



Business Communication

Process of Communication

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Elements of The Process of Communication

- Sender
- Message
- Encoding
- Medium
- Receiver
- Decoding
- Feedback

Sender

- The sender is the transmitter of the message.
- The sender is the person who sends the message.
- The sender is an individual who initiates the communication.
- The sender should mentally visualize the communication from the receiver's point of view

Message

- Message is any type of information in the form of text, pictures, views, opinions
- There has to be a purpose in sending and receiving a message.
- The message which is sent should be meaningful
- It should be understood by the receiver.

Encoding

- Encoding is necessary to give a clear shape when ideas are converted into language.
- Sender decodes the message.

Medium

- Medium is the channel through which message is conveyed from sender to the receiver.
- Medium is the means used to convey a message.
- Each communication must be transmitted through an appropriate channel.
- The medium of communication may be Verbal or Non-Verbal

Receiver

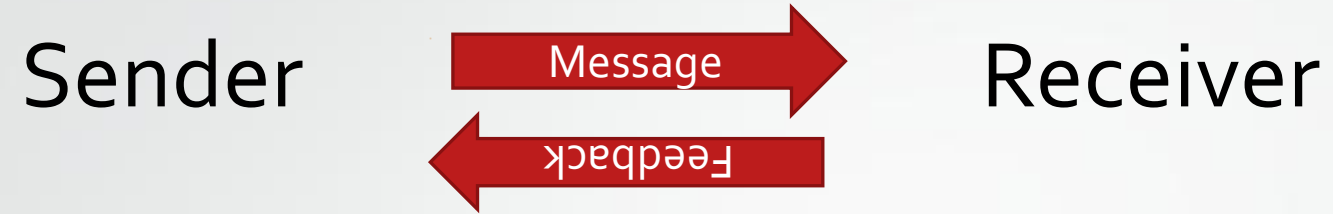
- The Receiver is a person who receives the message.
- The Receiver is an individual towards whom the message is directed.
- Receiver is the decoder of the message.

Decoding

- The receiver of the message is the decoder of the message.
- Receiver tries to know the meaning of the message received.
- Decoding is the process of converting message into understandable manner.

Feedback

- Communication is complete only when the receiver understands the message.
- Without feedback communication is incomplete.
- Feedback is the response given by receiver to the sender.



Thank You