Process of Business Communication

The communication process involves seven main elements: sender, message, encoding, channel, receiver, decoding, and feedback.
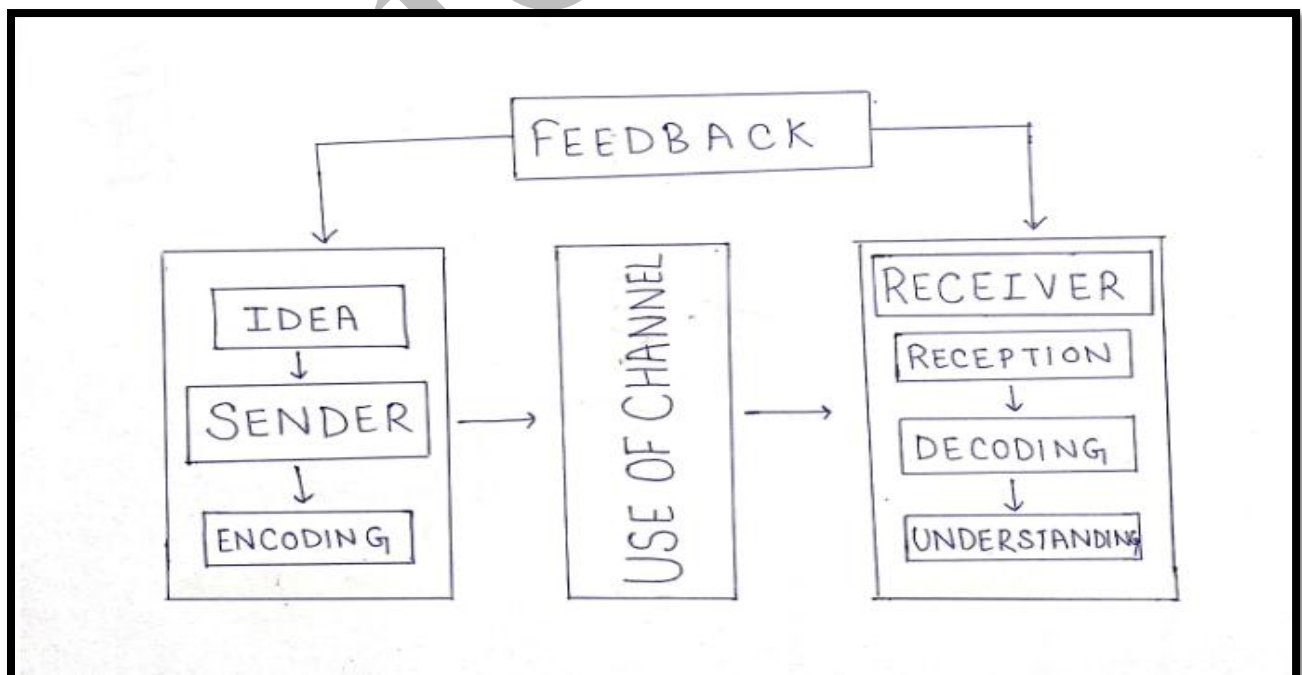
Sender

The sender is the person who transmits a message and is the communicator. He is the one who actually starts the communication process. He wants to convey his opinions, ideas, facts, thoughts, or information to the recipient. He is also called as transmitter of a message.

Message

A message is the actual information to be transmitted. Communication is not possible without a message. A message triggers a response from the recipient. Message can be both verbal and non verbal. The message must be clear, complete and unambiguous.

Encoding

The message generated by the sender is symbolically encoded in the form of words, images, gestures, etc. before being transmitted.

Medium & Channel

It is the manner in which the encoded message is transmitted. The message can be transmitted orally or in writing. The means of communication includes telephone, internet, postal mail, fax, email, etc. The sender decides the choice of medium.

The choice depends on the relationship between the sender and the receiver, as well as the message to be communicated. Other factors that tend to influence the choice of a channel include the severity of the message, the number of recipients, the costs involved and the amount of information.

Receiver

He is the last person in the chain and for whom the sender sent the message. After receiving the message, the receiver has to attach some meaning to it. Then he has to interpret it in the same way and in the same sense that the sender meant it. Only if the receiver is able to do so the communication becomes successful.

Feedback

The return of communication from the receiver to the sender is known as feedback. It is the response, reaction or response to communication. It always goes to the sender. This completes the communication cycle. Therefore, in feedback, the receiver sends his response or response to the sender, indicating that he has understood the message received.