



BAHRIA UNIVERSITY (KARACHI CAMPUS)

Communication Skills (HSS- 118)

Assignment 03

Spring 2023

Class: BSE 2B

Course Instructor: Sir ADNAN AHMED

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Registration #: 81962

Question: Discuss the communication process in detail along with pictorial presentation. From Sender to Receiver ----- feedback.

Answer:

The communication process is a fundamental aspect of human interaction, enabling the exchange of information, ideas, and emotions between individuals. It involves various components and steps, ensuring effective and efficient communication. Let's discuss the communication process in detail, along with a pictorial presentation.

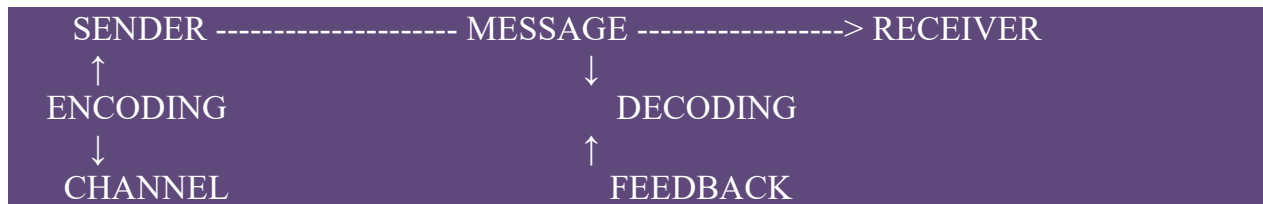
The communication process can be divided into the following key components:

- 1) **Sender:** The sender is the person or entity who initiates the communication process. They have a message to convey to the receiver. The message can be in the form of verbal, written, or non-verbal communication.
- 2) **Encoding:** Encoding is the process of converting the message into a form that can be transmitted to the receiver. It involves choosing the right words, symbols, or gestures to effectively convey the intended meaning. The choice of encoding depends on various factors such as the receiver's background, language, and cultural context.
- 3) **Message:** The message is the actual information or idea that the sender wishes to communicate. It can be a simple or complex thought, an instruction, a question, an emotion, or any other form of communication content.
- 4) **Channel:** The channel refers to the medium or method used to transmit the message from the sender to the receiver. It can include face-to-face conversations, telephone calls, emails, text messages, video conferences, social media platforms, and more. The choice of the channel depends on factors such as the urgency, complexity, confidentiality, and the sender's and receiver's preferences.
- 5) **Decoding:** Decoding is the process in which the receiver interprets and understands the message sent by the sender. It involves extracting the meaning from the encoded message using language comprehension, cultural understanding, and contextual knowledge.
- 6) **Receiver:** The receiver is the person or entity for whom the message is intended. They receive the message from the sender and process it through decoding. The

receiver's understanding of the message may depend on their prior knowledge, perception, and ability to comprehend the sender's encoding.

- 7) **Feedback:** Feedback is an essential element of the communication process. It allows the receiver to respond to the sender and provide their understanding or reaction to the message. Feedback can be verbal, non-verbal, or written and helps ensure that the message has been accurately received and understood.

Here's a pictorial representation of the communication process:



In this representation, the sender encodes the message and transmits it through a chosen channel. The receiver then decodes the message and provides feedback to complete the communication loop.

Communication can be influenced by various factors, such as noise, cultural differences, language barriers, and personal biases. These factors can impact the effectiveness of the communication process, emphasizing the need for clear encoding, effective channels, active listening, and continuous feedback to ensure successful communication.

Feedback plays a crucial role as it enables the sender to assess whether the message was understood as intended, and it allows the receiver to seek clarification or provide their perspective. This feedback loop helps in minimizing misunderstandings and improving the overall quality of communication.

So, the communication process involves a complex interplay of elements, requiring active participation and understanding from both the sender and the receiver to achieve effective communication.