

Assignment - 3

Q1 Elaborate the process and elements of communication in detail through suitable Example.

Ans Communication is fundamental to the health and operation of an organisation. A clear communication process creates a space and platform for people to share ideas, information, facts and feelings.

The communication process:

Ans The communication process is a dynamic framework that describes how a message travels between a sender and receiver using various communication channels. Its goal is to ensure the receiver decodes the message correctly and can provide feedback with ease and speed. This is especially important for larger organisations that need to notify people in different

also and time zones about an event. problem or change

Key components of the communication process

Sender The person who conceptualised the idea and wants it delivered to the recipient.

Encoding The way the information is described or translated into a message.

Message The idea, fact, opinion that the sender wants to communicate through communication channels.

The method of delivering the message.

Receiver The target audience of the message.

Decoding - The interpretation of the message.

feedback - The response or action a receiver takes after decoding a message.

The communication process work

1. The sender develops an idea to be sent.
2. The sender encodes the message.
3. The sender selects the channels of communication that will be used.
4. The message travels over the channel of communication.
5. The receiver receives the message.
6. The receiver decodes the message.
7. The receiver provides feedback.

Types of noise during the communication process

1. Psychological noise.
2. Physical noise
3. Environmental noise
4. Semantic noise.

Examp of communication process

Verbal	Written	Visual
In person Speech	Email	Drawings Paintings
Phone conversations	Text instant message	photos, graphic designs
Voice-over internet protocol (VOIP)	Report article essay	Body language (e.g. eye contact, hand gestures)
Radio	Letter	graphs
podcast	Memo	font types
Voice mail message	Blog	Semaphore
Intercom	Tweet	Architecture