ASSIGNMENT- 3

1. ELABORATE THE PROCESS & ELEMENT OF COMMUNICATION IN DETAIL THROUGH SUITABLE EXAMPLES.

Seven major elements of communication

• Sender

• Ideas

• Encoding

• Communication channel

• Receiver

• Decoding and

• 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 this is 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 encode. 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

ϖ 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 ϖFeedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it. Elements of the Process Sender ¬ He is the person who sends his ideas to another person. ...

Message

ϖ The idea, feeling, suggestion, guidelines, orders or any content which is intended to be communicated is message

ϖ Encoding

ϖ Media

ϖ Decoding

ϖ Receiver

ϖ Feedback

ϖ Noise

EXAMPLES

The communication process refers to a series of actions or steps taken in order to successfully communicate. It involves several components such as the sender of the communication, the actual message being sent, the encoding of the message, the receiver and the decoding of the message.