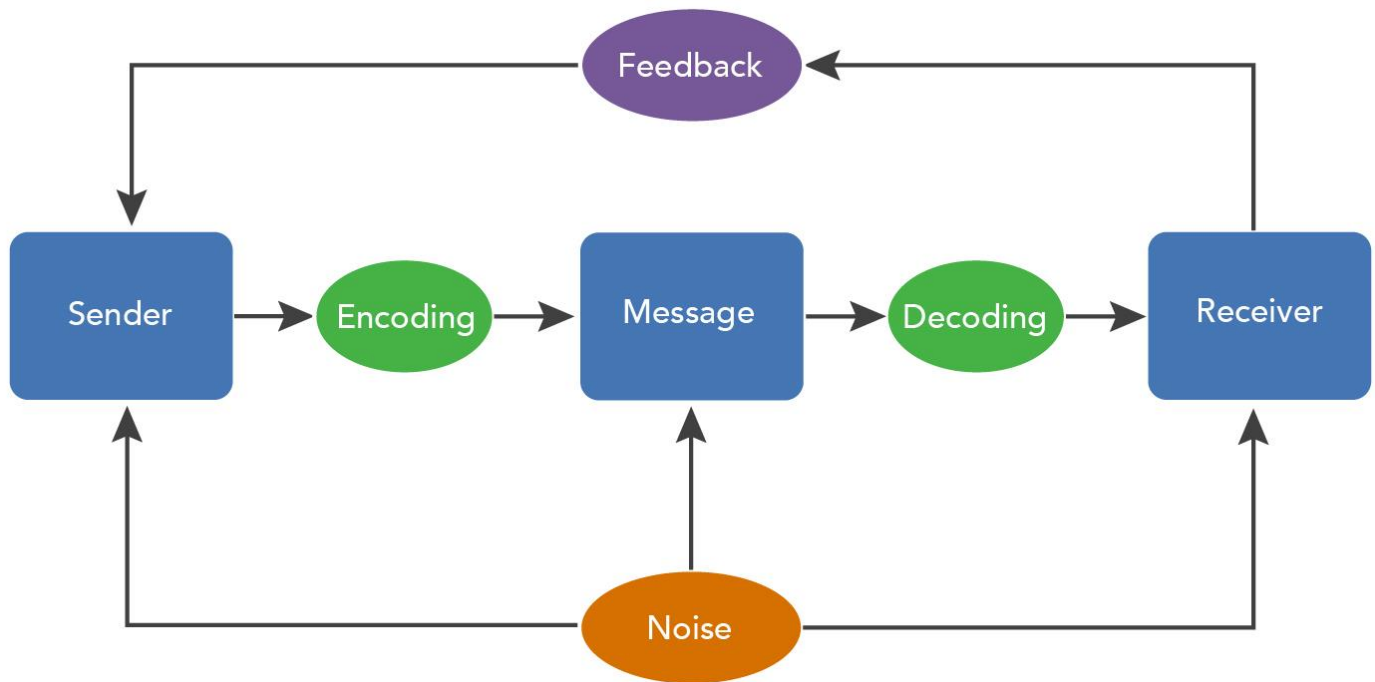# Communication Process:

Communication refers to the process by which the information is transmitted and understood between two or more people. Transmitting the sender's intended meaning is the essence of effective communication. Communication involves two people – a sender and a receiver.

The different steps or elements in the communication process are elaborated below:

Process # 1. Sender:
The sender is the source of the message that initiates the communication. The sender has a message or purpose of communicating to one or more people.

Process # 2. Encoding:
In the next stage, encoding takes place when the sender translates the information or message into some words, signs or symbols. Without encoding the information cannot be transferred from one person to another.

Process # 3. Channel:
The channel is the medium used for transmission of information or message from sender to receiver. There are various media like telephone, mail through post, internet, radio, TV, press etc.

Process # 4. Receiver:

The receiver is the person who senses or perceives or receives the sender's message. There may be just one receiver or a large number of receivers. The message must be prepared with the receiver's background in mind.

Process # 5. Decoding:

Decoding is the process through which the receiver interprets the message and translates it into meaningful information.

Stage # 6. Noise:

It represents the disturbing factor in the process of communication. It interferes with effective communication and reduces clarity of the message. The message may be interpreted differently than intended by the sender.

Stage # 7. Feedback:

Feedback is receiver's response to the sender's message. The receiver communicates reaction to the sender through words, symbols or gestures. It is the reversal of communication process where receiver becomes the sender and sender becomes the receiver. Unless the receiver responds to the message, communication process is incomplete. Feedback helps the sender transform his message, if needed.