

## - COMMUNICATION PROCESS -

The communication process refers to a action or steps taken in order to successfully communicate. It involves several components such as the sender of the communication, the actual message being sent, the encoding of the message, the receiver and the decoding of the message.

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### 4- Medium -

The medium is the path, channel or manner through which encoded message is transmitted to the receiver. It may be in written form, face to face talk, telephone, letter, Internet



### 5 - Decoding ~

Decoding is performed by the receiver. It means attaching meaning to the message. The encoded message is converted into language to understand. The message should be understood in the same way in which it has been sent by the sender.



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#### 6 - Receiver -

the receiver is the person who is getting or receiving the message. the receiver receives the message of sender.

#### 7 - Feedback -

Feedback is the final component and one of the important factor of the communication process.

Feedback is required to complete the process of communication. Without feedback from the receiver communication process is incomplete.



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