

Assignment 3 for RGI

Q1. Elaborate the process and element of communication in details through suitable examples.

Ans. Communication process

The communication process refers to the way of sharing information verbally or non-verbally between the sender and receiver. It means the message via written text, voice, signals, visual or audience through communication elements. Verbal communication means the communication through spoken words. Non-verbal communication refers to the cues such as tone of voice, facial expression, movement, body language, eye contact etc.

Communication element

Communication elements refers to essential-tools of communication on which the communication process is conducted. Elements of communication initiate and regulate the entire cycle of sharing information between the sender and receiver. Therefore, communication elements are essential and interconnected parts of the communication process. The nine elements of communication are essential tools or components for effective communication between sender and receiver. Communication elements are known as the components of communication.

The nine elements of communication are;

1. Context
2. Sender
3. Encoder
4. Message
5. Channel
6. Decoder
7. Receiver
8. Feedback
9. Noise

1) Context communication:

It refers to the environment in which the interaction happens or takes place. It is the prime element of every communication process among senders and receivers. The most common five communication context are intrapersonal, interpersonal, group, public and mass communication settings. Additionally, this context may be physical, historical, psychological, social, chronological or cultural. For example, feeling comfortable sharing the personal information with close friends rather than colleagues. We cannot speak to an unknown person as we talk to our close person. So, the context of communication sets the environment of communication process.

Example of context in communication: I was talking to my wife about my personal, I feel very comfortable. Therefore, the social context has been designed from the communication process. It is also interpersonal context as the communicate face to face.

2) Sender in communication

A sender is a person who sends the message to the receiver. The sender is also known as the encoder of the message. The sender initiates the communication process and starts the procedure by sending a message or information. Therefore, the sender is a significant element of the communication process. A sender makes a use of symbols (words or graphics or visual aids) to convey the message and require a response. Therefore, a sender is a speaker, writer or person who provides the information to share opinions, ideas and messages.

Examples of Sender in communication: I am the sender and encoder who sends a message to my wife. The sender is the person who sends the message to share with others. So, I the sender is also an element of the communication process.

3) Encoding in communication

It means the transforming of abstract opinions and ideas into symbols such as words, pictures, signs and marks. A symbol might represent or indicate opinions, statements, and actions. In contrast, decoding is the process of transforming the symbol into an idea or thought. Encoding is the process of transforming the subject into symbols. The encoding process is related to the sender and receiver.

Example of encoding in communication: I convert his thought into words to convey the message to my wife. Here converting thoughts into words is the process of encoding. Words serve as spoken communication symbols. I call my wife and utter some words to share an opinion as well as send the message.

4) Message in communication

The message refers to the information, ideas, feelings, opinions, thoughts, attitudes and views that the sender wants to deliver to the receiver. The message seems like a key element of any communication process. Any communication conveys the message, also known as sharing ideas, opinions, thoughts and information. Always, the sender wants to convey the message to communicate with the receiver. So, the sender needs to ensure that the main objectives of the message are clear and understandable.

Example of Message in communication: I was speaking to convey a message that indicates the verbal communication with showing the angry face to my wife to reduce the volume of TV called non-verbal communication. In this regard, spoken words and facial expressions are examples of messages in communication. The most common examples of messages are spoken words, written words, facial expressions, eye contact, video call, text message, email and phone call.

5) Channel in communication

It is the way or tools of transmitting the message. It is also known as a medium in communication that conveys the message from sender to receiver. Communicators use different channels to communicate in a distinct context of communication. In face to face communication the sender sends such as hearing, smelling, touching and tasting are the channel of transferring the information. It is also one of the crucial elements of the communication process.

The organization use the TV, Newspaper, Radio as the channel to disseminate information. People use the computer and mobile phone to communicate with a person who lives far away from each other.

Example of Channel in communication: I transmitted the message through smartphone so, the smartphone is the channel of the communication process. I use technology to convey messages, it is called mediated communication. The most common example of communication channel is TV, Radio, Newspaper, Social media and the five-human sense.

6) Decoding in communication

It is the process of translating an encoded symbol into the ordinary understandable language in contrast to the encoder. In this process, the receiver converts the symbol into thoughts received from the sender. Decoding is the opposite process of encoding to get meaning of the message.

Example of Decoding in communication: I transformed her thoughts into words to convey the message to my wife called encoding. At the same time my wife converts the word into thoughts to understand the message that is decoding.

7) Receiver in communication

A receiver is a person whom the message is targeted in contrast to the sender. The receiver is the audience of the communication process that decode the message to perceive the meaning. The sender surely sends a message aimed at a receiver. Receivers can be one person or a group of people or a big amount of population. The degree to which the decoder understand the message depend on various factors such as knowledge of recipient, their responsiveness to the message and the reliance of the encoder to decoder.

Example of Receiver in communication: I send a message target at my wife. Hence, my wife is a receiver in this context of the communication.

8) Feedback in communication

It refers to the response of the receiver or audience. It is one of the main elements of the effective communication process that differentiates the communication model into linear and transactional. It is an inevitable component of the transactional model. It also helps the sender in confirming the correct interpretation of the message by the decoder. It may be verbal or non-verbal. It may take written form also in the form of memos, reports, etc. It is also one of the important elements of transactional communication process.