

The whole communication process, as shown in Fig. 3.1, consists of the following:

1. The sender—the source of the message
2. The encoding process
3. The channel used
4. The decoding process
5. The receiver—the person who receives the message

At each stage of the communication process depicted in Fig. 3.1, there is a possibility of error. Communication skills help avoid such errors, so that the message can glide easily through all the stages of the process and reach the receiver.

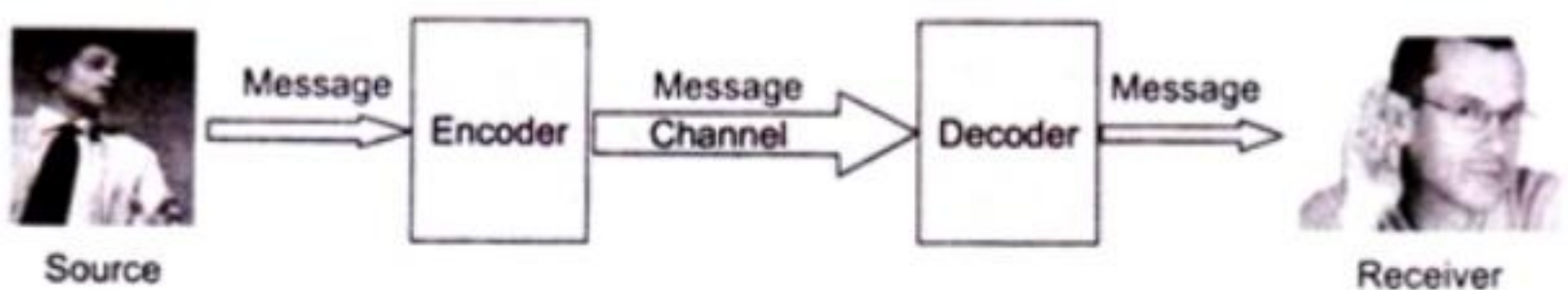


Fig. 3.1 The communication process

a. Source:

The source, in any communication process, is the most critical part of the communication process. The message has to be planned and prepared for features including articulation clarity, amplitude and modulation, pauses and pitch.

The sender must be conscious that non-verbal components of the communication are also transmitted through the channel. The source of the message has great responsibility. He should have an idea about the receiver. It may be also that he wants to convey his message to a group of persons. Finally, at the end of the communication, he must satisfy himself that the intent of the communication has been met.

b. The Encoding Process:

As language is a code, the encoding process is of vital importance. What the sender wants to convey must be encoded correctly. He must have a good vocabulary and good knowledge of grammar and syntax. Any flaw might distort the meaning of the message he wants to convey.

c. The Channel:

Messages are conveyed through various channels. Any written communication such as emails, organization memos and formal letters are examples of channels. Face-to-face meetings, video conferencing, telephonic conversation, PC-to-PC communication, .webcast etc., are different communication channels.

d. The Decoding Process:

Just as successful encoding is a skill, so is successful decoding. Here the person decoding the message through a particular channel such as a letter, e mail, telephone, etc., must be capable of deciphering or understanding that message. He must have enough knowledge to understand that message.

e. The Receiver:

The person receiving the message should be prepared for the message. Often, the receiver, upon receiving the message. Fig. 3.2 Visual reaction to a message takes on the role of a sender and responds. At other times, the receiver of the message may show his visual reaction to the message through non-verbal communication (as shown in Fig. 3.2).



Fig. 3.2 Visual reaction to a message