

7.8 COMMUNICATION

Communication can be defined as transmission or exchange of ideas, views, message, information or instructions between two or more persons by different means.

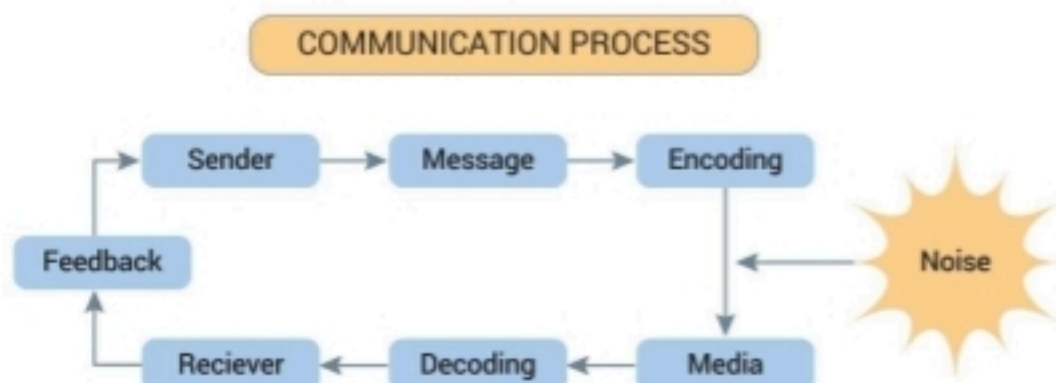
The common means and ways for transmission of ideas are:

- (a) Spoken words;
- (b) Written words;
- (c) Diagrams, pictures or graphs; and
- (d) Gestures.

The communication is a two way process as it begins with sender and ends when the feedback comes from receiver to sender. Minimum two parties are involved in the process of communication, *i.e.*, the sender and the receiver.

7.8.1 Communication Process/Elements of Communication Process

The communication process begins when sender thinks of an idea or message to be conveyed to other person. Then the sender encodes the message, *i.e.*, plans out the words or the language in which the message must be sent to the other party. After encoding the message the sender transmits or transfers the message by using different ways and means. After transmission the message reaches to receiver. The receiver decodes the message to understand the message and give his response or feedback to the sender. When the feedback reaches back to sender then only the communication process ends which means the communication is a circular process which starts with sender and ends with sender.



1. **Sender.** Sender is the person who conveys the message. The communication process begins immediately when the idea comes in the mind of sender.
 2. **Message.** The contents of ideas or message or suggestion which sender wants to share with receiver is called message.
 3. **Encoding.** Receiver cannot read the mind of sender. So receiver converts the idea into a language or other communication symbols such as pictures, gestures, etc. This is known as encoding.
 4. **Media.** It is the way or means through which encoded message has to be transmitted to receiver. The common ways of transmission are phone, letter, internet, message, etc.
 5. **Decoding.** Decoding refers to converting the encoded message into language and understanding the message.
 6. **Receiver.** Receiver is the person who receives the communication and understands the message.
 7. **Feedback.** After understanding the message the receiver sends his response on that idea or message to sender. When response reaches the sender then only communication process ends.
- Noise.** Noise is any element which results in disturbance, distraction or interruption in the flow of information. The noise can be a loud sound made by any vehicle, disturbance in the telephone line, disconnection of line, losing of letter or documents on the way, poor connectivity in the e-mail or internet. Due to noise the message is not conveyed to receiver and receiver is not able to decode the message in the same manner as expected by the sender.