

1. Elaborate the process & elements of Communication in detail through suitable examples.

Ans. **Process of communication**

The communication process is a dynamic framework that describes how a message travels between a sender and receiver using various communication channels. Its goal is to ensure the receiver decodes the message correctly and can provide feedback with ease and speed. This is especially important for larger organisations that need to notify people in different areas and time zones about an event, problem or change.

Technology in the workplace has made the communication process more effective. A message is no longer communicated just through voice or writing; it is also shared through audio, video, email and social media. A communication process streamlines the flow of information and takes advantage of multiple channels in the best way possible.

Communication processes need good management to sustain them in the long-run. Leaders in the workplace establish the style, tone and function of communication. If you are in a position of authority, it is especially important that you model good communication.

## **Key components of the communication process**

Here are seven essential components that make up the communication process:

1. **Sender**: The person who conceptualised the idea and wants it delivered to the recipient.
2. **Encoding**: The way the information is described or translated into a message.
3. **Message**: The idea, fact or opinion that the sender wants to communicate.
4. **Communication channel**: The method of delivering the message.
5. **Receiver**: The target audience of the message.
6. **Decoding**: The interpretation of the message.
7. **Feedback**: The response or action a receiver takes after decoding a message.

## **How does the communication process work**

The communication process works through a series of seven steps, they include:

## 1. The sender develops an idea to be sent

Communication begins with an idea. For you to construct a clear and actionable message, you need to organise your thoughts. To understand the purpose of your message, answer these three essential questions:

- Who do you want your message to reach?
- What information does the receiver need to know?
- What do you want the receiver to do with this information?

## 2. The sender encodes the message

Once the sender develops an idea, they need to present the message in a coherent structure. Ask yourself the following questions to understand the receiver's communication style better:

- Is the receiver knowledgeable about the topic?
- Does the receiver prefer a general overview or detailed information?
- Do you need to provide any additional resources to aid their judgement?
- Can you think of any distractions, such as preconceived ideas, that could influence their interpretation of the message?

## 3. The sender selects the channel of communication that will be used

Think about how you need to send your message. The communication channel you use should organise your information in a way that enhances your point. Consider the four main types of communication channels when making your decision:

- **Verbal:** Face-to-face, telephone, video conferences, presentations and visual media
- **Non-verbal:** Eye-contact, facial expressions, body language and dress code
- **Written:** Emails, newsletters, press releases, text messages, social media posts, records, proposals and other business documents
- **Visual:** Graphs, charts and drawings

## 4. The message travels over the channel of communication

The sender should select an appropriate medium for the message. This will depend on your relationship with the receiver, the purpose of your writing and the urgency of the message.

Technology has made it faster than ever to share important information. However, in the business environment, formal written communication, such as contracts and legal documents, continues to exist to safeguard the interests of an organisation and its employees.

## **5. The receiver receives the message**

Next, the recipient receives the message. The receiver will process the message according to the communication channel the sender uses. For example, the sender could deliver the message by speaking to the receiver face-to-face. For more formal messages, the sender may present the message during a board meeting instead.

## **6. The receiver decodes the message**

The receiver then decodes the sender's message. In this stage, the receiver processes the information, understands its context and analyses its implications. This is one of the most crucial stages in the communication process. If the receiver can successfully decode the message, this implies the effectiveness of the communication process. As a result, businesses can continue their operations with little disruption.

## **7. The receiver provides feedback**

Feedback is the most important step in the communication process. Ask yourself the following questions to analyse and improve your future communication:

- Have you arranged a process for collecting feedback?
- Have you given the receiver an opportunity to ask questions?
- Can you pick up on non-verbal cues to understand how the message has been received?
- Could you have done anything differently to achieve a better result?

## **Types of noise during the communication process**

Reducing 'noise' or distractions can significantly increase your chances of successfully communicating your point. It ensures your message does not get misinterpreted or ignored, and the receiver takes it seriously instead. To effectively eliminate noise, senders should consider the receiver's personal beliefs and their physical environment. Here are the four types of noise you need to eliminate for smooth communication:

### **1. Psychological noise**

This type of noise interferes with communication between the sender and receiver because of personal barriers. Managing psychological noise is a sign of respect. It helps build trust and encourages people to speak up. Some examples of psychological noise are:

- Preconceived beliefs
- Biases and prejudice
- Stereotypes
- Sarcasm

## 2. Physical noise

Physical noise describes external distractions in your workplace. Noise from colleagues speaking loudly or listening to music exemplifies how our surroundings can hamper us from understanding or decoding a message.

## 3. Environmental noise

Environmental noise makes it difficult to hear or concentrate on a message, for example, noise from a construction site or passing traffic. Noise can affect our emotions and, therefore, the way we perceive a message. That is why it is important to keep distractions to a minimum.

## 4. Semantic noise

Semantic noise is interference on the sender's end. This could be because of technical issues or poor communication skills. To communicate a message clearly, it is important to avoid jargon, abstract ideas and ambiguous language when writing. Similarly, speaking clearly in a relaxed and confident tone can communicate your point more effectively.

When choosing a technological channel of communication, it is best to check the file size of your attachment and the audio quality of your video before sending it to the receiver.

## Communication process example

*Priya is a sales manager who wants to request a larger department-wide budget for the next fiscal year. To get her budget approved, she needs to go through the proper communication process. She takes the following steps:*

*Step 1: Priya needs to develop her budget idea before she can send it out.*

Priya identifies the key stakeholders that need to approve her budget. They include the CEO and investors of the company.

Next, she outlines key information she needs to share to convince her boss about her message.

- She needs the extra funds to remain competitive.
- The additional budget will elicit a strong return on investment.

Step 2: Priya encodes the message.

Priya knows the receiver of this information, her CEO, very well. He prefers information that relates to the big-picture organisational goals. Her boss is also a very busy man; therefore, she needs to schedule a suitable time where he will not be distracted by other operational matters. To convince him of the importance of her budget request, she needs to provide him with valid statistics and data.

Step 3: Priya needs to select the channel of communication that she will use.

Priya decides that the best way to get her budget approved is via a face-to-face presentation.

Step 4: Priya's message travels over the channel of communication.

Priya delivers her presentation at the company's monthly board meeting.

Step 5: Priya's CEO receives her budget request during their meeting.

Step 6: Priya's CEO decodes the message.

The executives on the board ask her questions about her additional budget request. They review her statistics and discuss her presentation amongst themselves.

Step 7: Priya's CEO provides feedback.

After the presentation, Priya looks over the comments made and thinks about how she can use their input in future budget proposals.

## Elements of communications

The communicator is the encoder, the message is symbol (verbal or non-verbal), the channel is one of the transmission medium, the receiver is the decoder, feedback is the response to the message, and noise is any interruption that breaks down the communication.

These, in fact, are the essential elements or ingredients, which facilitate the communication process. Each element plays an important role in making the [communication effective](#):

**Communicator** (sender or encoder) is the one who initiates the communication process. He may be an editor, a reporter, a filmmaker, a teacher, a writer, a speaker, a leader or anybody who takes the initiative to start a dialogue. Before one speaks or writes, the message is conceptualized first and then encoded. An effective communication depends on the communication skill, knowledge level, and attitude of the communicator and how he desires to affect his receiver. An ability to think, to organize thoughts quickly and express himself effectively are some of the attributes of a good communicator. Somebody who uses appropriate words, sentences, tone, etc. may be called a good communicator. He does not fumble, does not look for words and all that he says is accompanied by appropriate gestures and delivered at an acceptable pace. Another element, which is mentioned here, is knowledge level. We must be able to find out the knowledge level of the persons on a particular topic before we start the dialogue. Also, a person must never look down upon the people with whom he communicates. He must never think that the receivers are inferior to him. The attitudes of a person should be mature and the minimum respect due to the other person must be extended to him.

**Encoding** is the formulation of messages in the communicator's mind, that is, the communicator not only translates his purpose (ideas, thoughts or information) into a message but also decides on the medium to communicate his planned message. He must choose the media (speaking, writing, signaling or gesturing) that the receiver can comprehend well. For instance, an illiterate receiver will fail to understand a written message, but can understand it well if told orally. A message is what a communicator actually produces for transmission using spoken or written words, photographs, paintings, films, posters, etc. a great deal of skill and effort is required to formulate a message, the meaning of which should be understandable to the receiver. Actually the purpose of communication is to influence the receiver and get favorable responses so that appropriate decisions can be taken. The success of communication, therefore, depends on what we say and how we say it. A message can enhance or distort effective communication. For instance, in an interview your intention is to impress interviewer, but if you give answers whose meaning is not clear, the interviewer may perceive that you are incompetent for the job.

**A channel** is the vehicle through which a message is carried from the communicator to the receiver. The channels of communication are many-written, spoken, verbal, non-verbal, mass media like TV, radio, newspapers, books, etc. choosing the appropriate channel, one most suitable for the message as well as the receiver, is a complicated task. Success and failure of communication depends on the selection of the right channel. For example, if you have prepared a campaign on 'National Integration' what media would you choose to reach the intended audience? And even after selecting the media you have to decide if it is feasible cost wise, taking into account the number of people and the kind of people who will be exposed to your message, and certain other factors. Actually your intention or desire would be to reach out to the maximum number of people but for efficient communication your attempt should be to minimize time and cost in the total information exchange effort.

**The receiver**, at the other end of the communication, is the recipient of the message and must possess the same orientation as the communicator. If the receiver does not have the ability to listen, to read, to think, he will not be able to receive and decode the messages in the manner the communicator want him to. For effective communication, the receiver is the most important link in the communication process.

**Decoding** is the interpretation of the message by the receiver. Actually, the receiver looks for the meaning in the message, which is common to both the receiver and the communicator.

**Feedback** is the response or acknowledgement of receiver to the communicator's message. The exchange is possible only if the receiver responds. Even through fluttering eyelids, raising an eyebrow, making a face, organizing a point and asking for explanation, the message is shaped and reshaped by the communicator and the receiver until the meaning becomes clear. In this way both participants in communication interact and constantly exchange roles. In face-to-face communication the receiver responds naturally, directly and immediately. This provides the communicator an opportunity to improve and make his communication effective. Feedback, thus, provides an opportunity to evaluate what is right or wrong about a particular communication. It helps to regulate the conversation among two or more individuals and also stimulates and reinforces an idea that is desired to be communicated.

**Noise** is an interruption that can creep in at any point of the communication process and make it ineffective. Environment is one major cause that interferes with message reception: like noises from the roadside, constant chattering of individuals outside the communication act, blaring loudspeaker, faulty transmission, etc. noise can occur in other forms also; poor handwriting, heavy accent or soft speech, communication in

a poorly lit room, etc. in fact, these are barriers to effective communication. For smooth and effective communication, it is necessary to eliminate or reduce noise as far as possible.