

Question3: Explain the process of Communication

Solution: The goal of communication is to convey information-and the understanding of that information from one person or group to another person or group. This communication process consists of the following steps :

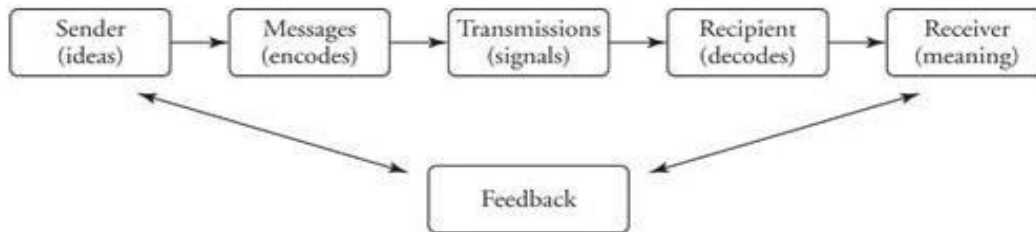


Figure 1
Communication model.

1. Sender:

- The sender is the first component of the process of communication.
- The communication process begins with sender. Sender wishes to send a message to the receiver.
- For example- a sales person making a presentation to the client, or a mother conveying her compassion to the kid, or a teacher teaching students in a class – all are senders in the process of communication.

2. Ideation:

This idea is the content and the basis of the message to be communicated. Several ideas may generate in the sender's mind.

3. Message:

- The message is the heart of communication. It is what the sender wants to convey to the receiver.
- It may be verbal i.e. written or spoken or non verbal i.e. body language, space language etc.

4. Encoding:

- Encoding is how the message is transmitted to another party.

- The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.
- The message is converted into a suitable form for transmission. The message is put into words, symbols.

5. Transmission:

- Next in the process of communication is the transmission of the message.
- This is the method of delivering the message.
- The Sender chooses the medium through which he wants to convey his message to the recipient.
- The message may be transmitted orally or in writing.
- The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

6. Receiver:

Receiver is the person who receives the message or for whom the message is meant for.

It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

A receiver can be a television set, a computer, or a piece of paper depending on the channel used for the communication.

7. Decoding:

- It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.
- If the receiver is unable to understand the message correctly the communication is ineffective.

8. Feedback

- A message generated by the receiver in response to the sender's original message is known as feedback.
- Feedback is necessary to ensure that the message has been effectively transmitted, decoded and understood.
- Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.