

103 : ASSIGNMENT

Q.1) Elaborate the process & elements of communication in detail through suitable examples.

Ans. The communication process consists of several components. Basically communication is the process of conveying information between two or more people. The communication process is the steps we take in order to achieve a successful communication.

There are seven essential steps to complete the communication process, which are sender or source, encoding, message, medium or channel, decoding, receiver, feedback and noise.

Sender:- In the communication process, the sender is the first person. The sender is a source of information. The sender is the person who delivers messages, it may be a institution or organization.

Encoding:- The second step of the communication process is encoding the message. Encoding is the process of giving form and meaning to the message. It means selecting the means through which to deliver the intended message.

message:- The output of the encoding process is the message. The message is the subject material that the sender wants to communicate to the receiver. The message is also known as the heart of communication because without a message there is nothing to exchange.

Medium or channel :- It refers to the selection of channels of communication through which a sender conveys his encoded message to the receiver. It bridges the gap between the sender and the receiver in communicate message different mediums can be used on the basis of their effectiveness.

Receiver :- The receiver is the second person in the communication process. He is the person, who receives messages, understands the same, and takes the necessary steps for a response, from a technical point of view communication becomes complete only when the messages is received and understood by the receiver.

Decoding :- Decoding refers to the process by which the receiver translates the message into terms meaningful to them. It is the means of understanding messages by the receiver. In other words, decoding is termed the transmission of understanding between the sender and receiver. It is essential to get knowledge or meaning of the message as per the intention of the sender.

Feed back :- Feed back is the last step in the communication process. It decides whether the message is surely understood and whether the necessary effort is practiced by the

receiver as meant by the sender. When the receiver is able to decode messages received from the sender, the provides the response.

