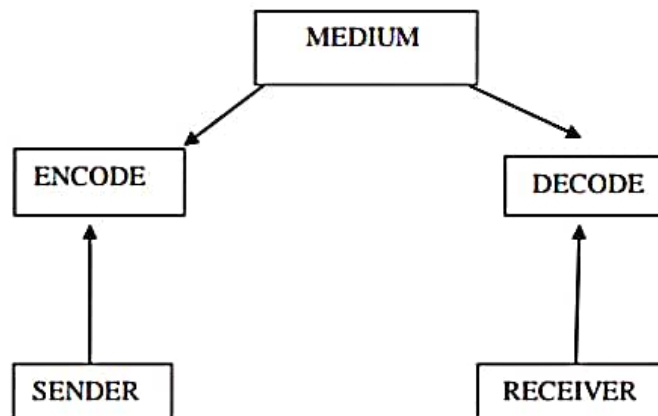


1.2.2 BASIC PROCESS OF COMMUNICATION

Since we have understood what communication is, it is important to know how communication happens between two or more people. The process of communication needs a Sender (the one who initiates the transfer of information), a medium (language: spoken or written) and a Receiver (who receives the information).

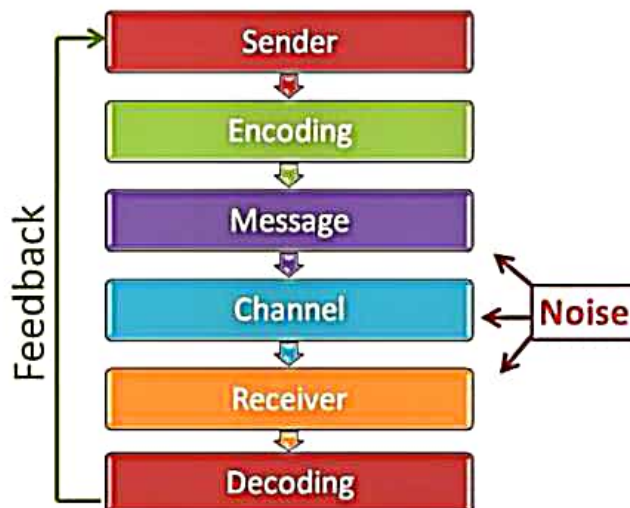
Fig: 1 Basic Communication Process (one way communication)



1. **Sender:** An individual with an idea to be communicated to a receiver.
2. **Encode:** Placing the sender's idea into symbols.
3. **Medium:** The communication vehicle for a message. (Written, electronic, verbal format)
4. **Decode:** Making personal sense from a message on the part of a receiver.
5. **Receiver:** The intended target of a message. The following picture gives us a better idea of the process of one way communication where the sender generates the communication by encoding the message by using a medium (usually a language). Thereby the message is decoded and reaches the receiver.

The above process is the basic type and can also be considered as one way communication. Here observe that the process of communication is initiated by the Sender. It is incomplete and ambiguous (unclear) as the receiver has not responded and there is no way to know whether the intended meaning of the sender has properly reached the receiver or not. One way communication is also dangerous as it leads to misunderstandings and misconceptions (wrong ideas). Thus the process of communication is considered as effective and complete only when the feedback loop (circle) is formed. The following picture gives us a clear idea about how the process of communication gets completed by using both the transmission phase and feedback phase.

1.3 PROCESS OF COMMUNICATION



Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

1. Sender

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication.

2. Message

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

3. Encoding

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

4. Media

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

5. Decoding

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

6. Receiver

He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

7. Feedback

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

8. Noise

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.