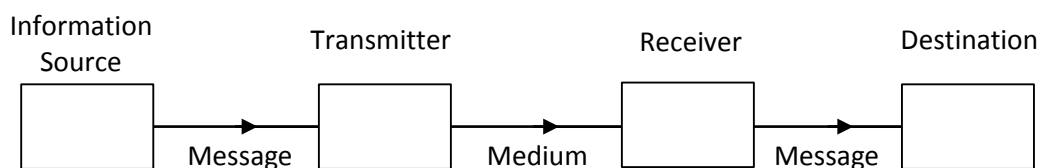


**Discuss the model and components of communication.**

In simple words, exchange of ideas, information, news or other messages between the speaker and the listener is called communication. Communication can take place in both oral (spoken) and written form. While oral and written communication have their own comparative advantages and disadvantages, written communication is more challenging than oral because the writer/speaker cannot get immediate feedback from the listener/audience. This makes the writer unable to know if the message has transferred successfully or not. In all forms of written communication, the writer should be more responsible and careful for successful communication.

The writers can achieve successful communication if they pay attention to the basic components and purpose of communication. Some experts of writing and communication have even made models of communication, that include basic components of communication, and that show how and where the message can leak out.

In all communications, there is some message to be transferred. Therefore, message itself is the first component of communication. The message, in turn, comes from some source. So; information source as another component, can be included in the model of communication. Now a message or information that comes from a source is transferred to the **listener or audience or receiver** by a writer or **speaker or transmitter**; both of which are again other components illustrated in a model of communication. The communication takes place through a medium, and after its transfer, it should bring about the desired effect. The following diagram keeps all these components in place and makes the communication process clearer:



This diagram is based on radio transmission system, but all language works in a similar way. As the figure illustrates, the first step in communication is to make or formulate message that accurately reflects or matches the source. Often, the message may not match the original exactly. After the writer successfully formulates the message in appropriate language and style, then the message is transmitted. While sending the message to the receiver, the sender should be able to 'tune-in' in the receiver to the message. For this, the writer or should identify the problems that the receiver may face while receiving the message. Therefore, the message should be simple and clear enough to understanding, according to the level of the audience.

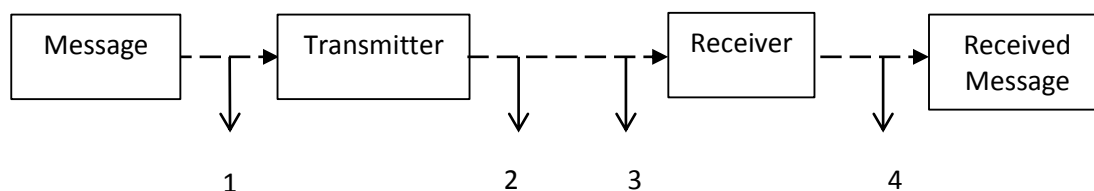
In written communication, there is no immediate feedback from the listener. The writer can solve this problem by having the readers' types constantly in mind while writing. Sometimes, the purpose of communication is not ended simply after the message is received and understood. for example if the message is a series of instructions to handle or use an instrument, the receiver must be able to

carry out the activities. If the receiver can do it, then the message can be said to have produced the desired effect that completes the process of communication.

***What does 'noise' in technical communication mean? At what stages does it obstruct communication? What are its sources; and how can it be minimized?***

'Noise' refers to anything that obstructs, disturbs, or creates barriers to successful communication. Noise can be physical, psychological as when the listener lacks interest and attention to receive the message; or it can be caused by complex style, confused arguments, unnecessary details or information included in the report. In written communication, the onus (responsibility) for reducing noise and for achieving successful communication falls upon the writer.

In order to establish successful communication, a writer should pay attention to the stages in which noise can hinder communication; and its possible sources. The following figure shows the places where noise can reduce the effect or intent of the message in the process of communication:



As the figure shows, the first source or stage of noise is in the process of handling or formulating a message by the transmitter himself. The writers should encode (write) the message in a clear, simple, logical way. Often, it is helpful to first prepare rough drafts or outlines before actually producing final documents. The author should also select data and arguments, rather than telling everything that he knows or has collected, in accordance with the purpose of the text or document. Both transmitter and message can produce noise, which are interrelated. The message, that is the text or the document, can create noise if it does not use correct spellings, neat type and printing; and neatly organized design, layout and binding. For this not to occur, the transmitter should be careful at every stage.

After the message is ready, it is transmitted. This is the stage where most of the information is leaked out. This is the place where noise hinders the most. To avoid such situation, the writer should carefully examine the level of knowledge of the reader, their interest, enthusiasm, attention and the situation in which they shall read the text. Considering all these facts, the writer should unload information at appropriate rate. The readers cannot give maximum concentration without break for long periods, so key points should be repeated. At every point, the writer should write keeping in mind the comfort and convenience of the readers.

On the part of the readers, they should not keep any type of bias or prejudices, which are causes of noise, toward the writer. As far as possible, they should not read documents in situations of physical and mental stress. They should pay as much interest and attention as possible. Then the message received by the receiver is stored into mind which completes the process of communication. Sometimes, only reception of the message does not fulfill the purpose of communication. In this situation, the message requires the receiver to act in accordance with it as in instructions. If all these things are meticulously (carefully) and successfully completed, very little information is leaked out because much of the noise is controlled.

***Write a short note on the principles of communication.***

Communication means successful exchange of ideas, views, information or other messages between the speaker and the listener. But the writers, especially in the field of science and business, often forget that they are preparing a document to communicate information. They think that their job is complete when the information is collected. Therefore, the first principle of communication is that the job of a report is to communicate reader. For the successful transfer of ideas and information to other people, writers should think of their paper or document and the language as means, not the end. They should write in language suitable to readers, choose the level of difficulty appropriate to readers and organize their material logically. Because communication involves interaction, the writers should think they are interacting when they write something. They should use their knowledge of their audience's need and should consider the factors that affect communication. All these considerations that make the communication effective are called the principles of communication.