

Communication is a two way exchange of ideas or information between human beings.

Q. Explain the process of Communication components of Communication process?

Ans: "Communication is a process of transmitting verbal and non verbal messages."

Communication is considered effective or the desired reaction or response from the receiver state communication as a two way process of information.

Communication covers a wide topic area. topic as broad as communication would be complex, or too fragmented to be of much use to a leader. We can explain various aspects of communication by giving different definitions, but they would not be unified. The main aim of communication is to explain the process of communication.

Process of communication is explained below:

1. Sender / Writer / Encoder
2. Encoding
3. Message
4. Medium / Channel
5. Receiver / Reader / Decoder
6. Decoding
7. Feed Back

### 1. Sender

(When we send a message, we are the sender)

## Message

1. Communications skills
2. Attitudes
3. Knowledge
4. Position in the social system
5. Culture

These five factors also influence the receiver. There are five verbal communication skills, which determine our ability to transmit and receive messages. Two are sending skills: speaking and writing. Two are receiving skills: listening and reading. The fifth is important to both sending and receiving: thought or reasoning. The extent of the development of these skills helps determine our ability to communicate verbally. The effectiveness of our communications is also determined by our ability with nonverbal communications skills. A stern look of disapproval from the group leader readily communicates to the group member receiving the look that something he said or did was not well taken.

## 2. Encoding

When we decide to convey our message, we develop some ideas in our mind. Encoding is a process of putting such ideas into words, symbols, gestures or other forms of expression. We should compose our message in such a way that the words, symbols and other expression are easily understandable by the receiver. Otherwise he may not be able to understand and conceive the message.

## 3. Message

(Message is the main part of the communication process and needs much consideration of the sender.) Composition of a message has great importance. (Message is the soul of whole communication process.) The sender should be very clear about the message and all the important contents. If the message is not clear, it may cause confusion between sender and receiver.)

Language of the message should be clear and easily understandable. Rosy phrases and verbosity should not be used. Careful planning of message is necessary. Irrelevant details must be avoided. The message should be to the point and relevant.

The message is what the sender attempts to transmit to his specified receivers. Every message has at least two major aspects: content and treatment.

The content of the message includes the assertions, arguments, appeals, and themes which the sender transmits to the receivers. For instance, community leaders may wish to send a message to community organizations appealing for financial support for a new swimming pool. The content of the message may include the results of a survey showing the need for a new swimming pool, the proposed plan for the new pool, the costs involved, and the appeal for financial support.

The treatment of the message is the arrangement or ordering of the content by the sender. In the above example, the community leaders can arrange the content in many ways. The receiver is likely to be more receptive to the message, however, if the sender talks about the survey illustrating the needs prior to talking about the costs and making the appeal for financial support.

The selection of content and the treatment of the message depend upon our communication skills, attitudes, knowledge level, our position in social systems, and our culture. The selection of content and the treatment of the message we use also depends upon our audience and their communication skills, knowledge, attitudes, social position, and culture. A doctor, for example, would probably select different content and treat the message differently when talking about the same subject to two different audiences; i.e., his fellow doctors and a group of community leaders.

#### 4. Medium / Channel

Medium or channel is the method of sending the message. Choice of medium has great importance. (Medium is the channel or source through which we send our message.) It depends upon the nature, situation or urgency of the message. For fast communication we may prefer the oral media like telephone, fax, telegram, e-mail, telex etc. For record, written media like letters

are used. The choice of method depends on cost, security, urgency, and recipient etc.

(Social scientists recognize two types of channels:

1. Sensory channels based on the five senses of sight, sound, touch, smell, and taste.
2. Institutionalized means such as face-to-face conversation, printed materials, and the electronic media.

Social Scientists have generally found that the receiver's attention is more likely to be gained if the sender uses a combination of institutionalized means using two or more sensory channels. Suppose, for example, someone tells your group that the quality of education in your community is not as good as the public is led to believe. If your group can discuss the problems face-to-face with school administrators during visits to the school (sight and sound) as well as hear about them through institutionalized means such as television and newspapers, they are more likely to pay attention to the message!

When applying the multi-channel concept to real situations, you need to consider the three basic institutionalized means and a minimum of two of the sensory channels, specifically sight and sound!

Face-to-face conversation has the greatest potential for getting the receiver's attention. It should be the primary institutionalized means used by leaders in sending messages to their group members. However, leaders should supplement face-to-face conversation with other institutionalized means and sensory channels in their continuing effort to gain the attention of their group members.

## 5. Receiver

The receiver of the message is the reader or listener also known as decoder. Receiver is also important like sender in communication process. He plays an important role by receiving message and sending reply in the shape of sending of feedback. While composing the message, needs of the receiver should be kept in mind.)

The receiver must attend to, interpret, and respond to the transmitted message. The goal of communication is reached when the receiver accepts the sender's message. Attention and comprehension are the means the receiver used to attain the goal of acceptance of the message.

Attention is the process by which the receiver tunes in on a message and listens to it, watches it, or reads it. The sender must consider his receiver and treat the message in such a way that the receiver's attention is more easily gained and retained.

The sender can do much in deciding on his content and treatment of the message to gain the receiver's attention and comprehension. However, he has little control over the receiver's acceptance of the message. One consideration required at this point is to note that receivers are more inclined to accept message contents, which agree with their previous attitudes. The sender has a less difficult task if his message agrees with the receiver's attitudes. If the receiver disagrees with the sender's message, acceptance is less likely.

### ✓ 6. Decoding

When the message is received, the receiver assigns certain meaning to it. The process of translating words and symbols is called decoding. It is necessary that the words /symbols used in the message have similar meanings for both sender and receiver, otherwise the decoder will fail to decode the symbols and words used in the message into meaningful words.

### ✓ 7. Feed Back or Response

Feed Back is an essential part of successful communication. Feedback provides continuity in the communication. It indicates effective understanding or misunderstanding of the message. It also enhances further communication and discussion. Both sender and receiver feed back. It can be oral or written. Sometimes silence is also used as feed back.

Feedback is the sender's way of determining the effectiveness of his message. During feedback the direction of the communication process is reversed. When providing feedback, the original receiver

opinions. People react well to a message if it agrees with their views or if it is favourable or desirable. Their response may be otherwise if the message fails to accommodate their interest. A person's own interest and attitude are important but, more important is to keep in mind the receiver's possible reactions. Incorrect or inadequate (جگ) information can never serve the purpose of communication. Very often, the rigidity or close-mindedness of the receiver makes him unable to understand the intended meanings of the message. Similarly, the credibility (جایلی، مکمل) of the sender is also very important in this regard and it helps the receiver to understand the meanings of the message.

Life's stresses also affect our ability to send effective messages and colour our responses when we receive them.

## NON-VERBAL COMMUNICATION

### Definition:

Communication without the use of words, is called non-verbal communication. In contrast, verbal communication involves words. Side by side with the verbal communication i.e. written or oral, exists the non-verbal communication i.e. without words. This form of communication is as important and common as the verbal one. It may sometimes contradict the verbal message or express it very accurately. Words are relatively easy to control; body language, facial expressions and vocal characteristics are not. By paying attention to these non-verbal cues, we can detect (تکذیب) deception (مُنْدَهِب) or affirm a speaker's honesty. We have more faith in non-verbal cues than we do in verbal messages. Sometimes non-verbal communication is preferred to verbal or written communication.

Depending on the nature of a message, non-verbal communication can express one's feelings more accurately than the spoken or written language.

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## THE TYPES OF NON-VERBAL COMMUNICATION

### COMPONENTS OF NON-VERBAL COMMUNICATION

Non-verbal communication may be done by means of the following:

1. Appearance and Surroundings
2. Body Language
3. Silence, Time and Space



#### 1- Appearance and Surroundings

Appearance or the format, neatness or language of the message affects the receiver's attitude even before he receives the message. Appearance includes personal appearance and the appearance of the surroundings. It has a positive or negative effect on the receiver's attitude towards the message.

Personal appearance includes clothing, style, complexion, posture, stature, jewellery, cosmetics which convey impression regarding occupation, nationality, social and economic level etc.

Aspects of surroundings include size of the room, location, furnishings, machines, architecture, wall decorations, floor (carpeted or bare) lighting, windows and other related features wherever people communicate orally.

#### 2 - Body Language (Kinesics) (جسمی حرکات و مکنات)

Body language includes the facial expressions, gestures, posture and movement, smell and touch and voice and sounds.

All these things exercise definite influence on the receiver and determine his attitude toward the message conveyed. They are discussed below:-

### a) Facial Expressions

The face and eyes are specially helpful in conveying the message non-verbally. It is said that face is the index of mind. Our face and eyes reveal (تکشی) our hidden emotions including anger, love, hatred, fear, joy, surprise, confusion, respect, superiority, uncertainty and others. By smiling, shaking hands, nodding the head, and by raising or lowering our eye-brows, we can express our approval (پذیری) or disapproval of things. Successful speakers always maintain more eye contact than the unsuccessful ones. But it has to be reasonably controlled and sufficient to convey one's message effectively and gainfully.

### b) Gestures, Posture and Movement

Gestures and movements of a person reflect his state of mind. One can easily judge from the gestures and movements of a person if he is confident or nervous (بے اطمینان). It is said that actions speak louder than words. They are the silent expression of a person's feelings. Handshakes reveal attitudes. Gestures may be warm or cold.

The posture of a person projects his personality. It conveys his self-confidence, status and interest. The way a person stands, sits, leans or shifts, expresses his interest in the matter under discussion. An unbecoming (بے ادب) and awkward posture sends a bad signal. Contrary to it, a relaxed posture wins the approval of the people. An interested listener may lean forward toward the speaker; one who is bored may lean away, slump, or glance at the clock. Therefore, one should avoid such postures and movements as can cause a bad impression on others.

### c) Smell and Touch

It has been observed that different odors and smells sometimes convey the emotions of the sender and sometimes

affect the reactions of the receiver, especially if the receiver is sensitive to scents.

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Similarly, the touch of a person can convey warmth, comfort, friendship, love, approval, hatred, anger, etc. Even the most casual contact can create positive or negative feelings.

#### (d) Voice and Sounds (Paralanguage):

The quality, volume and pitch of voice and the extra sounds a person makes while speaking are also a very important part of nonverbal communication. The voice of a person can tell you a great deal of the speaker's emotional state. A loud voice is indicative of urgency or anger; a fast speech may suggest haste or nervousness and inarticulate sound may reduce credibility; and a sudden variation may sound artificial or overly dramatic.

The speaker should use effective pitch, speak expressively instead of being monotonous and use a warm and pleasant tone to speak slowly enough so that he may be understood easily.

#### 3 - Silence, Time and Space:

Silence, time and space communicate very accurately and effectively. If a request is met with silence, it may arouse confusion or frustration. Similarly, time and space are very important factors. Time taken by a person in making a response is important in many ways. For example, time spent in waiting and also waiting in an empty space, may have their own effect on the receiver.

The space maintained between the two communicators indicates their status and position. Distance between two persons also speaks of how far close or intimate they are with one another. Space may be described in terms of public space, social space, personal space and intimate space. All these