**INSTITUTE OF ACCOUNTANCY ARUSHA.**

**INDIVIDUAL ASSIGNMENT**

Module: BUSINESS COMMUNICATION

Program: BCS

Semester: ONE

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**Question:** Explaining the communication process by using a communication model.

**Example:** A hypothetical conversation between a lecturer and his students in a classroom on examination dates.

1. Sender.

The sender is the source of the message. A sender is responsible for encoding the message he/she wants to convey to the receiver so ensure effective delivery of the message. In our example the sender is the lecturer.

1. Receiver.

This is any party/parties that the message sent by the sender is intended to reach. The receiver has the job of decoding the message sent by the sender so that he/she may get the intended information. In our example conversation, the receivers are the students.

1. Message.

The aim of any form of communication is to deliver a message. The message carries valuable information intended for the receiver. It may be instructions or information that the sender deems necessary for the receiver to have. In our example, the message is the examination date.

1. Feedback.

This is the response from the receiver back to the sender, it may be either to confirm understanding or, to request clarification or, any form of affirmation relevant to the subject of discussion. In our example, feedback might be the students’ response to the lecturer showing that they’ve understood the information conveyed.

1. Noise.

This is any interference that might prevent the receiver from receiving the intended message, it may be literal noise, various forms of distraction or some physical constraint like the inability to hear what the sender is saying clearly. In our example, noise might be the students talking in class, or the inability to hear the lecturer clearly.

1. Medium.

This is the environment through which the message is transferred from the sender to the receiver. The message might be in written or spoken words through various mediums like face to face conversations, a phone call, or written announcements. In our example, the medium is the class room.