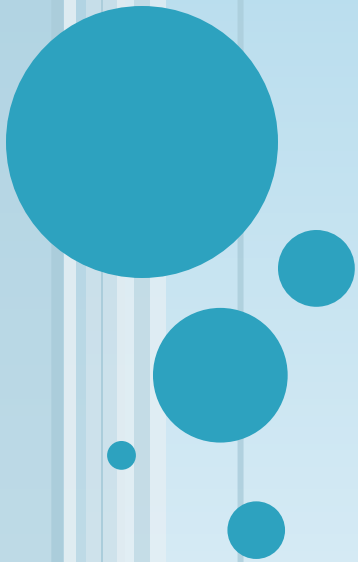


PROCESS OF COMMUNICATION



CONTENTS

- Introduction
- Elements
- Communication Models



INTRODUCTION

- ❑ Communication is an exchange of facts, ideas, opinions or emotions by two or more persons
(W. H. Norman & Summer).
- ❑ The English word “Communication” is derived from a Latin word “communis” which means common.
- ❑ Communication is common understanding through communion of minds and hearts.
- ❑ Communication is the process of sharing our ideas, thoughts, and feelings with other people and having those ideas, thoughts, and feelings understood by the people we are talking with. When we communicate we speak, listen, and observe.

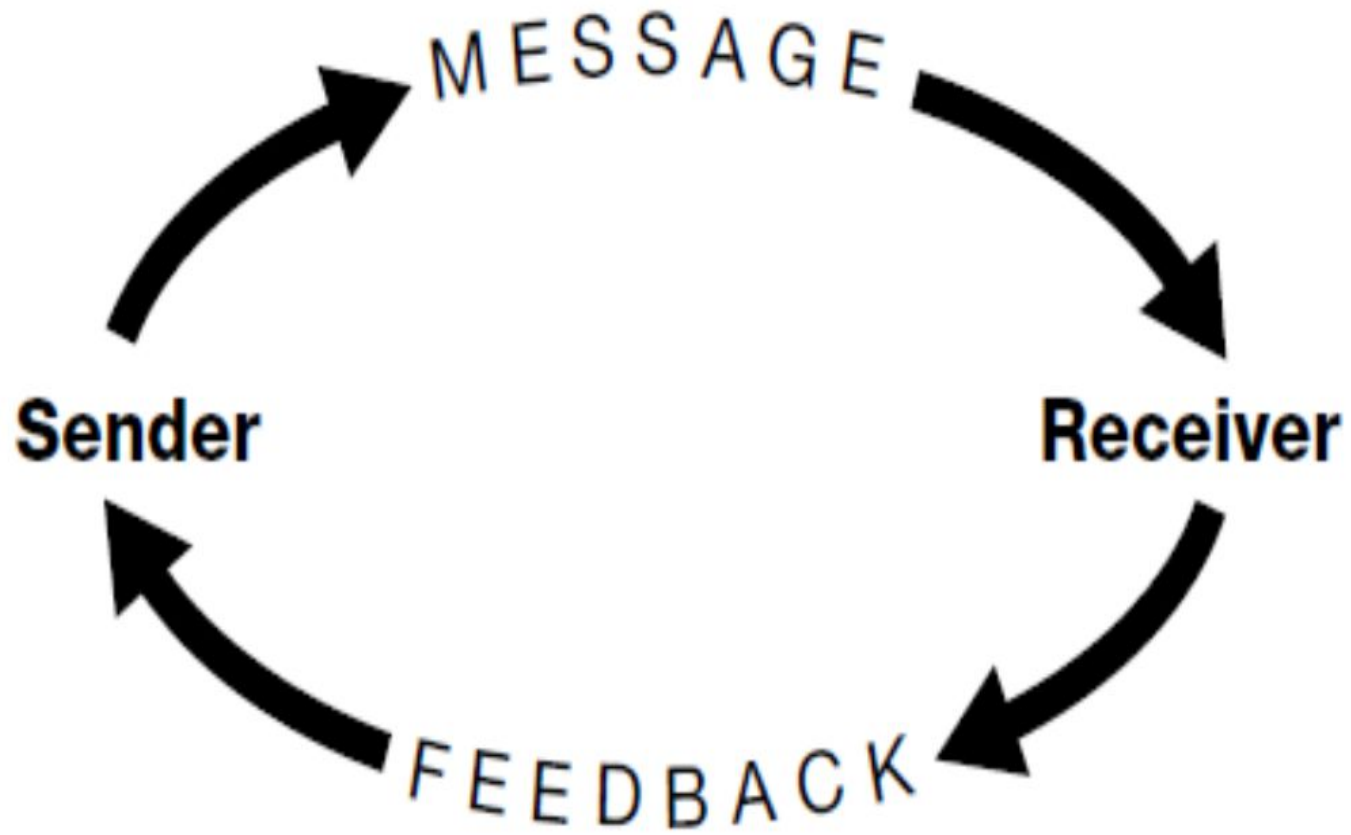


EFFECTIVE COMMUNICATION

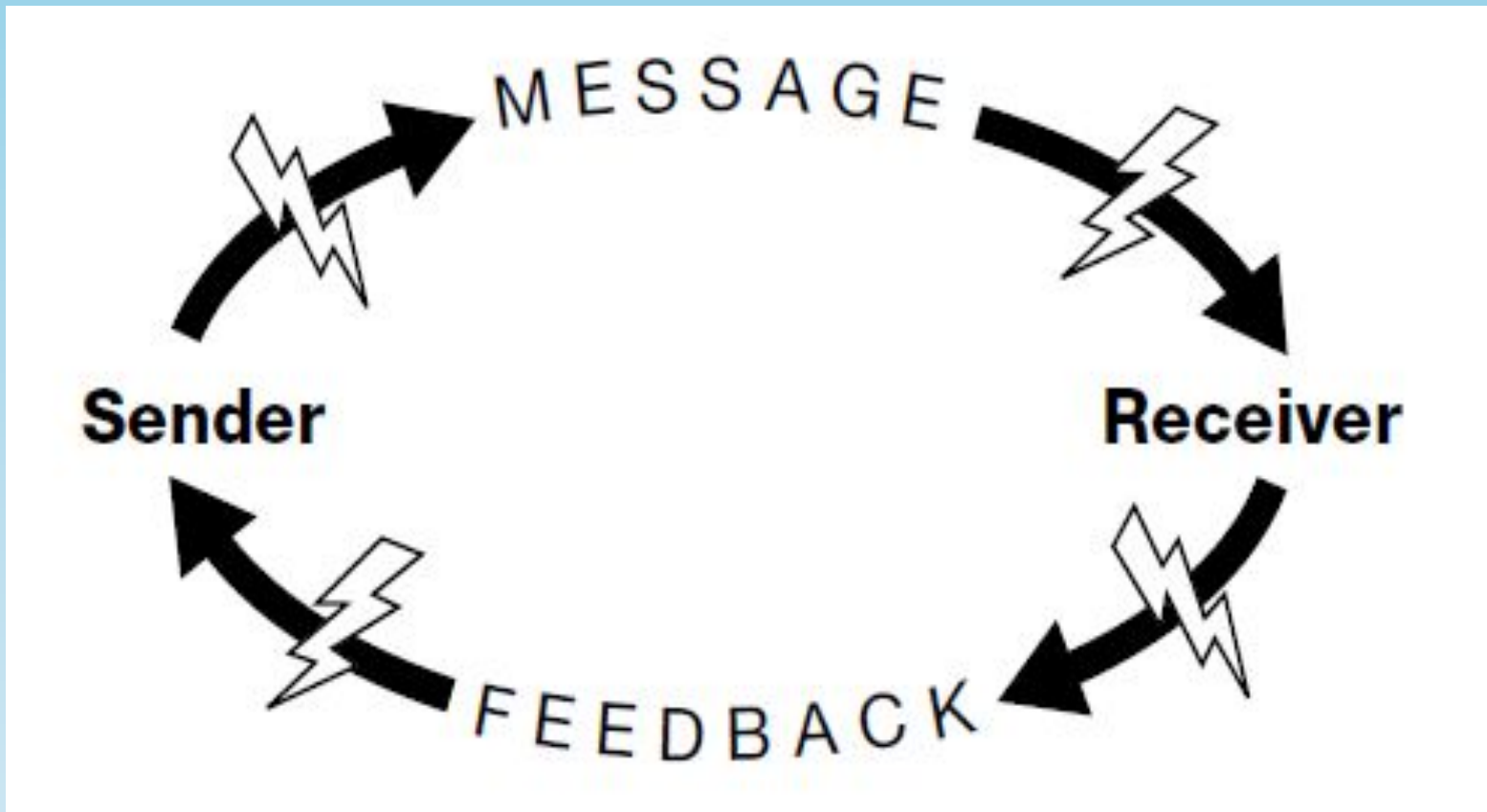
- is to share meaning and understanding between the person sending the message and the person receiving the message.
- The key element is understanding.”



KEY ELEMENTS



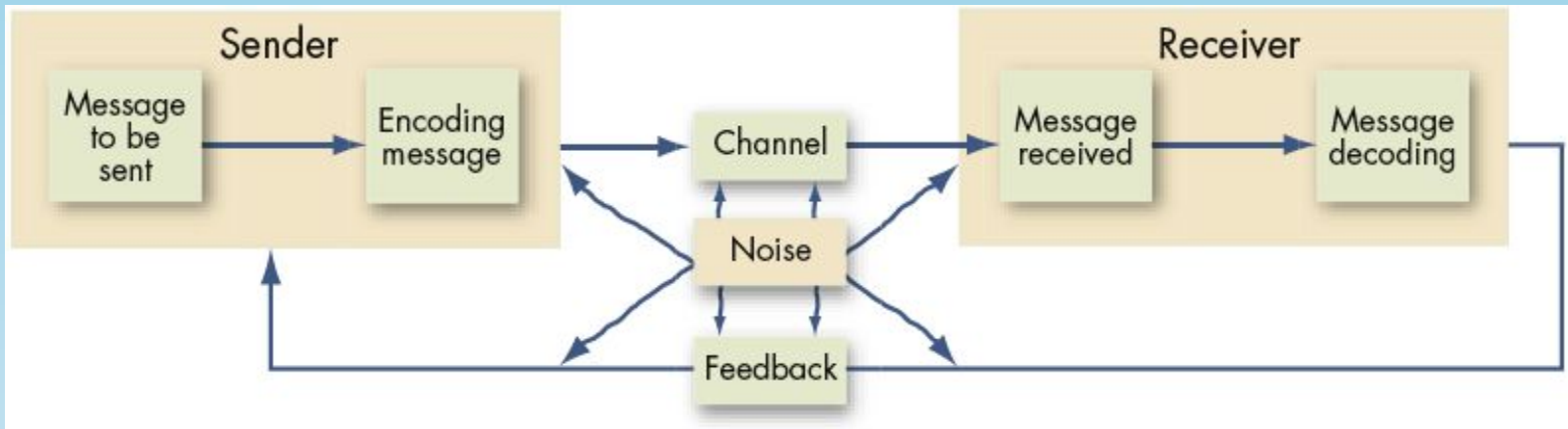
BARRIERS



- There are two types - internal and external.



THE COMMUNICATION PROCESS MODEL



Communication Process

The steps between a source and a receiver that result in the transference and understanding of meaning.



❖ Sender-

Communication process starts with the sender, the person who wants to transmit the message to another person.

- He must be clear about the purpose and the receiver (intended communication has a purpose)
- The sender's functions are clarifying the objectives, encoding the message, choosing the medium and sending the message



❖ **Message-**

Messages can be verbal(spoken or written), non-verbal (photograph, an illustration, a symbol, facial expression)

- The physical form of the idea or information conveyed which can be understood through receiver's sensory receptors.
- Messages are not the meanings but indicative of meanings.



❖ **Encoding-**

To change into a system of sending messages secretly or to represent in a simple or brief way.

- ❑ Symbols (words, signs, pictures, sounds) stand for ideas
- ❑ Symbols must be understood by the receiver
- ❑ Sender and receiver, both must assign the same meaning to the symbols used



❖ Channel-

Medium or Channel used for conveying the encoded message to the receiver.

The choice of medium depends on factors like:

- Urgency of the message
- Availability and effectiveness of a medium
- Relationship between the two communicants



◆ Receiver-

- Decodes the message on the basis of personal experience and characteristics.
- The sender should be aware of receivers attitude and perception.
- The meaning that a receiver gives to the message is influenced by
 - *His/her knowledge
 - *Intelligence
 - *Relation with the sender



◆ Decoding-

The process of converting words or symbols of received message into ideas is called decoding.

- Even if message is received, it is possible that it is not understood in the same sense and spirit, because the receiver decodes it differently.



❖ Feedback-

It is the reversal of communication process in which receiver expresses the response to the sender's message.

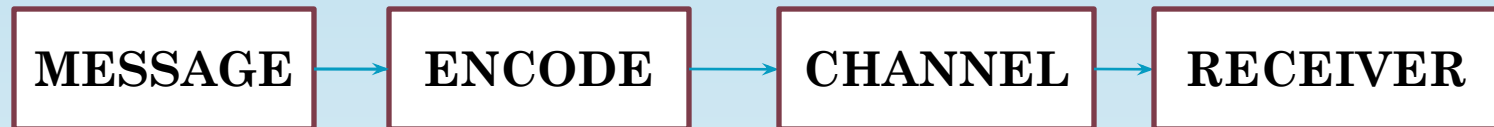
- Whatever the response of a receiver to a sender is ..its a feedback.
- Some feedbacks are non-verbal: smiles, sighs, nods.
- Ultimately the success and failure of the communication is decided by the feedback.



TYPES OF COMMUNICATION

A. Self-Action or One-Way Communication:

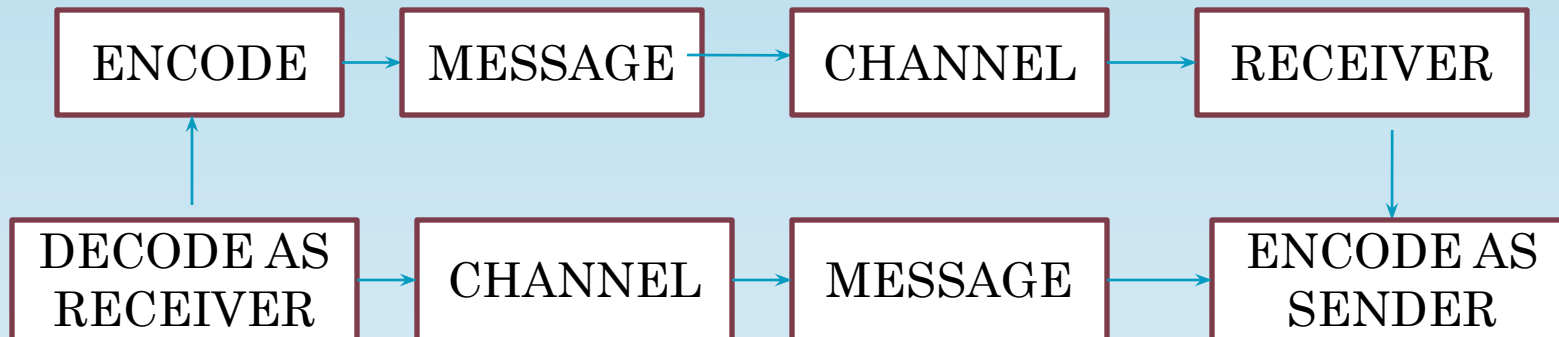
- In one –way communication , there is no feedback from the receiver to the sender.
- The sender is not sure of the receipt of information as well as its understanding by the recipient.



Types of Communication


B. Interaction or Two-Way Communication.

- This approach recognizes the role of the receiver as a communicator through feedback.
- It is message centered and is a very simplistic view of the communication process.
- Feedback allows senders to see if their message got across.



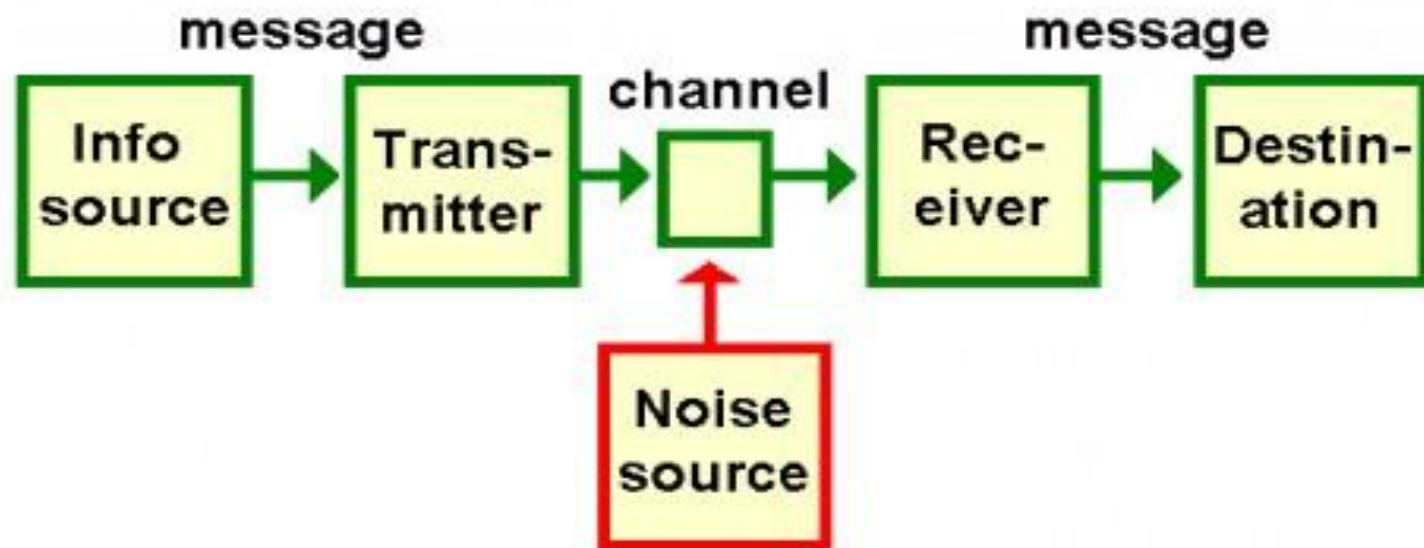
TYPES OF COMMUNICATION

C. Transaction.

- This approach focuses on meaning and sharing by accounting for all other factors in the communication process.
 - It is concerned with the barriers that might affect the communication.
 - Transaction is best described as effective communication.
 - This is when the communication process is applied and carried out completely. The sender gives a message that is passed on to the receiver. In return, the receiver can give clear feedback that allows the sender to know whether or not the message was perceived as intended. If the message wasn't received as intended, then the sender will continue the communication process again in order to ensure effective communication.
- 

MODELS OF COMMUNICATION

- **The linear model** of communication is an early communication model created by Shannon and Weaver which visualizes the transfer of information as an act being done to the receiver by the sender.



LINEAR MODEL OF COMMUNICATION

Understanding several key terms is important in order to follow the model. These terms are:

Sender: the message creator.

Encoding: the process of putting thoughts into messages through the creation of content and symbols.

Decoding: the process of interpreting and assigning meaning to a message.

Message: the transmitted information.

Channel: the medium through which the message passes.

Receiver: the target of the sender and collector of the message.

Noise: those distractions which interfere with the transmission of the message.



ADVANTAGES AND PROBLEMS OF LINEAR MODEL

- ❑ This linear model is great for electronic media, such as radio and television, because of its one way nature, but it encounters several problems when looking at other channels.
- ❑ Conversations with your friends and others are never one way, but rather they are back-and-forth, which is a problem with the linear model.
- ❑ A second problem is that encoding is typically done unconsciously.
- ❑ A third problem is that other factors like culture, environment, and relational history often come in play to affect the message.
- ❑ Due to these problems, a better model was created: the transactional model of communication.



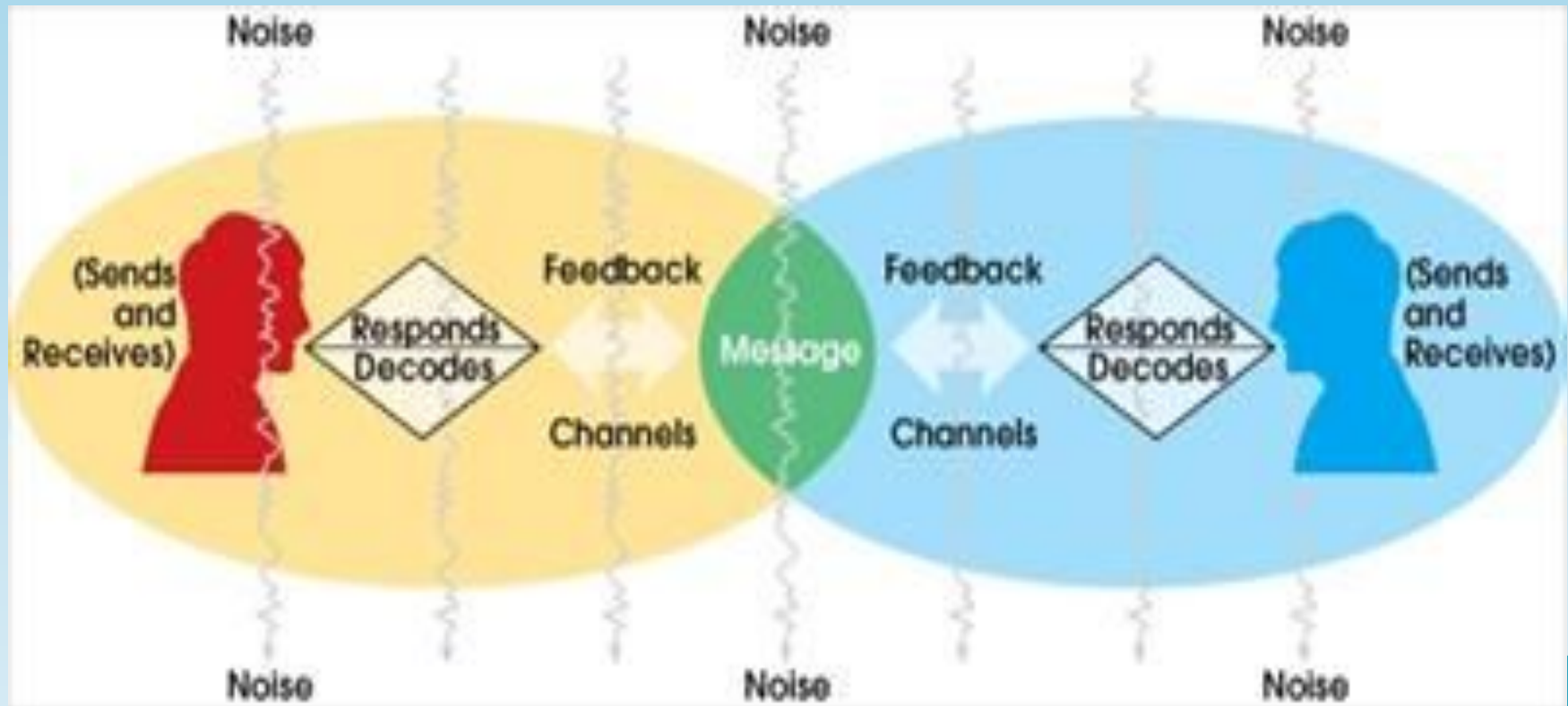
TRANSACTIONAL MODEL OF COMMUNICATION

- The transactional model, unlike the linear, recognizes that communication is a simultaneous process and therefore switched both the terms “sender” and “receiver” to “communicator.”
- It also adds “environment,” which embraces not only physical location, but also personal experiences and cultural backgrounds.



TRANSACTIONAL MODEL OF COMMUNICATION

- These changes can be seen in the model.



TRANSACTIONAL MODEL OF COMMUNICATION

- Another change you will notice in the transactional model is the overlap between each communicator. This recognizes similarities between each communicator's environment. The model displays how communication becomes more difficult when communicator's have less in common.
- In addition, the transactional model recognizes how the type of channel can affect meaning. For example, the words "I love you" have a much different meaning if they are said through a billboard than through a voicemail.



TRANSACTIONAL MODEL OF COMMUNICATION

- In the linear model, noise is solely external noise; for example, loud music while trying to converse. The transactional model says that two other types of noise exist:
- **Physiological Noise:** biological factors that interfere with communication (i.e. illness, fatigue, etc.)
Psychological Noise: the forces within that interfere with communication (i.e. an unwillingness to listen)
- Overall, the transactional model realizes that it is not what we do to each other as senders and receivers, but it is what we do with each other as communicators.



“Your ability to communicate effectively is closely tied to your ability to perform effectively to get the results....”

THANK YOU