

COMMUNICATION

[Assignment No. 1.4]

Dr Farland defines communication as “the process of meaningful interaction among human beings. More specifically it is a process by which meanings are perceived and understandings are reached among human beings.”

Oxford defines communication as “exchange of facts, ideas, opinions or emotions by two or more people.”

Norman B. Sigband defines communication as “the transmission and reception of ideas. Feelings and attitudes both verbally and non – verbally eliciting a response. It is a dynamic concept underlying all kinds of living systems.”

The process of communication is a process of transfer of information from sender to the receiver. Communication requires a sender, a message and a recipient. We can break down process of communication into 8 parts.

Source-> message -> channel -> receiver -> feedback.

Source: The source is the perpetuator of the message . The source imagines the idea of the message and encodes it in such a way that the receiver can decode it without any problems. This encoding depends on various factors such as the tone of the source, clothing of the source, the intention of the message, etc.

Message: The message is the meaning behind your communication. This meaning is brought about not only by words, but also by the tone of your words, the place of your conversation, and the grammar that binds your words.

Channel: Channel is the medium through which the source decides to send the message. There are various channels of communication for eg. Face to face communication, communication through cellphone, communication over internet, written communication, etc.

Receiver: Receivers job is to listen and interpret the message sent by the source. The receiver may receive the message as intended by the source or they may miss the mark, but nonetheless the action of accepting the source’s message is known as receiving.

Feedback: After receiving the message the response given by the receiver is known as feedback. Feedback helps the source to understand how well the sender has interpreted the message and accordingly allows the sender to either correct any misunderstandings or add any additional information needed for further clarification. Feedback completes a conversation and increases the accuracy of communication.