Describe the ideal communication process and outline the importance of each stages of the process a of the element.

Communication process is described as a series of actions or steps taken to achieve communication successfully. There are several components that make up this process which may include the following.

* Sender
* Encoding
* Medium / Channel
* Receiver
* Decoding
* Feedback

Below are the stages of the communication process and their importance

**Sender** – Refers to a person, group or organizations who develops the idea to send information to another part or parties.   
In this case, the sender must organize their idea(s) in a way that they imagine will make sense to the recipient, it may be words spoken or written, gestures, which language to use and the tone which they will use.   
The sender’s message is also likely to be influenced by their experience, attitude, skill, knowledge, perceptions, culture, gender sensitivity, social status, inferiority complex or superiority complex matters.

The sender is very cardinal as they are the originator of the whole process, their conveyance of idea after encoding it into a message sets the communication wheel moving, or creates the first step in the ladder of communication.

**Medium –** Is the tool or way which the sender will use to transmit the message which may either be oral through word of mouth, radio, television, landline and mobile phones or written communication through Shot Message Service (SMS) on mobile phone, emails, letters by hand or through the post office.

* There would be no communication were the means of transferring it does not exist, that is the bigger reason the sender has to pay particular attention to selecting the.   
  Imagine a sender who wishes to talk to a talk to someone from a different country, and choses face to face kind of communication without either them or the receiver travelling, communication will never take place because the. It is very important to pick the right medium or tools to use to achieve effective communication.

**Channel** of communication is the way in which the message flows such as across, upwards and downwards.

* Understanding how to organize and send the information will help the sender to achieve the goal they wish to get from the message. Especially in organisations were the flow of information is either downward (from management to subordinates) or upward (from subordinates to superiors), the channel has to be carefully be put in thought before communication is started by the sender.

**Noise** – Is the element that takes place during communication which aims to distort, disturb or completely distracts the whole process and makes it receiver to miss the correct information or message sent. Some of the things that may be describe as noise in this context may be the receiver not having an open mind and rejecting new ideas, the sender being harsh or using a tone that intimidates the receiver, the receiver, lacking sufficient knowledge and skill to decode the message, the receiver being prejudicial or stereotypical or too critical of the sender.

**Receiver** – Is the one who’s the message is targeted to and the once who decodes the message. The receiver’s handling of the message maybe influenced by the either their knowledge, attitude, skill, position in the organisation, emotional state, the environment or the tone used by the sender, the attitude of the sender, the level of knowledge by the sender, the language used by the sender, the authority of the sender. In-fact, the receiver will most like wish to ask questions, but if they are intimidated by the authority of the sender, they may find it difficult to ask for clarifications and may end up distorting and giving a response that is not appropriate.

* The receiver is also very important as they are tasked with the responsibility of getting the senders’ message, translating it to something meaningful with little or no distortion and send a response that the sender expects.

**Decoding** – Is the translating of the received information into something that one can comprehend. Say for example, person A nodes his heard for person B, if person B does not decode or interpret the message well, he won’t be able to respond or he will respond in a way that is not relating to the nodded head.

* The receivers’ importance lies in that they will finally use their attributes such as knowledge, skill, experience, e.t.c to translate the message which may have come in as verbal or none verbal.

**Feedback** – unless the communication is linear, one way, a reaction or feedback is expected of the from the message receiver. It is the final link in the process of communication.

This feedback may take many forms, sometime even no response maybe the exact response the sender excepted or anticipated from the receiver.

Encoding (Creating a message)

Message

Sender –

Receiver

Decode

Translating the message

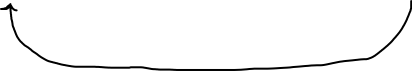
Noise/ Distractions

Sender Medium/Channel Receiver

Face to face, Phone, Email, Letters, Signs & Symbols

Feedback /

Reaction



The importance of giving feedback is that it will