

Assignment - 3

Communication:

* Most of the time communication gets confused with conversation.

Latin word 'communicare' means sharing.

Communication process:

* The communication process refers to the way of sharing information verbally or non-verbally between the sender and receiver.

Communication Elements:

* Communication elements refer to essential tools of communication on which the communication process is conducted.

Elements of communication:

The 9 elements of the communication process are:

1. Context
2. Sender
3. Encoder

- * Message

- * channel

- * Sender

- * Receiver

- * Feed back

- * Noise

Example of Communication Elements :

Lakshmi requested her husband sekar desposit 10,000 for electricity bill while talking to sekar on a smart phone. At the same time, her son Hari watching a cartoon video on television with the volume on high. Therefore, sekar could not understand exactly how mach needs to pay for the electricity bill. so, she repeated the same words to confirm him. consequently, sekar asked about the due date of paying in the electricity bill, and she replied the today was th last date to pay the electricity bill without penalty. In the meantime, she showed her angry face to Hari to reduce TV volume instantly.

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Hari reduced the volume. Based on the example, The context. Lakshmi is the sender and encoder at the same time receiver and decoder. In similar, Sekar is also a sender and decoder. In similar Sekar is also a sender and decoder at the same time receiver and decoder. Turning the thought into the message is the act of encoding. In contrast, transferring the message into thought is the process of decoding. The smartphone is the medium or channel of the environmental noise that bars the communication process.

1. context :

* context refers to the environment of communication in which the interaction happens or taken place.

* This context may be physical, historical, psychological, social chronological, or cultural.

Example.

Lakshmi is talking to her husband informally, so she feels very comfortable. Therefore the social context has been designed from communication process.

2. Sender :

* A sender is a person who sends the message to the receiver.

* The sender is also known as the encoder of the message.

Example :

Lakshmi is the sender and encoder who sends messages to communicate with her son.

3. Encoding :

* Encoding means transforming abstract opinions and ideas into symbols such as words, pictures, signs, and marks.

* The encoding process is related to the sender and receiver.

Example :

Lakshmi has converted her thought into words to convey the message to her husband called encoding.

4. Message :

* The message refers to the information, ideas, feelings, opinion, thought, attitude, and view that the sender wants to deliver to the receiver.

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* Messages may convey through verbal and non-verbal cues.

* verbal was are the spoken language of the speaker, for instance, spoken words.

Example:

Lakshmi was speaking to convey a message that indicates verbal communication. She also showed her son to reduce the volume of TV called non-verbal communication.

5. channel:

* channel is the way or tool of transmitting the message.

communications use different channels to communication in a distinct context of communication.

example:

Lakshmi has transmitted the message through a smart phone, so the smart phone is the channel of the communication process. Channel is TV, Radio, newspapers, social media, and five human senses.

6. Decoding :

* Decoding is "the process of" translating an encoded symbol into the ordinary understandable language in contrast to the encoder.

* Decoding is the opposite process of encoding to get the meaning of the message.

example

Lakshmi has transformed her thought into words to convey the message to her husband called encoding.

7. Receiver :

* A receiver is a person for whom the message is targeted in contrast to the sender.

Receivers can be one person or a group of people or a big amount of population.

Example :

Lakshmi has sent the message targeted at her husband to whom she wants to communicate.

8. Feed back :

* Feed back in communication refers to the response of the receiver or audience .

* Feedback may be verbal or non-verbal (in the form of smiles, sighs, etc.,)

* Feedback is also one of the important elements of the transactional communication process.

Example :

* Lakshmi's son watches a cartoon video on television with the volume on high when talking bars Lakshmi from listening to her husband's speech, so it is an example of a communication barrier or noise

conclusion :

* In conclusion, These nine elements of the communication process are context, sender, encoder, message, channel, decoder, receiver, feedback and noise. These components are essential in the transactional communication process.