

## **ASSIGNMENT-III**

**Q.1** Elaborate the process and elements of communication in details through suitable examples.

**Ans: -**

### **Communication process**

The communication process refers to the way of sharing information verbally or non-verbal between the sender and receiver. Verbal communication means communication through spoken words. Non-verbal communication refers to nonverbal cues such as tone of voice, facial expression, movement, body language, eye contact nonverbal communication and so more. Communication the message via written text, speech, signals, visuals or audience through communication elements.

### **Communication elements**

Communication elements refers to essential tools of communication on which the communication process is conducted. Elements of communication initiate and regulate the entire cycle of sharing information between the sender and receiver. Therefore, communication elements are essential and interconnected parts of the communication process. The nine elements of communication are essential tools or component for effective communication between sender and receiver. Communication elements are known as the component of communication.

The nine elements of communication are:

1. Context
2. Sender
3. Encoder
4. Message
5. Channel
6. Decoder
7. Receiver
8. Feedback
9. Noise

### **1.Context Communication**

Context refers to the environment of communication in which the interaction happens or takes places. Communication contexts is the prime element of every communication process that's control the communication among senders and receivers. The most common five communication contexts are intrapersonal, interpersonal, group, public and mass communication settings. Additionally, this context may be physical, historical, psychological, social, chronological, or cultural. For example, you may feel comfortable sharing your personal information with close friends rather than colleagues. You will not speak to an unknown person as you talk to your wife. So, the context of communication sets the environment of the communication process.

Example of context in communication are: Ela is talking to her husband informally, so she feels very comfortable. Therefore, the social context has been designed from this communication process. It is also interpersonal context as they communicate face to face.

## **2. Sender in communication**

A sender is a person who sends the message to the receiver. The sender is known as the encoder of the message. The sender initiates the communication process and starts the procedure by sending a message or information. Therefore, the sender is a significant element of the communication process. A sender is a speaker, writer, write or person who provides the information to share opinions, ideas and messages.

Example of sender in communication

For example, Ela is the sender and encoder who sends message to communicate with her husband. The sender also an element of the communication process.

## **3.Encoding in communication**

Encoding means transforming abstract opinions and ideas into symbols such as words, pictures, signs and marks. A symbol might represent or indicate opinions, statements and actions. In contrast, decoding is the process of transforming the symbol into an idea or thought. Encoding is the process of transforming of the subject into symbols. The encoding process is related to the sender and receiver.

Example of encoding in communication

For example, Ela has converted his thought into words to convey the message to her husband called encoding. Here, converting through into words is the process of encoding. Words serve as the spoken communication symbol. She called her husband and uttered some words to share an opinion as well as send the message.

## **4.Message in communication**

The message refers to the information, ideas, feeling, opinion, thought, attitude and view that the sender wants to deliver to the receiver. The message seems like a key element of any communication process. Any communication conveys the message, also known as sharing ideas, opinions, thoughts, and information. Always, the sender wants to ensure that the main objective of the message is clear and understandable.

Message may convey through verbal and non-verbal cues. Verbal cues are the spoken language of the speaker, for instance, spoken words.

### **Example of Message in Communication**

For example, Ela was speaking to convey a message that indicates verbal communication. She also showed her angry face to her son to reduce the volume of TV called non-verbal communication. In this regard, spoken words, written words, written words, facial expressions, eye contact, phone call, video, email and text messages.

## **5.Channel in Communication**

Channel is the way or tool of transmitting the message. It is also known as a medium in communication that convey the message from sender to receiver. Communicators use different channels to communicate in a distinct context of communication. In face-to-face communicator, the sender's senses, such as hearing, seeing, smelling, touching and tasting are the channel of transferring the information. It is also one of the crucial elements of the communication process.

On the other hand, organizations use television, Newspapers, Radio as a channel to disseminate information. People use the computer and mobile phone to communicate with a person who lives far away from each other.

#### Example of Channel Communication

For example, Ela has transmitted the message through a smartphone, so the smartphone is the channel of the communication process. She uses technology to convey messages; therefore, it is called mediates communication. The most common example of communication channel is TV, Radio, Newspapers, social media and the five human senses. For instance, [Global Assistant](#) is a renowned education consultancy firm in Asia that communicates with potential customers via official websites and social media platforms. So, the website and social media sites channels of communication.

### 6. Decoding in Communication

Decoding is “the process of” translating an encoded symbol into the ordinary understandable language in contrast to the encoder. In this process, the receiver converts the symbol into thoughts received from the sender. Decoding is the opposite process of encoding to get the meaning of the message.

#### Example of Decoding Communication

For example, Ela has transformed his thought into words to convey the message to her husband called encoding. At the same time, her husband converts those words into thought to understand the message that is the process of decoding

### 7. Receiver in Communication

A receiver is a person for whom the message is targeted in contrast to the sender. Therefore, the receiver is the audience of the communication process that decodes the message to perceive the meaning. The sender surely sends a message aimed at the receiver. Receivers can be one person or a big amount of population. The degree to which the decoder understands the message depends on various factors such as knowledge of the recipient, the irresponsiveness to the message and the reliance of the encoder on the decoder.

#### Example of Receiver in Communication

For example, Ela has sent the message targeted at her husband to whom she wants to communicate. Hence, her husband is the receiver in this context of the communication.

### 8. Feedback in Communication

Feedback in communication refers to the respond of the receiver or audience. It is one of the main elements of the effective communication process that differentiates the communication models into linear and transactional. Feedback is an inevitable component of the transactional model. It also helps the sender in confirming the correct interpretation of the message by the decoder. Feedback may be verbal (through words) or non-verbal (in the form of smiles, sighs, etc.). It may take written form also in the form of memos, reports, etc. Feedback is also one of the important elements of the transactional communication process.

Feedback differentiates the linear and transitional models of communication. Linear means one- way communication and transaction denotes two-way communication. The communication model is linear if there is no feedback in the communication process, for example, Aristotle’s Model of

Communication. Shannon and Weaver's model of communication, Lasswell's Model of communication, and Berlo's SMCR Model of Communication.

On the other hand, the communication model will be identified as an interactive and transition communication model if the feedback is presents for example, the Osgood- Schramm Model of communication, Westley and MacLean Model of communication and Helical model of communication.