

Assignment :-

Process of Communications-

'The transmission and interchange of ideas, feelings or actions is known as 'process of communication'

Process of communication is a full cycle of events from sender to the receiver and back to the sender. The process of communication begins with the sender wants to transmit a fact, idea opinion or other information to the receiver and ends with receiver's feedback to the sender.

The main components of communication process are Sender, message, channel, receiver and Feedback etc.

The Definitions of process of communication are as follow:-

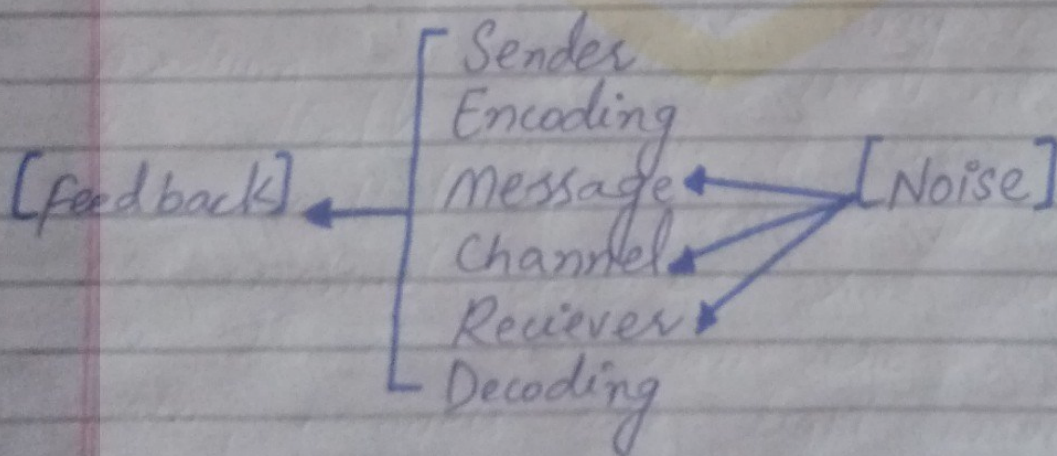
- Robert Kreitner :-

"Communication process is a chain made up of identifiable links. The chain includes sender, Encoding, Message, channel, receiver decoding and feedback."

• According to S.K Kapur:-

"The communication process is the method by which the sender transfers information and understanding to the receiver."

The brief description of the main components of communication process are as follow:-



2. Sending / source / Sender :-
The process

of communication start with a sender, the person who has an idea and wants to convey it to the receiver. In other words, we can say that the person with ideas to share is called sender. The formation of idea is the first step of communication. So, communication process begins with the sender. A sender is also called a source. A source may be an individual or a communication organization.

2. Encoding:-

The conversion of the idea into message by verbal or non-verbal method is called Encoding. While encoding a message one needs to consider will be the interpretation of the message. This process of converting the thought of the sender into message is encoding. Encoding can be defined as transforming an abstract idea into a communicable message. This is done using words, symbols, pictures etc.

3. Message / Idea:-

It is an important part of communication. Message is the context that sender wants to convey. A message could be verbal or non-verbal. The thought, idea, emotions or anything that the sender wants to convey is called message.

The idea / message has variety of forms:-

- It may exist in the form of ink marks on papers, letters on the blackboard, numbers on the slate etc.

A message is also called an Idea.

4. Channel / Medium:-

The way or medium of sending the message is called channels. A channel is also called a medium. Medium or channel can be oral, written or it can be non-verbal. The main channels are light wave, sound wave, radio wave, Telephone cable etc. The choice of the channel is depends on the

importance of the message to be communication.

Classifications of channels of communications are;

→ Visual channel:-

Facial Expression,
Body language, Posture, Gestures,
Pictures and written words,
electronic mails, mass media etc.

→ Auditory channel:-

Spoken words,
Spoken channels on radio, Sounds,
telephone or mobile communications,
delivering audio context etc.

→ Tactile channel:-

Touch sensation etc.

→ Combined channel:-

Audio visual
media, consoling a person with
touch and spoken words.

5. Receiver:-

The Receiver is the person who receives the encoded message. A receiver may be a single person, group and institution.

on masses. A receiver is also called a Destination.

For effective communication the sender must understand at least three characteristics of receivers, they have abilities, attitudes and experience.

6. Decoding:-

It is the process where the received messages is being understood. When the receiver views or hears the message they do what is termed 'decoding'.

Decoding can be defined as the receiver interpreting the message and coming to an understanding about what the source is communicating.

7. Feedback:-

This is the last part of communication process. After receiving the message, the receiver reacts or responds to the sender. The response can be based on the perfect understanding of the message. This reply from receiver to sender is called 'Feedback'. Feedback may be positive or negative.

* Positive Feedback:-

Positive Feedback occurs when receiver received the desired response based on the clear understanding of the symbol used in the message.

* Negative Feedback:-

Negative Feedback occurs when there is an undesired response of mis-communication.

Feedback may be either Immediate or Delayed.

* Immediate Feedback:-

Immediate Feedback is when the receiver give response or react immediately.

e.g:-

Oral response are immediate conveyed.

* Delayed Feedback:-

Delayed Feedback is when the receiver gives response that takes a lot of time are considered as delayed feedback.

e.g:-

In case of written communication.

Feedback may take some time.

— Noise —

Noise is a term given to anything that disturbs the communication. That is, anything that prevents the audience from receiving the message, the way the source intended to.

Conclusion:-

In short, the process of communication takes place between the sender and the receiver. This process starts with an idea or message by the sender and ends with the feedback from the receiver.

