

# The Communication Process

Effective communication skills are critical for success in nearly any profession. Successful professionals know the importance of communication.

## Important elements for communication -

### 1. Sender

The sender is the person who is trying to communicate a message. The sender wants the other person to receive and understand his/her message. The intent of the message is usually to get the other person(s) to do or understand something.

### 2. Receiver

The receiver is the recipient of the message and must translate the words into thoughts, process the thoughts, and determine how to respond to the sender.

### 3. Message

While you may carefully choose the words to speak, words alone represent a small percentage of what is received by the other person. In fact, according to the literature, words carry the least value in the message.

### 4. Channel

Channel is the medium used by the sender to send the message to the receiver. This may be in-person, via telephone, e-mail, text message, written correspondence or a third-party.

### 5. Noise

Noise refers to interference that takes place during the communication process. Both the sender and receiver may be distracted by noise. Noise may come from internal (thoughts, emotions, etc.) or external sources (radios, other conversations, etc.).

### 6. Feedback

Feedback is the process of determining if the message has been properly received. This can be initiated by the sender or receiver. The sender, for example, may ask the receiver to repeat the message to confirm that the message was received as intended. On the other hand, a good listener will provide feedback to confirm that he/she correctly received the message.

