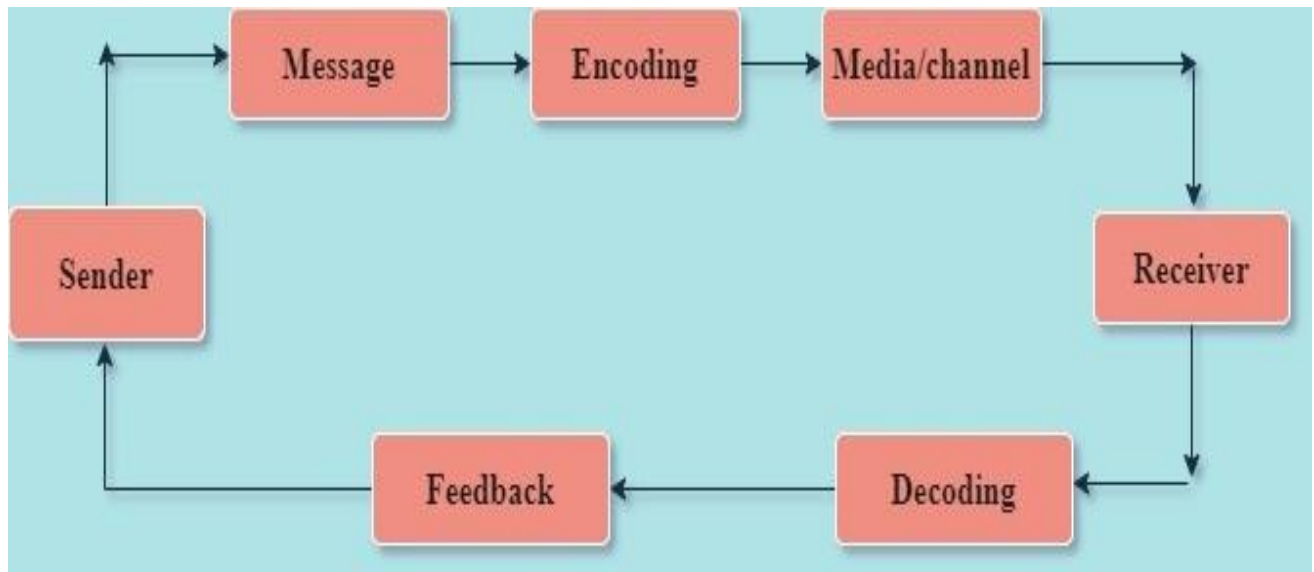# Components/Elements of communication:
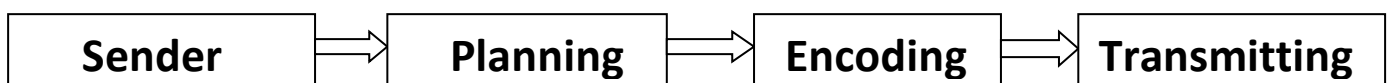


Process of communication starts with sender and comes to an end with the sender of the message. Hence it is also as "cyclic process."

Elements of communication are as follows:

1. **Sender/Encoder**:-The person who initiates process of communication. His role is planning, encoding and transmitting message through proper channel. The success of the communication depends on the function of the sender, the knowledge, ideas and thoughts and the message should be understandable to the receiver.
Sender's role:-Role of sender is Planning, Encoding, and transmitting

| Sender | ⇒ | Planning | ⇒ | Encoding | ⇒ | Transmitting |
|--------|---|----------|---|----------|---|--------------|

**Planning:-**When any ideas come in to the mind of sender, it may come in an organised manner. Therefore the sender has to put all the ideas into an organised manner by deciding the purpose of his communication, and plan the message accordingly .While planning sender should consider average intelligence, education level and interest of receiver.

**Encoding:-**The word 'encode' refers to the process of converting plain text into code or easy language. Code means a system of signals or a series of symbols, characters, knowledge, in a language understandable to the receiver.

The process aims at making message easy to understand in an effective manner. For effective communication the sender has to send his messages in a proper code understandable to the receiver.

**Transmitting:-**The sender is expected to the transmit message in an effective way. The sender selects proper channel for transmitting his messages. The channel may be Verbal or Non-verbal. Verbal consists of oral and written communication. Non-verbal consists of body language and graphic language. Oral messages can be transmitted by face-to-face or by using electronic media.
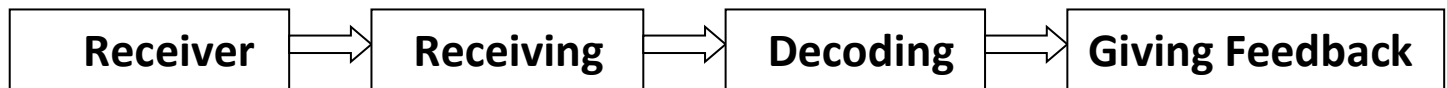
**2. Message: -** The information which is sent or received is called the message. The message should be simple and clear so that it can be easily understood by the receiver. Messages can be in the form of instructions, feelings, knowledge .When sender organizes these thoughts and ideas in a proper format to be transferred to the receiver, and this structured form of thoughts and ideas is called as the message.

**3. Encoding:-''The process in which the sender puts his/her ideas in some understandable code and forms the messages is called as encoding''.**The word 'encode 'refers to the process of converting plain text into code. Code means a system of signals or of symbols, character, knowledge, in a language understandable to the receiver. Encoding points towards a few necessary steps before the sender actually starts sending the message .Presenting the message in an attractive and effective way is called as encoding. For effective communication the sender has to send his messages in a proper code understandable to the receiver.

**4. Media/Channel:-**The media through which the message is sent or received is called as the channel. The most commonly used mediums for communication include verbal, non verbal. Electronic and mechanical Medias can be used for sending messages. For transmitting the message, some kind of medium or channel is essential. It may be face to face message, a conversation or a written or typed matter or simply some sort of gestures. The channel bridges the gap between the source and the receiver. A letter may take a few days to reach its destination.

**5. Receiver/Decoder:-**The person who receives the message is called as the receiver .For successful communication the receiver has to receive, interpret or understand the message. Effectiveness of the feedback depends upon the capability of the receiver to decode the message.

Role of receiver:-

| Receiver | → | Receiving | → | Decoding | → | Giving Feedback |
|----------|---|-----------|---|----------|---|-----------------|

During the communication process both the sender and the receiver need to take an active part. Both of them have an equal responsibility towards making communication effective. The receiver has to perform the following functions:

**Receiving:-**The receiver has to receive the message sent by the sender. The receiver should also understand the purpose of communication. The message has to be received with open mind.

**Decoding:-**Decoding is the part of receiver. Decoding is understanding the intended message sent by the sender. Decoding of written message requires reading and comprehending the meaning. For decoding oral message the receiver should pay attention to listening what the sender is saying.

**Feedback:-**It is the duty of receiver to send or give feedback to the sender. Without feedback the communication process remains incomplete. Response given by the receiver to the sender is called feedback. Through feedback the sender knows whether his message is understood by the receiver.

**6. Decoding:-**It is the process of understanding the message. It is done by the receiver. The process of translation and interpretation of codes and words used in the message is called decoding. Decoding of written messages requires reading and comprehending the meaning. For decoding the oral messages the receiver should pay attention to listening what the sender is saying. The receiver has to listen to the message carefully and understand the same. The receiver has his own level of understanding, for decoding he also uses his previous knowledge.

**7. Feedback:-**Feedback is the response or reply given by the receiver. It is the most important and final link in the communication cycle. The process of

communication remains incomplete if there is no response from the receiver. The sender expects the receiver to show some response or reaction .Feedback is the knowledge of the result of communication, which can be useful in undertaking or modifying future communication. Feedback can be of two types:-Negative and positive feedback

**Negative feedback**:-Negative feedback tends to raise a person defense. It also helps the sender what   NOT to do in future messages. It also helps in designing simple messages.

**Positive feedback:-**It focuses on telling sender what to do; it can be used to guide future behaviour. It also helps to develop relation of understanding among communicators.