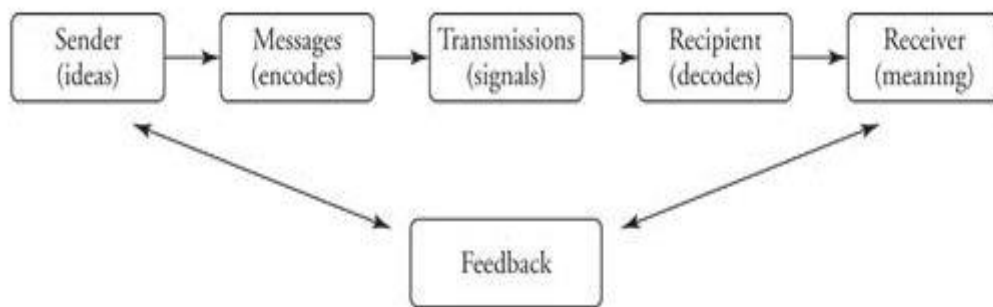


# Communication Process

Communication may be defined as a process concerning exchange of facts or ideas between persons holding different positions in an organisation to achieve mutual harmony.

Seven major elements of communication process are: (1) sender / ideas (2) encoding (3) communication channel (4) receiver (5) decoding and (6) feedback.



## **Sender:**

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

Ideas are the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

## **Encoding:**

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

## **Communication Channel:**

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

***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.

***Decoding:***

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

***Feedback:***

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.