

# COMMUNICATION PROCESS

Communication is a two way process of sending and receiving verbal and nonverbal messages

**Communication process** may be define as the way in which communication from sender to receiver take place step by step is called process of communication .

## COMPONENTS OF COMMUNICATION PROCESS

Communication includes six components :context, sender/ source/ encodure message medium receiver /decoder and feedback.

### **1. CONTEXT**

Every message beings with context.context is the situation,setting or circumstances within which communication takes place.It is a broad playing field on which we plan our messages.It includes country,culture,organisation,and external and internal stimuli(factors which persuade to sender to send the message.

### **2. SENDER/SOURCE/ENCODER**

The person who sends a message is called sender or source/ encoder.He may be writer or a speaker.He is called source because the message is originated from him.The sender tranform his ideas into certain symbols(words or gestures). He put a code to his idea in the form of words or gestures.This act is called encoding.In other words, the act ofdesigning or producing message is called encoding.

### **3. MESSAGE**

The message is the core idea which the sender wants to communicate.It consists of both verbel( writtenor spoken symbols)and nonverbal (unspoken symbols).It is what the sender convey to the receiver.When we speak out speech is the message.When we write our writing is the message.When we gesture the moment of our arms and body is the message.

### **4.CHANNEL OR MEDIUM**

A medium or channel is the means or technique used to convey a message.It may be a conversation,letter,telephone call l,radio or television programme. The choice of message channel depends on different factors.It depends on the context, the nature of message,relationship between the sender and the receiver,the urgency of message and the receiver's

### **5. RECEIVER OR DECODER**

The receiver of the mesage is the reader or listner also known as the decoder. When a message is received,the reciver assigns certain meanings to it or understands it.This act of the receiver is called decoding.In other words,the act of understanding the meaning the message is called decoding.

## **6. FEEDBACK**

Feedback is the receiver's response to the sender message. It indicates understanding or misunderstanding of the message. It determines success or failure of communication process. Feedback can be oral or written. It can also be an action, such as receiving in the mail and from the encoder orderd.

## **Barriers to Communication**

We face many problems in our business and personal lives because of miscommunication. This miscommunication is caused by certain factors, which are called barriers in communication.

These barriers may come from other the sender/receiver or the circumstances of communication. However, we need to avoid them to become effective communicators. Communication barriers arise during the communication process. They may confuse the listener or reader, create misunderstanding, and even communication breakdown.

The most common communication barriers are as follows:

- Improper encoding
- By passing frame of reference
- Physical distractions or barriers
- Physiological and emotional interferences
- Cultural differences

### **IMPROPER ENCODING**

Improper encoding barrier in the process of communication, which leads to confusion and misunderstanding. While encoding his message, sender make improper choices or symbols, which receiver is unable to understand. Messages should be presented in a linguistic code familiar to receivers. The sender must consider the knowledge of the receiver about the code that is being used.

### **BYPASSING**

Bypassing refers to the symbols or words that carry different meaning to different people. When the sender and the receiver of the message attribute different meanings to the same words, the problem of bypassing occurs. Bypassing is misunderstanding resulting from missed meanings. To avoid bypassing the sender should use familiar words with concrete meanings. He should use denotative words (words which have dictionary meaning without indicating its positive or negative qualities such as house, car, horse etc) on which most people agree. Before using connotative words (implications of the word different from the usual different meaning; house is a denotative word, but home, villa, mansion, apartment, bungalow etc or connotative.) The sender should know the knowledge and cultural background of the receiver.

### **Frame of Reference**

Your frame of reference is individual to you as it is based on your experiences, exposure, education, personality, and several other elements peculiar to you. Your weakness in viewing other within your

frame of reference may also lead to confusion and misunderstanding. The moment you interpret other's point of view from your angle, you allow your preconceived notions and prejudice to start working for you.

### **Physical Distraction Or Barriers**

Physical barriers include apparent environmental factors such as noise, distance, distractions and interferences which obstruct smooth flow of communication. The noise of other people or moving traffic, distance between the sender and the receiver, interface, etc. Prove barriers in communication and can easily disrupt communication.

### **Psychological And Emotional Interferences**

Any psychological or emotional disorder or disturbance can prove to be a barrier to effective communication because it leads to lack of interest and concentration. Feelings of sadness, fear, anger, anxiety, or jubilation affect one's reception of the message. Communication is a purposeful activity which demands attentiveness and willing mind. Before taking part in communication process you must assure that you are not emotionally charged (very excited/angry/nervous).

### **Intercultural Differences**

The receiver assigns meaning to the message and he assigns this meaning according to his frame of reference. This interpretation of meaning can create misunderstandings when the sender and the receiver belong to different cultures and share different values. It is easy to communicate with the people of your own culture. Communication becomes difficult and the chances of misunderstanding increase when you are having intercultural communication. You should be sensitive to cultural differences and take into account the values of your receivers while communicating with them.

Apart from the barriers to communication discussed above, there are many other barriers. These barriers can be poor listening, biased relationships, improper use of non-verbal clues, sender's credibility, etc. Sometimes, there is a problem with the telephone line, internet, fax machine, etc. used to convey the message. Barriers to communication affect the process of sending and receiving a message. Barriers change a message and cause miscommunication. We can overcome these barriers by applying communication principles.

## **PRINCIPLES OF COMMUNICATION (7 C's)**

The principles of effective communication are very important for us to become good communicators. We must apply these principles to compose effective messages. They provide guidelines for choice of content and style of our message. These principles are also called 7 C's, as each begins with a "C".

Following are the principles of good communication.

### **1. COMPLETENESS**

- A message should be complete in all respects. It is complete when it contains all facts the receiver needs for the desired reaction. While writing the message the writer should assess

his message through the eyes contact of the receivers . He needs to be sure that he has included all relevant information. There are some benefits of completeness. First, complete message bring the desired results. Second, they can do a better job of building goodwill. Third, complete message can avert costly lawsuits.

#### **Guidelines for completeness**

1. Provide all necessary information.
2. Answer all the questions asked by the Inquirer.
3. Give extra information, if necessary.

### **2. Conciseness**

Conciseness means to say in the fewest possible words what you want to say. The message should be. Precise and brief . It does not mean merely brief . It means brief but complete. A concise message saves time and expense for both sender and receiver. Conciseness also contributes to emphasis; important ideas stand out when unnecessary words are eliminated. Concise messages combined with "your attitude" are appreciated by the recipients.

#### **Guidelines for conciseness**

1. Avoid wordy expressions. Use one word in place of phrases .
2. Include only relevant material.
3. Avoid unnecessary repetition

### **3 . Consideration**

- Consideration means thoughtful attention to the wishes and feelings of others. In businesses communication, consideration means preparing every message with the receiver in mind . It means putting yourself in his place. It shows you are foremost aware of his desires, problems, circumstances and emotions. Then you should handle the matter from their point of view. This thoughtful consideration is also called "You attitude " , The " you attitude" means writing from the point of view of the reader, rather than your own point of view.

#### **Guidelines for Consideration**

1. Focus on "you" instead of "I" and "we".
2. Show how your message receiver will benefit from your offer.
3. Emphasizing positive, pleasant facts. It means emphasizing what can be done instead of what cannot be done.

### **4. Concreteness**

- Concreteness means using specific, definite and vivid words on message. Sometimes, a message fails to convey the exact sense. This happens when message is not concrete enough to evoke a clear picture of its contents in the mind of the reader. Concrete messages are more coherent in the mind of the reader. Concrete message are more coherent, vivid and interesting . You should be specific, definite and vivid rather vague and general in your message. For example, "please send your cheque in full as soon as possible" is a vague statement. It may be made concrete as, "please send your cheque for Rs.12000 before March 10."

#### **Guidelines for concreteness**

1. Use an exact, precise statement or a figure in place of a general word.
2. Put action in your verbs; use active voice instead of passive voice.

3. Use vivid, image building words .

### **5.Clarity**

- Clarity is a very important quality of an effective message. The substance of the message should be stated clearly. Simple and clear language should be used so that there should be no ambiguity in it. A clear message is that which the reader can understand readily. There should be no doubt in his mind about the message .

#### **Guideline For Clarity**

1. Such words should be used as all familiar to the message receiver .
2. Lengthy sentences should be avoided.
3. Use coherent sentences.

### **6.Courtesy**

- Courtesy in a business letter is a most important quality to create good will and friendliness. The message must be courteous. Courtesy means to show respect and politeness to those who treat us with consideration. Courtesy is politeness that grows out of respect and concern for others. Courtesy in a message is created by the use of words like "Thank you", "please", "We appreciate" etc.

#### **Guideline For Courtesy**

1. Be sincerely thoughtful and appreciative.
2. Use expression that show respect.
3. Use non discriminatory language that reflects equal treatment of all people.

### **7. correctness**

- Correctness means correctness in grammar, punctuation, and spelling. There should be no errors and mistakes in the message. Mistakes or errors in the message irritate the reader and he loses faith in the efficiency of the company. All mistakes in a message cause a good deal of harm too.

#### **Guidelines for correctness**

- Use right level of language. The level of language suitable for business communication is less formal rather than formal or sub standard.
- Check accuracy of figure and facts and words.
- Maintain acceptable writing mechanics. (It means correct spelling and grammar and punctuation).

## **PROCESS OF PREPARING EFFECTIVE BUSINESS MESSAGES**

- Effective business messages are of great significance to businesses. These enhance business, create goodwill, retain customers and determine the efficiency of the firm. In order to prepare effective business messages, we need to plan, organize, draft, revise, edit and proofread. And a thoughtful attention to the use of the principles of communication or 7C's, is also very essential. An effective message demands skill and effort in its preparation.

### **Five Planning Steps**

Before writing a business message the following five planning steps should be considered.

1. Identify the purpose
2. Analyse the audience
3. Choose ideas
4. Collect data to support ideas
5. Organise the message

#### **1. Identify the purpose**

- The first step in the process of preparing the message is to determine the specific purpose in its writing. The writer has to identify the purpose in the light of these questions. Is the message mainly informational such as announcing a bonus scheme? Is it mainly persuasive such as asking customers to buy the writer's products? Is he trying to negotiate a contract with a book seller in Lahore? Or should he explain why he is not granting adjustment against a claim?
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- Moreover the underlying purpose of all business messages is to create goodwill. For example, in a refusal letter for adjustment the purpose should be twofold: to refuse and retain the customer. Courtesy and patience are especially necessary to create goodwill.

#### **2. Analyse the audience**

- The second step is to analyse the audience. The writer should see his message from his receiver's point of view. He should analyse their needs, interest, attitude and even culture.
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- If the writer is sending a message to one person he should know him as a member of group. He should see whether the person is superior, colleague or subordinate; man or woman new or long time customer; young middle age, or elderly. The writer should consider the educational level. He should also decide whether the readers are informed and uninformed on the subject and whether they will react positively.

#### **3. Choose ideas**

- After the first two steps of identifying the purpose of the message and knowing the message receiver, the next step is to choose ideas for the message. If the writer is answering a letter, he should underline the main points to discuss. If he is writing an unsolicited message, he should begin by listing ideas they come to him and then choose the best ideas they come to him and then choose the best ideas for the receiver. The ideas he chooses depend on the type of message he is sending, the situation and cultural context of the receiver.

#### **4. Collect data to support ideas**

- After choosing ideas, the writer should determine whether he needs specific facts, figures, quotations etc, to support his ideas. He should keep in mind that he knows his company policies, procedure and product details. Then he should check his data—names, dates address, figures etc. Sometimes he may need to enclose a brochure, a table picture or product sample.

### **5. Organise the message**

- Organisation of material before writing the first draft is very important. The writer should first outline the message. It can prevent rambling and un clear message. Disorganised, rambling message seem careless, confusing and unimportant.

## **BASIC ORGANISATIONAL PLAN**

- The choice of organisational plan depend on a number of factors.
  - How is the reader expected to react to the message?
  - How much does the reader know about the topic or situation?
  - What are the reader's cultural conventions?
- There are four basic organisational plans for writing a letter: (a) the direct request (b) good-news (c) bad-news (d) persuasive-request plans. The writer can choose one of these to suit his message or situation.
- The first two plans- the direct request and good -news plans use the Direct or Deductive Approach which begins with the main idea and then gives the explanation. The last two plans bad-news and persuasive request plans use the Indirect or Inductive Approach which begins with explanation or buffer statement and states the main idea later. All these plans are not rigid rules; they are flexible. The writer's judgement decides which one suits his message and the receivers of his message.

### **Direct (Deductive) Approach**

As we have said that message consisting of direct-request and good-news use direct or deductive approach. When the writer thinks that his readers will show favourable or neutral reaction to the message, he can use the direct approach. In this approach, he begins with the main idea or best news. Then he gives all necessary explanation in the remaining paragraphs and ends the letter with an appropriate friendly closing.

The writer should use the direct request plan when the main purpose of the message is to make a request plan requires less persuasion. He should use the good-news plan to grant requests, announce favourable or neutral information. The following table shows how direct (deductive) approach works in direct-request and good-news plans.

### **Direct(Deductive)Organisational plans**

<b>Request plan</b>	<b>news plan</b>
<b>1.</b> Main idea, request or main statement and reasons.	ews or main idea.

Explanation of the main idea will all necessary details.	Explanation with all necessary details and dates.
Steady close with motivation to action.	Friendly close.

### **Indirect (Inductive) Approach**

If the writer thinks that his reader might react negatively to the message, he should not present the main idea in the first paragraph. He should begin with a relevant, pleasant, neutral or receiver-benefit statement. Then he should give an explanation before he introduces his main ideas. This approach of writing message is indirect (inductive) approach.

Indirect or Inductive approach is very suitable in bad-news and persuasive-request plans. The bad news message is one of the most difficult to prepare because the reader may react negatively. Similarly, in the message consisting of persuasive request, the writer may face resistance. Even in good news and neutral message, conventions of some cultures demands an indirect approach. Let us see how indirect approach works in bad news and persuasive requests plans.

### **Indirect (Inductive) Organisational Plans**

<b>- News plan</b>	<b>Persuasive- request plan</b>
Buffer (pleasant or neutral statements, reader-oriented).	Gaining <b>attention</b> by stating reader's benefit and reader interest theme.
Explanation with necessary data, pertinent favorable, then unfavourable acts.	Gaining <b>interest</b> through descriptive details and data, psychological appeals and by stating reader's benefits.

### **BEGINNINGS AND ENDINGS**

Both the opening and closing paragraphs are of great importance to a business letter. The writer should place the main favourable ideas at the beginning and ending of the message.

### **Opening Paragraph**

It is the opening paragraph which decides whether the reader continues reading the message or discards it. In order to arrest the attention and interest of the reader, the writer should make the opening paragraph attractive. The following steps should be taken to attract the reader's attention.



The writer should choose an opening appropriate for the message purpose and for the reader. It includes

- Main idea or good news first for direct request, neutral and good news messages
- Buffer first for bad news messages.
- Attention getting statements first for persuasive requests.

2. The writer should make the opening considerate, courteous, concise and clear. This includes:

- The writer should get the reader into opening. It means adopting 'you-attitude'; talking about 'you' and avoiding 'I' and 'we' as much as possible. The reader is pleased when the writer talks about him, his interests and the benefits he will get from the message.
- The writer should keep the first paragraph relatively short. A lengthy opening paragraph makes the reader lose interest.
- The writer should focus on the positive. He should avoid negative openings. Negative openings arouse hostility in the reader. Here are some **examples of negative opening**:

We received your complain today .

You haven't replied to our letter...

It is not our practice to distribute free sample now.

These negative openings can be revised as,

Thank you for writing about us....

Did you receive our letters of July 12 and 19...

In the past, we were glad to distribute free products, but recently it was thought best to discontinue this practice.

- The writer should use Courteous, conventional language. The letter should begin with courteous and polite words like "We are pleased to receive....." "thank you for your letter..." etc.
- The writer should avoid unnecessary repetition. Unnecessary repetition annoys the reader and makes him lose interest in the message.

3 . The writer should check for completeness regarding

- i. Sentence structure
- ii. Date of letter you are answering

The writer should avoid opening the letter with an incomplete sentence like

As per your recent letter, we have dispatched your order today by truck.

It is an incomplete sentence, and does not convey complete information. It can be made better as,

Twenty Sony coloured television set of 21" which you ordered on May 16, were dispatched to you today by truck.

### **Closing paragraph**

The closing paragraph should motivate the reader to act as required. At the same time it should be appropriately strong, clear and polite. In the closing paragraph, the writer should reinforce the central purpose of his message. The following points should be observed while writing the closing paragraph:

1. If the writer wants his reader to be something or take some action, he should make his action request clear and complete with five W's ( what,who,where, when and why) and the H (how).
  - (a) **What and who:** The writer should clearly state what action he desires and who should do it.
  - (b) **How and where:** He should make action easy by explaining how and where this action should be taken.
  - (c) **When:**He should date the action desirable.
  - (d) **Why:** He should state the reader benefit.
    - The writer should end the message on positive Courteous thought. He should:
    - Be friendly and offer to help the reader further as,
      - If there is any further way we can assist you, please call 0622889786 from Monday to Saturday between 9 a.m. and 5 p.m.
    - a. Show appreciation and avoid thanking people in advance for doing something before they have agreed to do it.as:
      - **Avoid:** Thank you in advance for distributing these questionnaires to your employees.
      - **Say:** I will appreciate you distributing these questionnaires to you employees.
      - Include any apologies and negative before the last paragraph.
      - The writer should keep the last paragraph concise and correct. It should be of five or six lines with complete sentences. Unnecessary repetitions and trite expressions should be avoided.
- When the writer has completed the five planning steps and considered his openings and closings, he writes the first draft of his message. The first is often the most difficult to write.
- After the first draft, he should revise it. Revision means adding necessary and deleting unnecessary information, making sure that the points in message are adequately supported, and reviewing the language keeping in mind the 7 C's.
- After revision, the final is editing and proofreading the message. Editing involves checking topic sentences, examining sentence structure and analysing language for correct grammar, spelling and punctuation. After editing, the message is ready for final proofreading are important to ensure that the message has no mistakes in grammar, spelling, punctuation, or word choice.