a workplace?** Yes, informal communication fosters team bonding, quick information sharing, and a positive work environment, which can enhance collaboration and morale. **What are some common examples of formal communication?** Examples include official memos, reports, emails, meetings, policies, and official announcements. **How does informal communication impact organizational culture?** Informal communication helps build relationships, trust, and a sense of community, contributing to a more open and collaborative organizational culture. **What are potential drawbacks of relying solely on informal communication?** Relying only on informal communication can lead to misunderstandings, lack of documentation, and potential information loss or misinterpretation. **When should formal communication be preferred over informal communication?** Formal communication should be used for official purposes, complex information, legal documentation, or when clarity and accountability are critical. **Is it possible to integrate formal and informal communication effectively?** Yes, effective organizations often blend both, using formal channels for official matters and informal methods for day-to-day interactions, fostering transparency and efficiency.

Related keywords: formal communication, informal communication, communication differences, workplace communication, communication types, professional communication, casual conversation, communication methods, communication styles, organizational communication

WHAT S IT ALL ABOUT

What s it all about: Unraveling the Meaning and Significance of the Phrase

Understanding the phrase "what s it all about?" can seem straightforward at first glance, but it often carries layers of meaning depending on the context in which it is used. This article aims to explore the origins, various interpretations, and significance of this phrase, providing comprehensive insights for readers seeking clarity.

Origins and Linguistic Background

Historical Context

The phrase "what s it all about?" is a colloquial variation of the more formal "what is it all about,?" which has been part of the English language for centuries. Its roots trace back to conversational speech, where contractions and informal expressions are common. Over time, it has become a popular rhetorical question used to seek understanding or meaning behind a situation, event, or concept.

Language and Usage

The phrase is often employed in everyday speech, music, literature, and media to prompt reflection or to question the essence of something. Its informal tone makes it accessible and relatable, resonating with audiences across various age groups and backgrounds.

Common Interpretations and Uses

Asking for Clarification

One of the primary uses of "what s it all about?" is to request clarification or explanation. For example:

- "I don't understand this project; what s it all about?"
- "Can you tell me what s it all about?"

In such contexts, the speaker seeks to grasp the core idea or purpose behind a subject.

Expressing Curiosity or Skepticism

The phrase can also convey curiosity or skepticism, especially when someone questions the motivations or significance of an action or idea:

- 'Everyone's talking about this new trend. What's it all about?'
- 'He claims to have a plan, but I wonder what's it all about?'

Here, the speaker is probing to understand the true nature or intent behind something.

Philosophical or Reflective Inquiry

In more profound contexts, 'what's it all about?' can be used to ponder life's bigger questions:

- 'After all these years, I still ask myself what's it all about?'
- 'Is there a purpose to this journey? What's it all about?'

Such usage reflects introspection and a desire to find meaning in existence or experiences.

Variations and Cultural Significance

Popular Music and Media

The phrase gained popularity in the 1960s through the song 'What's It All About, Alfie?' by Cilla Black, which itself was inspired by the film 'Alfie.' The song's lyrics explore themes of love, life, and existential questioning, embedding the phrase into popular culture.

Literature and Art

Authors and artists often use variations of this phrase to title works or pose rhetorical questions that challenge audiences to think deeply about societal issues, personal identity, or philosophical concepts.

In Daily Conversation

In casual speech, 'what's it all about?' serves as a quick way to express confusion, curiosity, or skepticism, making it a versatile phrase in informal communication.

Significance in Communication

Facilitating Understanding

Using this phrase helps clarify complex ideas or situations, prompting others to explain or elaborate, which enhances mutual understanding.

Encouraging Reflection

It encourages individuals to think critically about their beliefs, motivations, or the purpose behind their actions.

Building Connection

Shared curiosity or philosophical questioning can foster deeper conversations and stronger connections among individuals.

How to Use "What's it all about?" Effectively

In Questions and Discussions

To ask for clarification:

- "Can you tell me what's it all about this project?"

In expressions of curiosity or skepticism:

- "Everyone's excited about the new policy, but I wonder what's it all about?"

In philosophical pondering:

- "After contemplating life's mysteries, I keep asking myself what's it all about?"

Tips for Clear Communication

- Use proper punctuation and context to avoid ambiguity.
- Combine with additional questions or statements to deepen understanding.
- Be mindful of tone; the phrase can sound inquisitive, skeptical, or contemplative depending on delivery.

Conclusion

Understanding "what's it all about?" involves appreciating its role as a versatile phrase that captures human curiosity, skepticism, and philosophical pondering. Whether seeking clarification, expressing

curiosity, or reflecting on life's purpose, this expression resonates across contexts, cultures, and media. Its enduring relevance highlights our innate desire to comprehend the world around us and find meaning in our experiences.

By recognizing its origins, uses, and significance, individuals can leverage this phrase effectively in communication, fostering better understanding and deeper conversations. Ultimately, "what is it all about?" serves as a timeless reminder of our quest for knowledge, purpose, and connection.

What Is It All About?

Understanding the Core of a Concept, Phenomenon, or Topic

Introduction: Deciphering the Essence of "What Is It All About?"

The phrase "what is it all about?" is a universal inquiry that resonates across cultures, disciplines, and individual pursuits. It encapsulates the human desire to understand, find meaning, and grasp the core purpose behind everything from abstract ideas to tangible objects. Whether pondering the meaning of life, the purpose of a specific project, or the significance of a cultural phenomenon, this question drives curiosity, reflection, and exploration.

This comprehensive exploration aims to dissect the multifaceted nature of "what is it all about?" by examining its philosophical roots, practical applications, interpretative challenges, and implications across various domains. By doing so, we strive to deepen our understanding of how humans seek meaning and how that quest shapes our perceptions and actions.

Philosophical Foundations of "What Is It All About?"

The Quest for Meaning and Purpose

At its core, the question "what is it all about?" is rooted in existential philosophy. It reflects the innate human desire to find purpose amidst the chaos and complexity of life. Philosophers have long debated whether life or phenomena have inherent meaning or whether meaning is something we impose ourselves.

- Existentialism: Thinkers like Jean-Paul Sartre and Albert Camus suggest that life has no predefined purpose, and it is up to individuals to create their own meaning. The question then becomes a personal journey of self-discovery.

- Absurdism: Camus, in particular, explored the absurdity of seeking meaning in a universe that offers none, prompting the question "what is it all about?" as a reflection of human longing versus cosmic indifference.

- Teleology: Conversely, some philosophical traditions propose that everything has a purpose or end goal, which can be uncovered through reasoning or divine revelation.

Meta-questions and the Search for Understanding

Beyond seeking purpose, the question also probes into the nature of understanding itself?how do we comprehend the world around us? It invites reflection on:

- The limits of human knowledge
- The reliability of perception
- The frameworks we use to interpret reality

This introspective dimension adds depth, transforming ?what is it all about?? from a mere quest for purpose into an inquiry into the very nature of existence.

Practical Dimensions: Applying the Question in Everyday Life

Personal Reflection and Self-Discovery

On an individual level, asking ?what is it all about?? can serve as a catalyst for self-awareness and growth.

- Identifying Core Values: It encourages introspection to determine what truly matters to us.
- Aligning Actions with Purpose: It helps in aligning daily activities with long-term goals or beliefs.
- Overcoming Existential Dilemmas: When faced with crises or uncertainties, this question provides a framework for finding clarity or redefining priorities.

In Professional and Creative Contexts

Professionals and creators often ask this question to refine their projects, products, or artistic endeavors.

- Business Strategy: Companies ask ?what is it all about?? to clarify their mission, vision, and value proposition.
- Content Creation: Writers, artists, and filmmakers explore the core message or purpose behind their work.
- Innovation and Problem Solving: Entrepreneurs and engineers seek to understand the fundamental problem they are solving to develop effective solutions.

Societal and Cultural Implications

On a larger scale, societies and cultures grapple with "what it's all about" to define collective identities and goals.

- National Identity: Countries reflect on their core values and purpose.
- Cultural Movements: Movements often emerge from questions about societal purpose or direction.
- Global Challenges: Issues like climate change, inequality, and technological advancement prompt global introspection on humanity's collective trajectory.

Interpreting "What Is It All About?: Challenges and Nuances

Subjectivity and Multiple Perspectives

One of the most significant challenges in addressing this question is its inherently subjective nature.

- Different individuals or cultures may have vastly divergent answers based on their beliefs, experiences, and values.
- For some, "what it's all about" might be spiritual enlightenment; for others, personal happiness or material success.

Complexity and Ambiguity

Many phenomena are complex, layered, and multidimensional, making definitive answers elusive.

- Abstract Concepts: Ideas like love, justice, or consciousness resist simple definitions.
- Interconnected Systems: Societal, ecological, and technological systems are deeply interconnected, complicating straightforward explanations.

Changing Contexts Over Time

What seems meaningful at one stage of life or in one era may shift over time. This fluidity adds to the challenge of pinning down "what it's all about."

Deep Dive Into Domains: How Different Fields Approach the Question

Philosophy and Theology

Philosophers and theologians have historically sought to answer "what it's all about?" through reason, faith, and spiritual insight.

- Religious Perspectives: Many religions posit that life's purpose is tied to divine plans, spiritual growth, or moral obedience.
- Philosophical Inquiry: Rational inquiry seeks logical explanations for existence, purpose, and morality.

Science and Empirical Inquiry

Science approaches "what it's all about?" by examining observable phenomena.

- Cosmology: Investigates the origins of the universe, seeking answers about its purpose or lack thereof.
- Biology: Explores evolution and survival, often framing life's purpose in terms of reproduction and adaptation.
- Neuroscience: Studies consciousness and perception, attempting to understand what it means to be human.

Art and Literature

Creative expressions serve as explorations of meaning, often posing "what it's all about?" through storytelling, symbolism, and emotional resonance.

- Art challenges viewers to interpret underlying messages or themes.
- Literature often explores existential questions, moral dilemmas, and human experiences.

Psychology and Personal Development

Psychology examines what drives human motivation and fulfillment.

- Many therapeutic approaches help individuals find personal meaning.
- Concepts like self-actualization (Maslow) address the pursuit of purpose.

Implications of the Question in Contemporary Society

Technology and the Digital Age

Rapid technological advancements have transformed how we seek and find meaning.

- Social Media: Alters perceptions of success, connection, and purpose.
- Artificial Intelligence: Raises questions about consciousness, identity, and what it means to be human.
- Digital Identity: Challenges traditional notions of self and authenticity.

Sustainability and Global Responsibility

In facing ecological crises, "what it's all about" now extends to our relationship with the planet.

- Collective purpose centers around sustainability, conservation, and responsible innovation.
- Movements like climate activism embody society's search for meaning in stewardship.

Ethical and Moral Dimensions

Deciding "what it's all about" involves moral judgments about right and wrong.

- Ethical frameworks influence policies, social norms, and personal choices.
- The question underpins debates on justice, rights, and societal progress.

Conclusion: The Ongoing Journey of Inquiry

Ultimately, "what it's all about" is a dynamic, multi-layered question that fuels human curiosity and introspection. It is not a question with a singular, definitive answer but rather a perpetual prompt for exploration, reflection, and growth. Every individual, community, or discipline approaches it from different angles, contributing to a collective tapestry of understanding.

By engaging deeply with this question, we embrace the complexity of existence, acknowledge diverse perspectives, and foster a mindset of continuous inquiry. Whether seeking personal purpose, societal goals, or cosmic understanding, the pursuit of "what it's all about" remains one of the most profound and enduring aspects of the human experience.

In summary:

- It is a fundamental question rooted in the human desire for meaning.
- It spans philosophy, science, art, and everyday life.

- It involves subjective interpretations, complex systems, and evolving contexts.
- It challenges us to reflect, adapt, and seek understanding across various domains.
- Its ongoing nature makes it a vital part of personal growth and societal progress.

By embracing this inquiry, we participate in a timeless quest that shapes our identities, guides our actions, and enriches our understanding of the universe and ourselves.

QuestionAnswer What is the main purpose of the phrase 'what's it all about'? It's used to ask for a summary or understanding of the core idea or meaning behind something. How can I interpret 'what's it all about' in a conversation? It typically indicates that someone wants clarification or more information about the topic being discussed. Is 'what's it all about' a common expression in everyday English? Yes, it's a popular colloquial phrase used to inquire about the essence or significance of something. Can 'what's it all about' be used in a philosophical context? Absolutely, it can be used to question the meaning or purpose of life, existence, or complex topics. What are some alternative ways to ask 'what's it all about'? Some alternatives include 'What's the point?', 'What's the meaning?', or 'Can you explain what it's all about?' How has the phrase 'what's it all about' gained popularity in media? It has been frequently used in movies, TV shows, and music to express curiosity or seek understanding about a situation. Is 'what's it all about' mainly used in informal settings? Yes, it's predominantly informal and commonly used in casual conversations rather than formal contexts. What should I consider when someone asks 'what's it all about'? You should consider providing a clear, concise explanation or overview to help them understand the main idea or purpose.

Related keywords: meaning, purpose, overview, explanation, summary, significance, theme, main idea, gist, context

Read the full article online: [What S It All About](#)