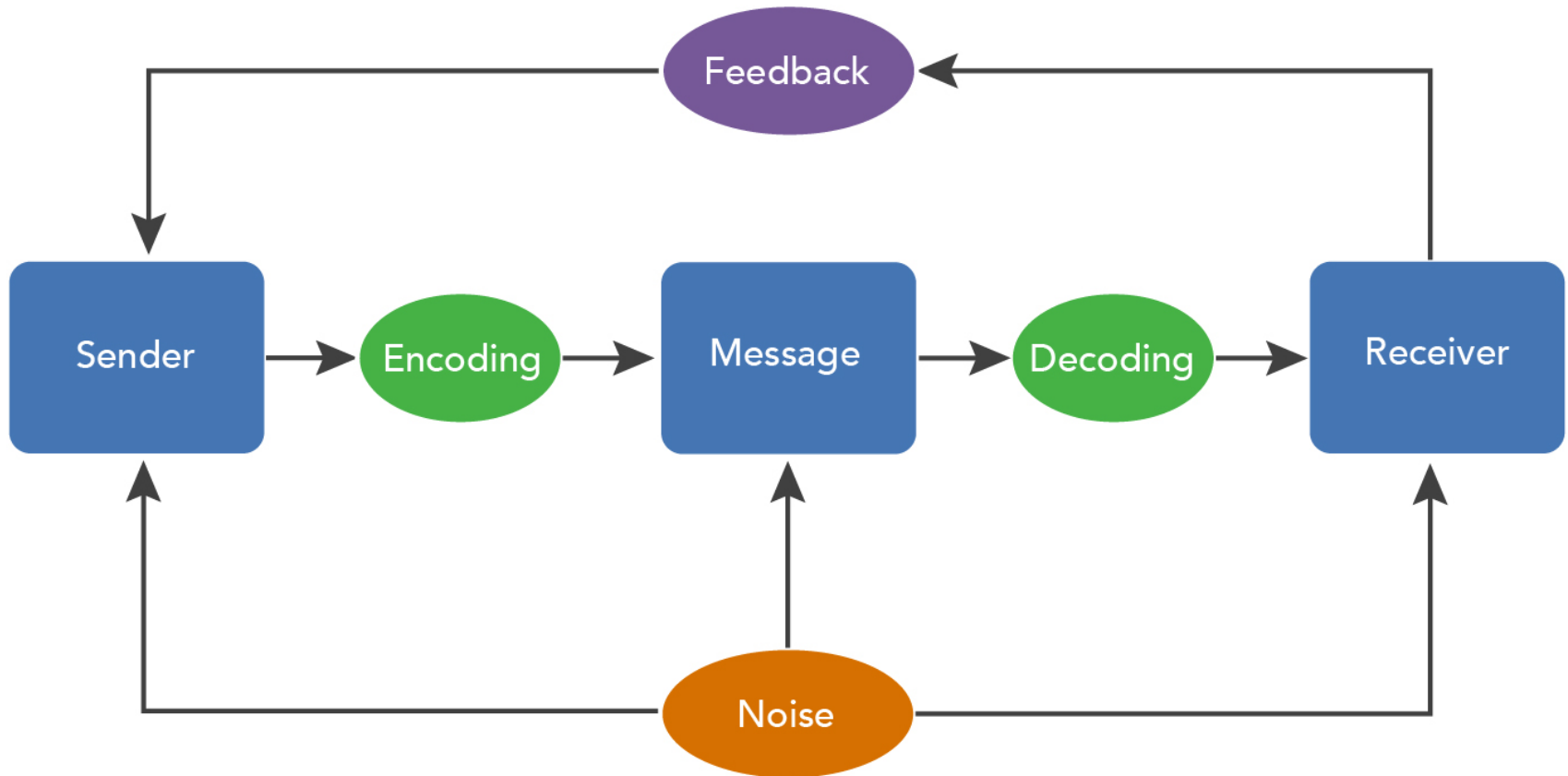


The Communication Process

Introduction

- Good communication skills are essential to effective business communications. At its core, the aim of communication is to transmit information from one person to another so that the **sender** and **receiver** understand the **message** in the same way. The responsibility for clear communication usually falls on the sender. But the receiver is also responsible to confirm a clear understanding of the message. Communication is a dynamic and cyclical process.
- Breaking down the communication cycle into its parts is helpful to understand the responsibilities of both the sender and receiver of communication, as well as to identify communication barriers.

Communication Process



Elements of Communication Process

- **The Sender**
- The communication process begins with the *sender*, who is also called the *communicator* or *source*. The sender has some kind of information — a command, request, question, or idea — that he or she wants to present to others. For that message to be received, the sender must first encode the message in a form that can be understood, such as by the use of a common language or industry jargon, and then transmit it.
- **The Receiver**
- The person to whom a message is directed is called the *receiver* or the *interpreter*. To comprehend the information from the sender, the receiver must first be able to receive the sender's information and then decode or interpret it.
- **The Message**
- The *message* or *content* is the information that the sender wants to relay to the receiver. Additional [subtext](#) can be conveyed through body language and tone of voice. Put all three elements together — sender, receiver, and message — and you have the communication process at its most basic.
- **The Medium**
- Also called the *channel*, the *medium* is the means by which a message is transmitted. Text messages, for example, are transmitted through the medium of cell phones.

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- **Feedback**
- The communication process reaches its final point when the message has been successfully transmitted, received, and understood. The receiver, in turn, responds to the sender, indicating comprehension. Feedback may be direct, such as a written or verbal response, or it may take the form of an act or deed in response (indirect).
- **Other Factors**
- The communication process isn't always so simple or smooth, of course. These elements can affect how information is transmitted, received, and interpreted:
- **Noise:** This can be any sort of interference that affects the message being sent, received, or understood. It can be as literal as static over a phone line or radio or as esoteric as misinterpreting a local custom.
- **Context:** This is the setting and situation in which communication takes place. Like noise, context can have an impact on the successful exchange of information. It may have a physical, social, or cultural aspect to it. In a private conversation with a trusted friend, you would share more personal information or details about your weekend or vacation, for example, than in a conversation with a work colleague or in a meeting.

Methods of Communication

- **VERBAL COMMUNICATION**
- **NON-VERBAL COMMUNICATION**
- **WRITTEN COMMUNICATION**
- **LISTENING**
- **VISUAL COMMUNICATION**

Modes of Communication

- **Interpersonal Mode of Communication**
- Students use the interpersonal mode of communication when speaking to others. Information is exchanged; facial expressions and gestures are natural and important. Interpersonal communication is spontaneous and unrehearsed, and partner selection is random. This is the mode that measures how well students speak the language and is the mode that prepares them to interact with native speakers in natural ways.

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- **Interpretive Mode of Communication**
- The interpretive mode refers to the ability to understand the target language in both written and spoken form. Students may not understand every word, but are expected to understand main ideas and key words. This is one-way communication, so students must be able to understand the spoken or written text on their own. Students will use English to demonstrate what they understand.

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- **Presentational Mode of Communication**
- The presentational mode allows students to plan and rehearse what they will write or say. In writing, students have time to draft and revise before producing a final product. In speaking, students may be able to rehearse and/or to record multiple times until they are satisfied with the final product. Students create presentations that will be shared with the class and beyond, when possible.

Barriers of Communication

- **Physical barriers**
- If you're picturing closed doors, high cubicle walls, and blocked off areas, then you're on the right track. Physical barriers are the oftentimes tangible obstacles or boundaries that keep team members apart. It's important to note that, while it's not exactly tangible, distance can be counted as a barrier in this category as well.

- **Cultural barriers**
- Diverse teams are more productive, more creative, and more profitable. But, having employees of all different backgrounds also presents some challenges in terms of communication. There are different generations, cultures, races, and more. That means they also have different values, work ethics, norms, and preferences. Sometimes cultural barriers are even more broad, and an employee feels as if they don't mesh with the existing culture of an organization.

- **Language barriers**
- If you've ever tried to converse with someone who doesn't speak your same language, you know that reaching a shared understanding is nearly impossible. That's why language can be a major barrier to communication. It's important to remember that this isn't just about different dialects, but about jargon too. If a marketing team member is talking to someone from the finance team using industry lingo like "PPC" and "top of the funnel," confusion is inevitable.

- **Perceptual barriers**
- Imagine that you went into a meeting with the assumption that it was going to be a major waste of your time. How inclined are you to listen closely? To engage in the discussion? To actively participate? Your motivation is probably running pretty low, isn't it? That's a perceptual barrier. The assumptions we carry with us into exchanges influence our communication style and can actually hinder our ability to get our point across or receive messages from others.

- **Psychological Barriers:**
- The psychological condition of the receiver will power how the message is received. Stress management is a significant personal skill that affects our interpersonal relationships. For example, Anger is a psychological barrier to communication. When we are angry, it is simple to say things that we may afterwards regret and also to misunderstand what others are saying. Also, people with low self-esteem may be less self-assured and therefore may not feel comfortable communicating.

- **Wrong Choice of Medium**
- This can cause a barrier to communication if the sender uses the wrong channel for the transmission of the message which is improper for the audience. For example, if an expert uses a powerpoint presentation for the uneducated factory workers then they will be unable to understand it.

Minimizing Barriers

- **Barriers to communication can be overcome by:**
- checking whether it is a good time and place to communicate with the person
- being clear and using language that the person understands
- communicating one thing at a time
- respecting a person's desire to not communicate
- checking that the person has understood you correctly
- communicating in a location that is free of distractions
- acknowledging any emotional responses the person has to what you have said.