

Q1.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 means conveying the message via written text, speech, signal, visual or audience through communication elements.

Communication Elements

Communication elements refers essential tools of communication on which the communication process is conducted. Element of communication initiate and regulate the entire cycle of sharing information between the sender and receiver. therefore, communication element is essential and interconnected part of the communication process. The nine elements of communication are essential tools or communication for effective communication between sender and receiver. Communication element 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 place. Communication context is the prime element of every communication process that controls the communication process among sender and receiver. The most common five communication context are intrapersonal, interpersonal, group, public, historical, psychological, social, chronological, or cultural. For example, you may feel comfortable sharing your personal information with close friend rather than colleagues. You will not speak to an unknown 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. Its 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 also known as the encoder of the message. The sender initiates the communication process and starts to process by sending a message or information. Therefore, the sender is a speaker, writer, or person who provided the information to share opinion, ideas and message.

Example of sender in communication: Ela is the sender and encoder who speak message to communication with her husband. The sender is the person who send the message to share with other. so, Ela is the sender also an element of the communication process.

3. Encoding in communication

Encoding means transforming abstract opinion and idea into symbols such as word, picture, signs and mark. A symbol might represent or indicate opinion, statement and actions. In contrast, decoding is the process of transforming the symbol into an idea or thought. Encoding process is related to the sender and receiver.

Example of encoding communication

For example, Elsa has converted through 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, though, attitude and view that the sender wants to deliver to the receiver. the message seems like a key's element of a communication process. Any communication conveys the message, also known as sharing ideas, opinion, though, and information. Always, the sender wants to convey the message to communication with the receiver. So, sender need to ensure that the main objective of the message is clear and understandable.

Message may convey through verbal and nonverbal 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 indicate 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 word and facial expression are example of message in communication. The most common examples of message in the communication process are spoken word, written words, facial expression, eye contact, phone call, video, email and text messages.

5 Channel in communication

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

On the other hand, organization use television, newspapers, radio as a channel to disseminate information. People used to computer and mobile phone to communicate with a person who live far away from each other.

Exam of channel in communication

For example, Ela has transmitted the message

through a smartphone, so the smartphone is the channel of the communication process. She used technology to convey message; therefore, it is called mediated communication. The most common example of communication channel is TV, radio, newspaper, social media and five human sense. For instance, Global Assistance is a renowned education consultancy firm in Asia that communicate with a potential customer via official websites and social media platforms. So, the website and social media site are channel 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. Received from the sender. decoding is the reliance of the encoder of the decoder.

Example of receiver in communication

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

7. Receiver in communication

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

Example if 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 receiver or audience. It is one of the main elements of the effective communication process that differentiate the communication models into linear and transaction. 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 [though word] or non-verbal [in the form of smile, sigh, etc.] it may take written from also in the form of memos, reports, etc. feedback is also one of the most important elements of the transactional communication process.

Feedback differentiate the linear and transitional models of communication. Linear means one-way communication and transitional denote 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, Laswell's model of communication, and Berol's SMCR Model of communication.

Example of feedback in communication

For example, Ela's husband asked about the due date of paying the electric bill. Additionally, feedback is demonstrated when the student reply lecturer's question.

9 noise in communication

Noise refer to communication barrier or obstacles to effective communication. It is also known as communication noise or noise in communication. Noise is an unwanted element of the communication process that communication away want to avoid during the interaction.

Example of noise in communication

For example, Ela's son watch a cartoon video on television with the volume on high when talking to her husband. The sound of the cartoon video bars Ela from listening to her husband speech, so it is an example of communication barrier or communication noise or communication distraction. The five type of noise communication are physical noise, physiological noise and cultural noise.

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