

# Communication = Effective transmission of ideas, values, expressions, information etc through verbal and nonverbal methods of comm.

(i) Technical / Formal

(ii) General / Informal

# Elements of Communication = 7 Elements

- ① Sender (Source), ② Receiver (Audience) ③ Goal  
(Needs to be clear)
- ④ Message itself / content
- ⑤ Medium / Channel ⑥ Feedback
- ⑦ Context / Environment / Background

# Process of Communication =

1) Ideation :

Idea should be clear.

The audience should be clear.

The purpose should be clear.

2) Encoding : Source has to decide which message to convey & create the content.

3) Transmission - Channel / Medium :

Transmission refers to the flow of message over the chosen channel.

4) Decoding : (Complex activity) the receiver must possess knowledge of words and symbols

5) Feedback : (Action / Reaction of the receiver to your message)

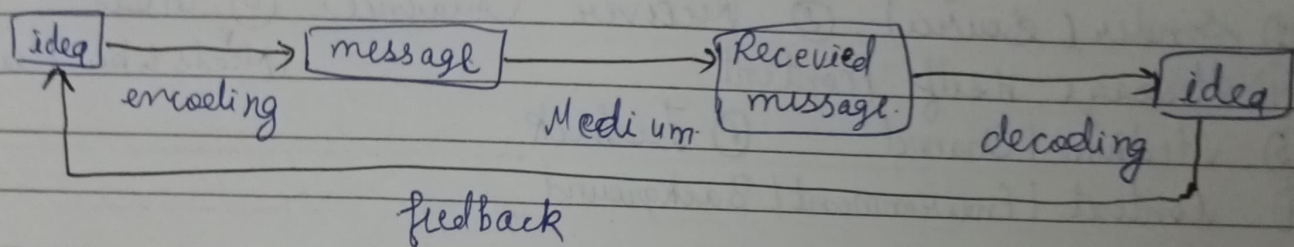
It have to be effectively transmitted.

### # Sender's Function

- Encode a message.
- To Choose a channel,
- Deletion

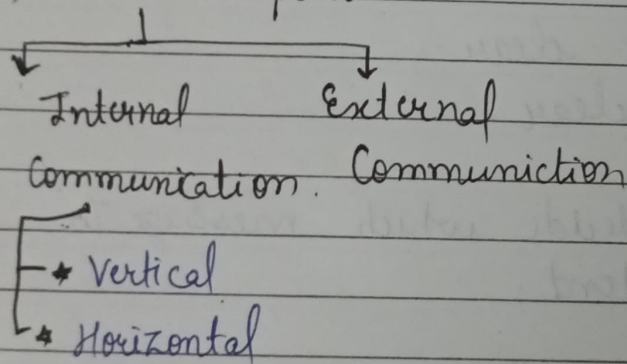
### Receiver's Function

- Decoding a message.
- Provides a good feedback to sender

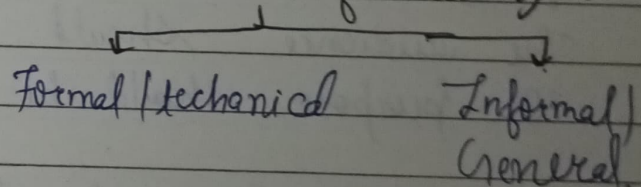


### # Types of Communication :

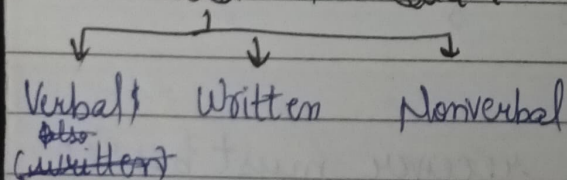
(i) Based on parties :



(ii) Based on formality :



(iii) Based on Media :



# Nonverbal = Graphics, pictures, maps, charts, graphs, diagrams, body language, voice qualities.



Note: Non verbal communication can be independent of verbal communication but verbal comm. is dependent on non verbal comm.

Forms of Non Verbal Comm.  $\Rightarrow$

- 1) Kinesics: Study of body language
- 2) Para linguistics: Communication from vocal expressions to convey meaning. (voice softness, loud and accent)
- 3) Haptics: Touch
- 4) Proxemics: Physical distance
- 5) Chronemics: using time as a factor.

Others:

\* Mass Communication:

\* Interpersonal  $\Rightarrow$  having one on one communication with other person.

\* Intrapersonal = having conversation within oneself.

# Flows of Communication:

- (i) Upward (ii) Upward (iii) Horizontal
- (iv) diagonal or cross communication

# Barriers to Communication =

1) Physical Barrier =

defects in the medium or channel.  
Noise in environment.  
too much information.

2) Semantic / language Barrier =  
Multiple meanings of words.  
using technical terms.

- ③ Socio|Psychological Barrier :
- Emotional Capacity of initiator and receiver can be a barrier in encoding and decoding both.
- Self centred attitudes.
  - Group identification.
  - Selective perception
  - defensiveness
  - Status block
- ④ Organisational Barrier :
- ⑤ Intercultural Barrier : ( cultural slangs, references, values)