

Assignment - 3

Elements of communication process.

Communication process involves elements like sender, receiver, encoding, decoding, channel, media, voice and feedback. These elements are explained below.

The different elements of communication are as under:

Sender:

He is the person who sends his ideas to another person. For example, if a manager wants to inform his subordinates about the introduction of a new product, he is the sender.

Message:

The idea, feeling, suggestion, guidelines, orders or any content which is intended to be communicated is message. For example, message is the introduction of new product.

Encoding:

It is the process of converting the idea, thinking or any other component of message into symbols, words, actions, diagram etc. For example, message is converted into words and actions.

Media:

It is the route through which the message is passed. There can be face-to-face, radio, television, manager in letters, meeting.

Decoding:

It is the process by which the message is received by the receiver.

Receiver:

He is the person who receives the message. For example, subordinates.

Feedback:

It is the process by which the receiver sends back the message to the sender.

Noise:

It is the process by which the message is distorted.

Process:

It is the process by which the message is passed from the sender to the receiver.

Channel:

communication process.
 process involves
 receiver encoding
 media, voice and
 elements are

elements of communication
 are:

person who sends
 the person. for
 manager wants to
 communicate about the
 product, he is

ing, suggestion
 any content
 to be communicated
 message is the
 product.

process of converting
 any other
 into symbols
 am etc. for
 needed in words

Media:

It is the medium, passage or route through which encoded message is passed by the sender to the receiver. There can be various forms of media face to face communication, letters, radio, television, e mail etc. For example manager inform about the introduction of a new product in a meeting through presentation.

Decoding:

It means translating the encoded message into language understandable by the receiver.

Receiver

He is the person to whom the message has been sent for example subordinates are receiver.

Feedback:

It is response by the receiver. It marks the completion of the communication process.

Noise

It is the hindrance in the process of communication. It can take place at any step in the entire process. It reduces the

accuracy of communication eg

- * Disturbance in the telephone lines
- * An inattentive receiver
- * Improper decoding of message etc

Communication process:

(i) The sender formulates the message that he wants to convey to the receiver.

(ii) He encodes or translate his message. He may take the help of symbols words, actions diagrams Pictures etc.

(iii) He selects an appropriate channel or medium through which the message is to be transmitted. It can be face to face communication, letters, radio, television, mail etc.

(iv) The message is received by the receiver.

(v) Received message is decoded by the receiver so that the receiver can draw the meaning of the message.

(vi) The receiver sends his response to the sender. In case of any confusion the same is conveyed and necessary clarification sought.