

# ENGLISH MANUAL



## CHAPTER 02

### PROCESS OF COMMUNICATION





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**Communication is a circular process. Its process starts with the sender of the message and travelling through various stages completes with a feedback to communication from the recipient to the sender.**

*The process of communication consists of the following steps or stages:*

**Message**

This is the background step to the process of communication; which, by forming the subject matter of communication necessitates start of a communication process. The message might be a fact or an idea, or a request or a suggestion, or an order or a grievance.



**Sender**

The actual process of communication is initiated at the hands of the sender; who takes steps to send the message to the recipient.

**Encoding**

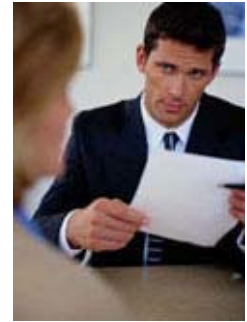
Encoding means giving a form and meaning to the message through expressing it into - words, symbols, gestures, graph, drawings, etc.

**Medium**

It refers to the method or channel, through which the message is to be conveyed to the recipient. For example, an oral communication might be made through a peon or over the telephone etc; while a written communication might be routed through a letter or a notice displayed on the notice-board etc.

**Recipient (or the Receiver)**

Technically, a communication is complete, only when it comes to the knowledge of the intended person i.e. the recipient or the receiver.



**Decoding**

Decoding means the interpretation of the message by the recipient; with a view to getting the meaning of the message, as per the intention of the sender. It is at this stage in the communication process, the communication is philosophically defined as, ‘the transmission of understanding’.

**Feedback**

To complete the communication process, sending feedback to communication, by the recipient to the sender is imperative. ‘Feedback’ implies the reaction or response of the recipient to the message, comprised in the communication.



**Doctor**

**A man goes to the doctor and says, “Doctor, please help me. I hurt all over.”**

**The doctor asked the man to explain more.**

**The man said, “When I touch my arm it hurts, when I touch my leg it hurts, when I touch my head it hurts. Everywhere I touch it hurts.”**

**The doctor examined the man and said, “Mr Sam, your finger is broken!”**