

Technical Communication – Unit 1

Assignment 3

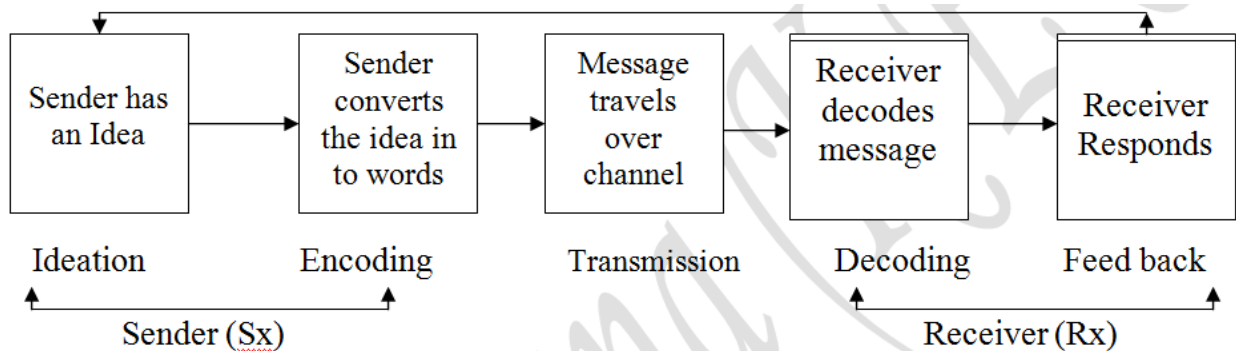
Q. Explain various stages / process of Communication / Communication cycle.

Stages / Process of Communication / Communication Cycle:

As we know, communication is a dynamic interactive process. It consists of five stages as mentioned below:

- 1) **Ideation**
- 2) **Encoding**
- 3) **Transmission**
- 4) **Decoding**
- 5) **Feed back / Response**

Let us understand the different stages of communication as shown in the figure below:



1) **Ideation:**

Process of communication begins with ideation which refers to the formation of idea or selection of message. It consists of the 'what' of communication and is concerned with the content of the specific message to be presented. The scope of ideation is generally determined by the sender's –

- Knowledge
- Experience
- Abilities
- Purpose of communication
- Context of the communicative situation

Messages generally have two kinds of content-

- a) **Logical** – Such messages consist of factual information.
- b) **Emotional** – Such messages consist of feelings and emotions.

2) **Encoding:**

It is the second step in communication. It is the process of changing the information into some form of logical and coded message. It involves –

- a) Selecting a language
- b) Selecting an appropriate communication form
- c) Selecting a medium of communication

a) Selecting a language:

Selecting the right language is essential for effective coding, verbal messages need a common language code, which can be easily decoded by the receiver.

b) Selecting an appropriate communication form:

Selection of the appropriate communication form largely depends on the sender – receiver relationship, and need and purpose of the communication. Various communication forms can be –

- Interpersonal face to face communication.
- Group Communication
- Speaker – audience communication
- Telephonic Communication
- Written Communication (Reports, Proposals, Memos, Letters, Emails etc.)

c) Selecting a medium of communication:

It involves making the right choice out of many available options. There are three basic options for sending interpersonal messages i.e. speaking, writing and non-verbal signs & symbols (body movements, facial expressions, touching patterns, speech mannerisms).

3) Transmission:

It refers to the flow of message over the chosen channel. It involves choosing the -

- Proper time (When to communicate)
- Proper place (Where to communicate)
- Proper way (How to communicate)

Channels of transmission can be internet, fax, telephone, courier service, Television, P&T etc.

4) Decoding:

Decoding is the process of converting a message into thoughts. It is important to note that it is the message that is transferred, as meaning can not be transferred from one person to another. The receiver has to assign meaning to a message in order to understand it. The process of decoding involves interpretation and analysis of a message. Decoding involves reading and understanding of the written communication and listening and understanding of the oral communication.

5) Feed back / Response:

Response is the last stage in the communication process. It is the action or reaction of the receiver to the message. Response is the key to communication. It helps the sender know that that message was received and understood.