

Assignment-3

1. Elaborate the process and elements of communication in detail the suitable example.

Ans. Communication- The root of the word “communication” in Latin is common *nicare*, which means to share, or to make common (Weekly, 1967). Communication is defined as the process of understanding and sharing meaning (Pearson & Nelson, 2000).

At the center of our study of communication is the relationship that involves interaction between participants. This definition serves us well with its emphasis on the process, which we’ll examine in depth across this text, of coming to understand and share another’s point of view effectively.

The first key word in this definition is process. A process is a dynamic activity that is hard to describe because it changes (Pearson & Nelson, 2000). Imagine you are alone in your kitchen and you kitchen thinking.

Someone you know (say, your mother) enters the kitchen and you talk briefly. What has changed? Now, imagine that your mother is joined by someone else, someone you haven’t met before- and this stranger listens intently as you speak, almost as if you were giving a speech. What has changed? Your perspective might change, and you might watch your words more closely. The feedback or response from your mother and the stranger (who are, in essence, your audience) may cause you to reevaluate what you are saying.

When we interact, all these factors- and many more- influence the process of communication.

The second key word is understanding: “To understand is to perceive, to interpret, and to relate our perception to what we already know.” Understanding the words and the concepts or objects they refer to is an important part of the communication process.

Next comes the word sharing. Sharing means doing something together with one or more people.

Communication process-

Communication can best be summarized as the transmission of a message from a sender to a receiver in an understandable manner. The important of effective communication is immeasurable in the world of business perspective, effective communication is an absolute must, because it commonly accounts for the difference between success and failure or profit and loss. It has become clear that effective business communication is critical to the successful operation of modern enterprise. Every business person needs to understand the fundamentals of effective communication.

Currently, companies in the United States and abroad are working towards the realization of total quality management. Effective communication is the most critical component of total quality management. The manners in which individuals perceive and talk to each other at work about different issues is a major determinant of the business success. It has proven that poor communication reduces quality, weakness productivity, and eventually leads to anger and a lack of trust among individuals within the organization. The communication process is the guide towards realizing effective communication. It is the through the communication process that the sharing of a communication meaning between the sender and the receiver takes place. Individuals that follow the communication process will have the opportunity to become more productivity in every aspect of their profession. Effective communication leads to understanding.

The communication process is made up of four key components. Those components include encoding, medium of transmission, decoding and feedback. There are also two other factors in the process begins with the sender and ends with the receiver.

The sender is an individual, group or organization who initiates the communication. This source is initially responsible for the success of the message. The sender’s experience, attitudes, knowledge, skill, perceptions and culture influence the message. “The written words, spoken words and nonverbal language selected are paramount in ensuring the receiver interprets the message as intended by the sender”. All communication begins with the sender.

The first step the sender is faced with involves the encoding process. In order to convey meaning, the sender must begin encoding, which means translating information into a message in the form of symbols that represent ideas or concepts. This process translates the ideas or concepts into the coded message that will

be communicated. The symbols can take on numerous forms such as, languages, words and gestures. These symbols are used to encode ideas into messages that others can understand.

When encoding a message, sender has to begin by deciding what she wants to transmit. This decision by the sender is based on what she believes about the receivers knowledge and assumptions, along with what additional information she wants the receiver to have. It is important for the sender to use symbols that are familiar to the intended receiver. A good way for the sender to improve encoding their message, is to mentally visualize the communication from the receiver's point of view.

To begin transmitting the message, the sender uses some kind of channel (also called a medium). The channels is the means used to convey the message. Most channels are either oral or written, but technology expands. Common channels include the telephone and a variety of written forms such as memos, letters and reports. The effectiveness of the various channels fluctuates depending on the characteristics channels are more effective because any uncertainties can be cleared up on the spot. In a situation where the message must be delivered to more than a small group of people, written channels are often more effective. Although in many cases, both oral and written channels should be used because one supplements the other.

If a sender relays a message through an inappropriate channel, its message may not reach the right receivers. That is why senders need to keep in mind that selecting the appropriate channel will greatly assist in the effectiveness of the receiver's understanding. The sender's decision to utilize either an oral or a written channel for communicating a message is influenced by several factors. The sender should ask him or herself different questions, so that they can select the appropriate channel.

After the appropriate channel or channels are selected, the message enters the decoding stage of the communication process. Decoding is conducted by the receiver. Once the message is received and examined, the stimulus is sent to the brain for interpreting, in order to assign some type of meaning to it. It is this processing stage that constitutes decoding. The receiver begins to interpret the symbols sent by sender, translating the message to their own set of experiences in order to make the symbols meaningful. Successful communication takes place when the receiver correctly interprets the sender's message.

The receiver is the individual to whom the message is directed. The extent to which this person comprehends the message will depend on a number of factors, which include the following: how much the individuals known about the topic, their receptivity to the message, and the relationship and trust that exist between sender and receiver. All interpretations by the receiver are influenced by their experiences, attitudes, knowledges, skills, perceptions and culture. It is similar to the sender's relationship with encoding. Feedback is the final link in the chain of the communication process. After receiving a message, the receiver responds in some way and signals that response to the sender. The signal may take the form of a spoken comment, a long sigh, a written message, a smile or some other action. "Even a lack of response, is in a sense, a form of response. Without feedback, the sender cannot confirm that the receiver has interpreted the message correctly.

Feedback is a key component in the communication process because it allows the sender to evaluate the effectiveness of the message. Feedback ultimately provides an opportunity for the sender to take corrective action to clarify a misunderstood barriers: differences in background, different interpretations of words, and differing emotional reactions".

The communication process is the perfect guide toward achieving effective communication. When followed properly, the process can usually assures that the sender's message will be understood by the receiver. Although the communication process seems simple, it in essence is not. Certain barriers are factors that have a negative impact on the communication process. Some common barriers include the use of an inappropriate medium, incorrect grammer, inflammatory words, words that conflict with body language and technical jargon. Noise is also another common barriers.

Components of communication

The three essential components of a communication system are:

- **Transmitter:**

- The transmitter modulates the message signal.
- Modulation is the process of converting a signal into a form suitable for transmission.
- A transmitter is a telecommunications electrical device that generates radio waves so that data may be transferred or received through an antenna.
- The transmitter may generate an alternating current of radio frequency, which is then applied to the antenna, which radiates it as radio waves.

- **Channel:**

- A communication channel is a physical transmission channel in telecommunications and computer networking.
- A channel is a device that delivers data from one or more senders (or transmitters) to one or more receivers.
- Or in other words, the channel is what connects the output of the transmitter to the receiver input.

- **Receiver:**

- The receiver does the demodulation. Demodulation is the process of recovering the correct message signal.
- The received signal, which is picked up from the broadcast signal at the channel output, is processed by the receiver to reproduce the original message signal in a recognizable form for transmission.
- A radio receiver, also known as an FM receiver, is a device that receives radio waves and converts the data carried by them into useable information.
- The desired frequency waves are caught using an antenna.