



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107



AN AUTONOMOUS INSTITUTION

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Process of Communication

Communications is fundamental to the existence and survival of humans as well as to an organization. It is a two-way process wherein the message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more persons with the intent of creating a **shared understanding**. An act of conveying intended information and understanding from one person to another is called as communication. Effective communication is when the message conveyed by the sender is understood by the receiver in exactly the same way as it was intended.

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



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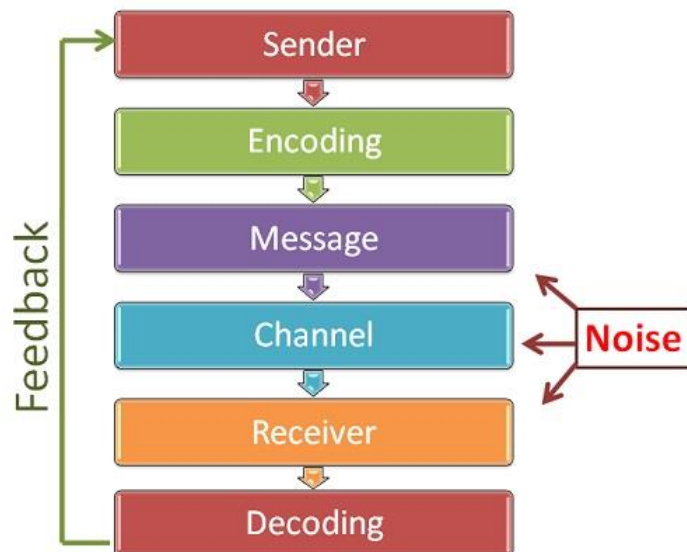
He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

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.



Exercise

1. A continued dialogue between the sender & receiver is called _____.

a feedback loop decoding encoding effective listening



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2. Communication is rarely a one-way exchange of information.

1. TRUE
2. FALSE

3. An understanding occurs when

1. Each party is able to say what they want to without the other person interrupting
2. Each party can agree on what was being communicated without the need for inferences or assumptions
3. Each party is able to provide feedback
4. Each party gets a chance to be a sender and receiver

4. This is any interference that causes a disruption between sender and receiver in the communication process and can be psychological, physical, physiological, or semantic

1. Static
2. Interference
3. Distractor
4. Noise

5. Sender is to encode as receiver is to

1. Decipher
2. Understand
3. Listen
4. Decode

6. The communication process is made up of

1. Sender, Channel, Receiver
2. Sender, Outlet, Receiver
3. Initiator, Channel, Recipient
4. . Sender, Channel, Recipient

7. _____ is the most critical component of total quality management
Effective communication is the most critical component of total quality management

8. Communication can best be summarized as the transmission of a message from a sender to a receiver in an understandable manner.

- A. True B. False



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9. Which of these barriers does not occur only during the feedback process?

- A. Differences in background
- B. Different interpretations of words
- C. Differing emotional reactions
- D. Noise

10. Medium of transmission is also called a channel

- A. True
- B. False

11. In an oral communication process, silence cannot be considered a feedback.

- A. True
- B. False

12. Which among these processes are correct?

- A. Encode, decode, feedback, medium of transmission
- B. Encode, medium of transmission, decode, feedback
- C. Encode, medium of transmission, feedback, decode
- D. Encode, medium of transmission, feedback, decode

13. The first step the sender is faced with involves what process?

14. List the measures to improve communication effectiveness?

Answer: Measures to improve communication effectiveness are as follows

1. Communication of Clarification of the idea.
2. Communication should be according to the needs of the receiver.
3. Consulting others before communication.
4. Awareness about the language, tone and body postures and gestures.
5. Convey information useful to the receiver.
6. Ensure proper feedback.
7. Follow up communications.
8. Be a good listener