

Process Of Communication

1. Introduction to communication

Defn: The exchange of information between the Senders and the receiver through a proper channel is known as Communication.

The word communication comes from the Latin word "communico" or "communicare" which means to share

Definition of communication specialist:

+ Peter Little :- "Communication is the process of transmitting information between individuals and organizations, so that it results in a desired response"

+ William Scott :- "Communication is a process which involves the transmission and accurate replication of ideas, ensured by feedback for the purpose of eliciting actions, which will accomplish organizational goals."

2. Objectives of Communication

* The objectives of communication can be easily found with following points:

- a) Communication is perennial to life.
- b) Communication brakes the exchange of meaning between each other. It is the nucleus of a Communication process.
- c) An effective communication is always interactive –
- d) Communication process also uses a set of arbitrary symbols, that are common to both. The sender and the reciever. Process is result oriented.
- e) Communication process is result oriented.

3. The Basic Communication models:

There are two basic communication model in the process of communication:

- i. One – Way communication
- ii. Two – Way communication

One – Way Communication:

- a) One – Way communication is like one way traffic.
- b) Here, the sender sends the message to the receiver through proper channel, But receiver is the not going to give any feedback to the Sender's message.
- It is known as one way Communication.
- c) It is an ineffective communication process.
- d) Here the function of the receiver is very less.

Example :

- watching television, Reading Newspaper, listening to Radio.
- In a boring class, the teacher is going on teaching without taking the response of any student.

Two – Way Communication:

- a) Two way communication is like two – way traffic
- b) Here, the sender sends the message to the receiver thorough proper channel. Then the receiver, receives understands, analyses and gives the proper feedback to the sender's message.
- c) It is an effective communication process. Here the function off receiver is more ead appropriate.

Example :

- Conversation between friends, classroom teaching, group discussion, debate, phone call, whatsapp chat etc.

4. **Process of Communication.**

Q1. Describe a the process of communication with Suitable diagram.

Definition:

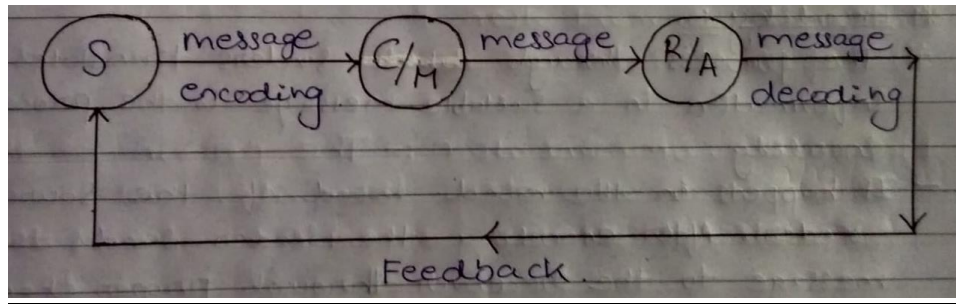
The exchange of information between the Sender and the receiver through a proper channel

The process of communication is an effective Communication process.

There are 7 components in the process of Communication:

- a) Source / Sender
- b) message
- c) encoding
- d) channel/ medium.
- e) receiver / audience
- f) decoding
- g) feedback

Diagram:



(Process of Communication)

*Source/Sender:

- a) The person or organization who sends the message known as to the receiver through proper is Source / Sender.
- b) It creates the information as idea and then after encoding sends the message to the receiver - It is the most important component in the process of communication.

Message:

- a) It is an information or idea or opinion of the sender on the receiver.
- b) The message may be verbal or non-verbal
- c) The process of communication happens only with the message of the sender or the receiver.
- d) The message may be of various types.

Example:

- Oral, written, electronic, telephonic, Symbols, gestures, body language etc.

e) Both the sender and the Receiver sends or receives the message throughout the communication process.

Encoding:

- a) The process through which senders translates the information in a suitable message is the process of encoding.
- b) It happens in the mind. mind of the Source/ senders. After encoding the sender sends the message to the receiver through proper channel.

Channel / Medium:

- a) It is the vehicle in the process of communication.
- b) Here, both the sender and the Receiver sends or receives.
- c) Channel or medium must be systematic.
- d) There are many types of channel / medium.
Example:- Oral, written electronic (email, fax, SMS, What's up chat), telephonic channel, non-verbal (body language, gesture, posture, Poster, drawings, symbols and signs, etc).

Receiver Audience:

- a) The person / Organisation who receives the message through proper channel from the sender is known as receiver / audience.
- b) More than one person is known as audience.
- c) Here the receiver receives, understands, analyses and then gives the feedback to sender's message.
- d) It is an important component in the process of communication.

Process of Decoding:

- a) The process through which the receiver understands and analyses the sender's message before giving the feedback is known as process of Decoding.
- b) It happens in the mind of the receiver.

Feedback:

- a) It is an integral component in the process of communication.
- b) It is reply / comment / answers / response of the receiver to the sender's message.
- c) Effective communication happens only with the feedback.
- d) The sender is aware about the message when receiver gives the feedback.