



The Process of Communication

Activity

Rearrange the following elements in the right order.

Decoding

Sender

Feedback

Receiver

Message

Encoding

Channel

Sender

Encoding

Message

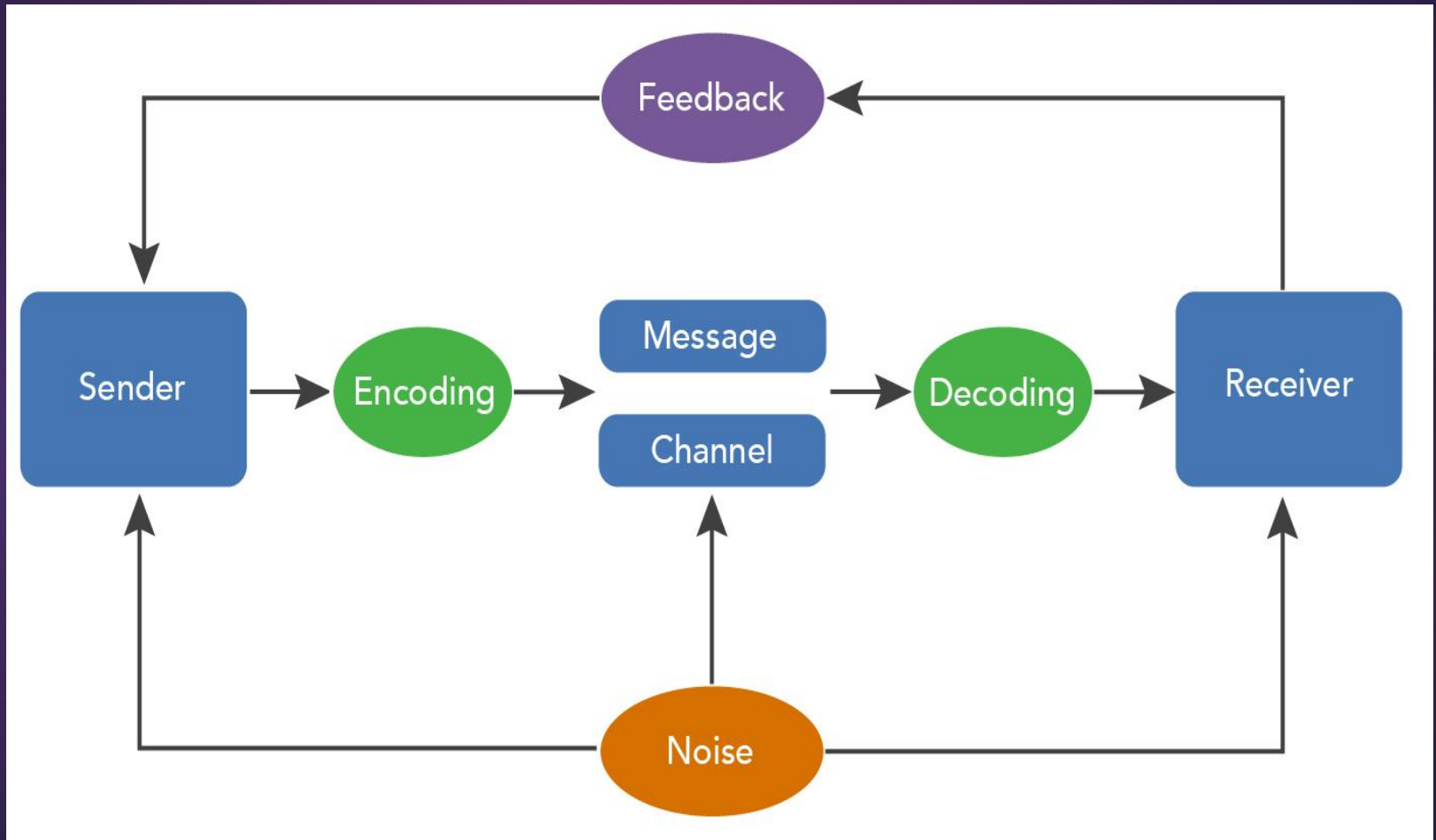
Channel

Feedback

Decoding

Receiver

The Process of Communication

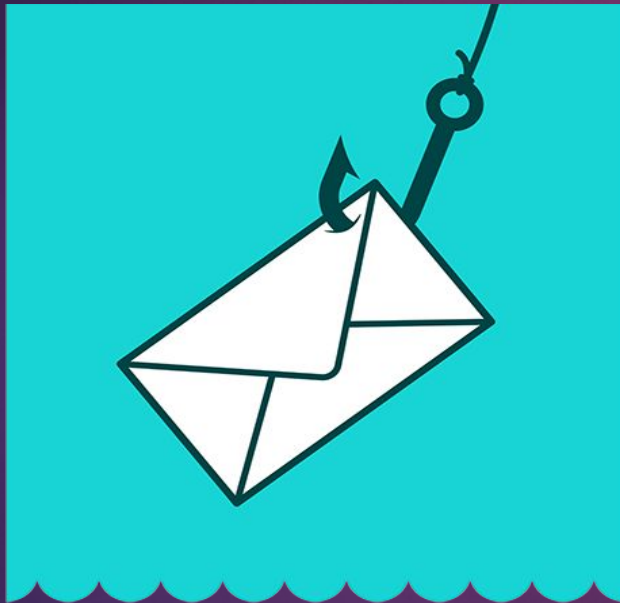


Sender

- ▶ The **sender/encoder** is a person who sends the message to the receiver.



Message



- ▶ It is the idea or feeling that the sender wants to communicate.

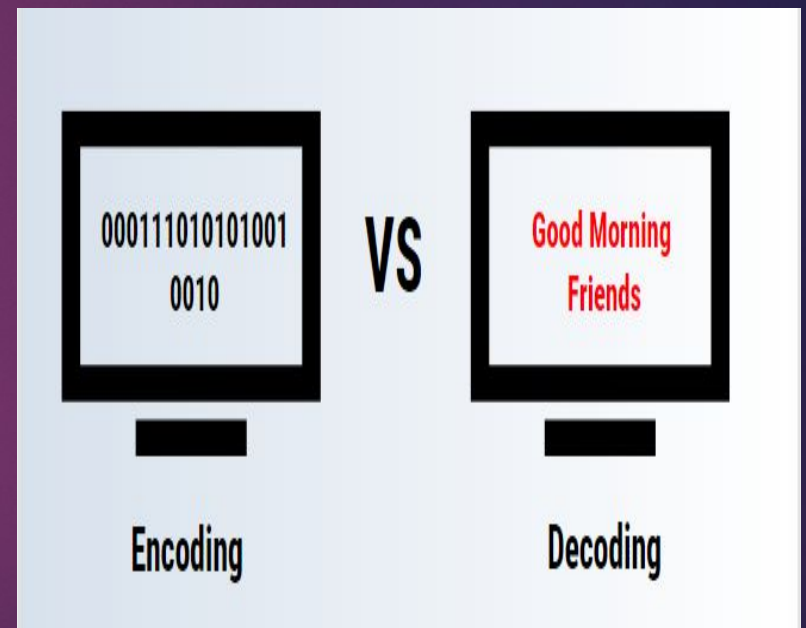
Encoding



- ❑ A process where the information you would like to communicate gets transferred into a form (words or signs) to be sent and decoded by the receiver.
- ❑ It is a complex activity.
- ❑ It must happen after considering the objective of communication, the receivers, the channel and the context.

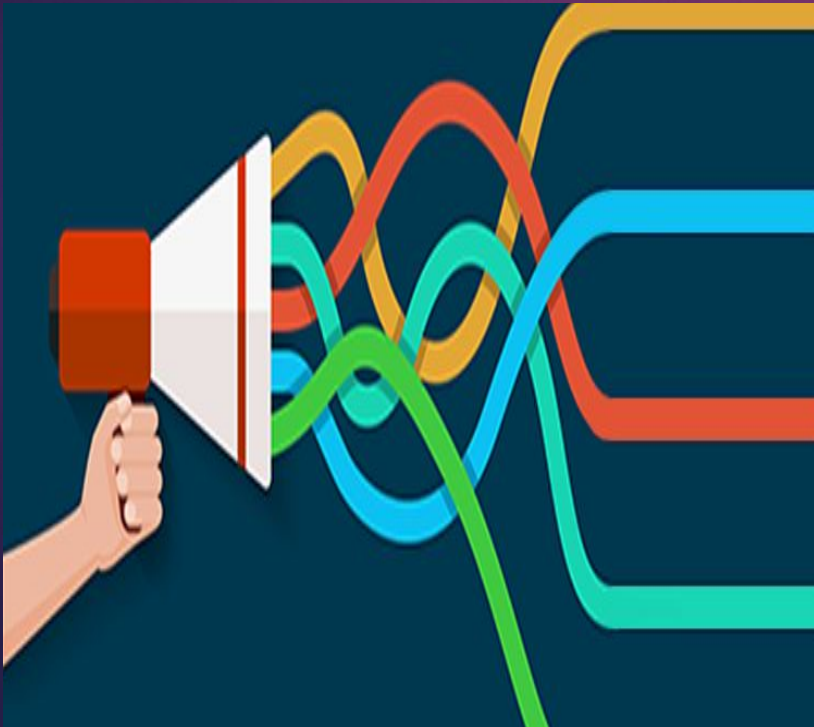
Decoding

- ▶ **Decoding** is the process of translating an encoded symbol into the ordinary understandable language.
- ▶ In this process, the receiver converts the symbols into thoughts received from the sender.



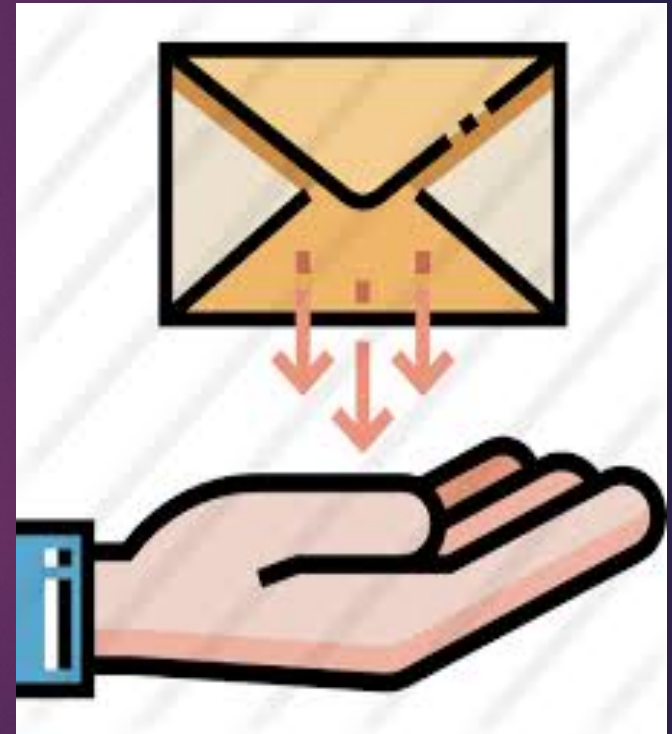
Channel

The channel is the means or technique used to convey the message, like, a conversation, telephone call, radio, television program, etc.



Receiver

- ▶ The receiver is the target recipient of the message.
- ▶ It is important to understand that receivers have to engage in a whole process to receive messages.
- ▶ Receivers decode messages after active listening.

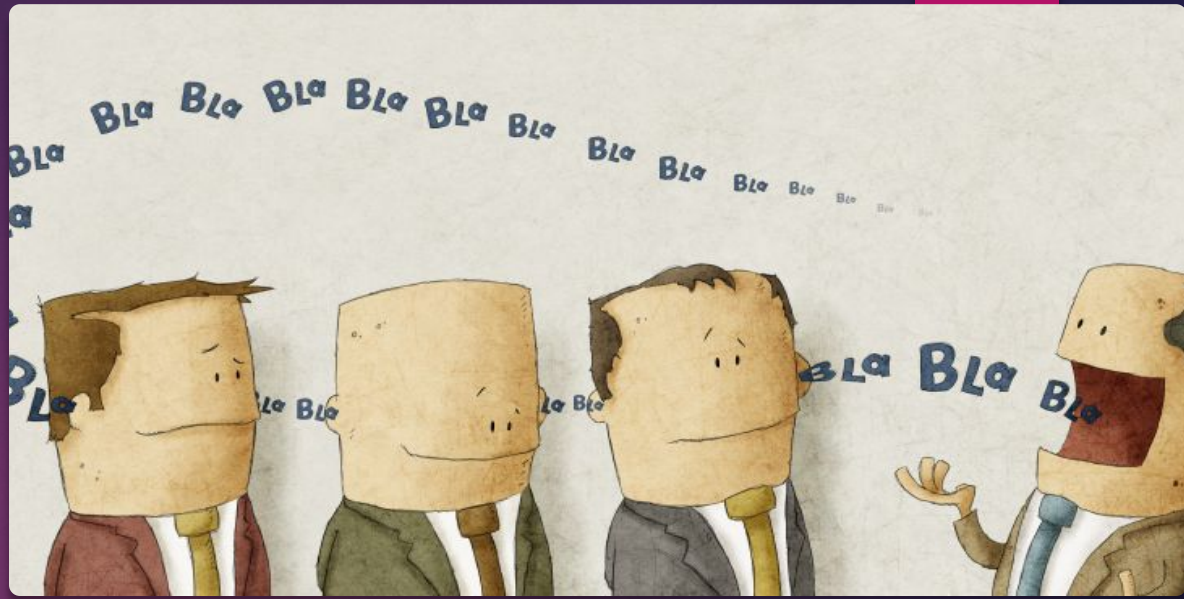


Feedback

- ▶ Feedback is the main component of the effective communication process as it allows the sender to analyze the efficacy of the message.
- ▶ It also helps the sender in confirming the correct interpretation of the message by the decoder.
- ▶ Feedback may be verbal (through words) or non-verbal (in the form of smiles, sighs, etc.).



Context



Context represents the setting in which communication happens or takes place. This context may be physical, historical, psychological, social, chronological, or cultural.