

# THE PROCESS OF COMMUNICATION

Dr. Radhika Kapur

## ABSTRACT

*The main objective of this research paper is to acquire an efficient understanding of the process of communication. When individuals are conducting research on the process of communication, they need to understand that it leads to transmitting of information and the individuals, who are communicating with each other, i.e. the senders and the receivers need to understand each other well. The senders are the ones, who initiates the communication process. It is essential for both the senders and the receivers of information to augment their knowledge in terms of stages of communication processes. When the communication process is carried out, both the senders and the receivers need to ensure that they exchange ideas and viewpoints in an efficient manner. When the receivers express their responses and the senders provide feedback, then the communication processes are regarded as complete. When the communication process is put into operation in an effective manner, it proves to be advantageous to both the senders and the receivers. Therefore, the senders and receivers need to pay attention towards the communication processes in various types of environments and settings. The main areas that are taken into account in this research paper include, meaning and significance of communication process, stages of communication process, factors of communication process, and the model of communication process.*

**Keywords:** *Communication Process, Feedback, Information, Message, Model, Receivers, Senders*

Communication is described as the process of transmitting information and generating common understanding from one person to another. The common elements in the communication process are the sender and receiver. The sender initiates the communication. The sender is referred to the person, who has a need to convey the desire or idea or concept to other individuals. Whereas, the receiver is the person, to whom the message is sent. The sender encodes the idea by selection of the words, symbols or gestures, which are used to compose a message. The message is the outcome of the encoding, which takes the form of verbal, non-verbal or written language. The message is sent through the medium or channel, which is regarded as the carrier of communication. The medium can be face-to-face conversation, telephone calls, emails, messages, letters, notices, and so forth. The receiver decodes the received message into the meaningful information (Lunenburg, 2010).

Noise is regarded as one of the major impediments within the course of making the communication processes meaningful and in conveying the necessary information, ideas and viewpoints. There are various examples of noise, these are different perceptions of messages, language barriers, emotions, and attitudes. Feedback is the final aspect of the communication process. It takes place, when the receiver responds to the message given by the sender and returns the message to the sender. Feedback allows the sender to determine, whether the message has been received and understood. These elements of the communication process are regarded as effectual in determining the quality. Any kind of problem within the communication processes causes a reduction in its effectiveness. One of the important factors that is taken into consideration in order to lead to an increase in effectiveness of the communication process is, information needs to be encoded into the

message that can be understood as the sender intended. Furthermore, the individuals need to ensure that the selection of the medium of the message is appropriate (Lunenburg, 2010).

When the individuals need to communicate with each other orally, they may speak face-to-face or over the telephone. Whereas, when the individuals need to communicate with each other through written form, they make use of letters, notices, messages, emails, advertisements, handbooks, newsletters and so forth. For verbal media, choices include, face-to-face conversations, computers, address systems, closed-circuit television, tape-recorded messages, emails and so forth. Non-verbal gestures, facial expressions, body positions, clothing and other objects can also be made use of to transmit the messages. Individuals decode information in a selective manner. The individuals are more likely to perceive information in a favourable manner, when it conforms to their own beliefs, perspectives and viewpoints. When there is no feedback, then the communication processes are regarded as one-way communication. Two-way communication occurs with feedback and is more desirable and appropriate (Lunenburg, 2010). Therefore, it is vital for the individuals to acquire an efficient understanding of elements of communication processes in order to make it successful.

## **MEANING AND SIGNIFICANCE OF COMMUNICATION PROCESS**

Communication process is regarded as one of the indispensable ways that put emphasis upon the fact that communication is regarded as one of the important ways of imparting knowledge and understanding to others. On the other hand, the individuals are able to acquire information as well in terms of various factors. It is stated that an aimless life is a meaningless life, hence, all the individuals have an aim to achieve. It is apparent that the aims and objectives are different for all individuals. All individuals make selection of various fields in accordance to their skills and abilities. The individuals make selection of various fields. These include, engineering, medical, law, education, architecture, management, administration and so forth. In order to excel in one's chosen fields, and sustain one's living conditions in an appropriate manner, it is essential for the individuals to augment their understanding in terms of meaning and significance of communication process.

The exchange of information or passing of information, ideas and perspectives from one person to another or from one end to the other is referred to as communication. The meaning and significance of communication process is acknowledged through promoting useful interactions among individuals. It is a process, through which meanings are perceived and understandings are augmented among individuals. Through communication processes, the individuals are able to understand each other better, alleviate misunderstandings and encourage the clarity of thoughts and expressions (Vicky, n.d.). In educational institutions as well as in various forms of employment settings, when the individuals communicate with each other, they are able to achieve personal and professional goals and enrich their lives. In other words, in enhancing ones career prospects and in promoting better livelihoods opportunities, it is vital for the individuals to get engaged in communication processes in an effective manner. Therefore, the meaning and significance of communication processes is acknowledged as it establishes connections between individuals.

## STAGES OF COMMUNICATION PROCESS

The four stages of the communication processes are the sender, message, receiver and feedback. Within educational institutions, when the instructors are imparting knowledge to the individuals in terms of stages of communication, it needs to be illustrated in the form of diagram. When the students observe the diagram, they are able to acquire an understanding of the concepts in a well-organized manner. In understanding the stages of communication process, the instructors need to put into operation, the teaching-learning methods in a well-organized manner. Furthermore, the instructional strategies that are put into operation by the instructors are reading, writing and discussing (Communication Process, n.d.). There are organization of activities as well, which enable the students to understand the stages of the communication process in an effective manner. One of the common activities is role play. In role play, the individuals are required to assume the roles of characters. In this activity, they are required to communicate with each other in terms of topics, which would facilitate in acquiring an efficient understanding of the communication process. The stages of communication process have been stated as follows:

### Sender

Sender is the individual, who imparts information to other individuals, who may be one or more. When the senders are imparting information to one or more individuals, they need to ensure that information is well-organized. They need to prepare themselves well with various ideas and perspectives that are needed to be conveyed to the receivers. They may impart information in a verbal, non-verbal or in a written form. In the process of communication, the role of sender is regarded to be of utmost significance in initiating the communication process. They provide credibility and validation to the statements and speech. When the sender initiates the communication process, apart from possessing adequate knowledge in terms of the concepts, they need to communicate in a friendly way (Nordquist, 2019). The senders need to possess an approachable nature and an amiable attitude, so the receivers do not feel hesitant in communicating with them. Amiable attitude and an approachable nature enables the senders to form connections with the receivers. The receivers will be able to approach them and obtain solutions to any kinds of problems and difficulties. Therefore, it can be stated, when the senders will be well-prepared and knowledgeable, they will contribute efficiently in enriching the communication process.

### Message

Messages are referred to the information that is transmitted by the senders to the receivers. They can be information related to different subjects, concepts, individuals and so forth. These are imparted in an oral, non-verbal and written form. The signs and symbols are also made use of to convey messages. In some cases, messages are positive, whereas, in other cases, they are negative. When information is imparted by the sender to the receiver that arouses feelings of pleasure and contentment among them, the messages are regarded as positive. On the other hand, when information is imparted that enables the individuals to feel disappointed or stressed, then the messages are regarded as negative. In some cases, when the receivers receive negative messages from the senders, they may bring an end to the communication process. In other words, the communication process may be weakened, when the individuals are exchanging with each other unpleasant viewpoints. In

order to reinforce the communication processes, it is vital for the individuals to ensure, they encourage positivity in messages. But when negative messages are imparted, the senders need to ensure that their connections and terms with the receivers do not weaken. Furthermore, it is necessary to make use of polite language.

### **Receiver**

Receiver are the individuals, who receive information and messages that are imparted to them by the senders. There are various factors, which need to be taken into account by the receivers. These are, they need to pay adequate attention towards the senders, they need to learn to interpret the information received and express their responses. When the receivers have understood the information well, they convey the viewpoint to the senders that they have understood well. On the other hand, when they have not been able to acquire an understanding of the information, they usually ask the senders to reiterate it. When the senders receive adequate responses from the receivers, they are able to identify that their efforts have proven to be meaningful. The efforts, which the senders make in imparting information to the receivers prove to be effectual, when the receivers are able to understand the concepts in an adequate manner. Normally, the receivers also make use of the same channel to express their responses. But in some cases, they may use different channels as well. For instance, when the senders are communicating with them through email, they respond through emails or phone calls or both. Therefore, receivers need to communicate with the senders in an appropriate manner.

### **Feedback**

Feedback is referred to as the return of information about the result or the returned portion of a process. Feedback is when the senders express their responses to the answers or information that they have received from the receivers. For instance, when the receivers express their responses to the information that they have received from the senders, then the senders too need to provide feedback. Through receiving of feedback, the receivers usually feel contented that they are able to provide solutions to their problems and challenges. In some cases, the feedback is positive, whereas, in other cases, it is negative as well. Positive feedback is desirable and negative feedback is undesirable. Feedback is given by the senders through various sources, which are verbal, non-verbal and written. In providing feedback, there are various factors, which need to be taken into account. These are, depicting positivity, focus should be put upon the behaviour not the person, depicting specificity, depicting timeliness, implementing clarity, judgement should not be used, it should be provided from a neutral place, implementing politeness, negativities should be stated in a constructive manner and feedback should be productive towards communication. This is the final stage of the communication process and brings the communication process to a conclusion.

### **Factors of Communication Process**

When understanding the communication process, there are various factors, which need to be identified. These are, participants, contact, context, common code, form of message, and goals of communication. When the individuals are communicating with each other, personally or when they are located at a distance, they need to take into account these factors. Sufficient information in terms

of these factors would render a significant contribution in making the communication processes efficacious. These have been stated as follows: (Chapter-2. n.d.).

### **Participants**

Within the communication process, the participants are two or more. These are termed as senders and receivers. Senders are the ones, who impart the information, whereas, receivers are the ones, who receive the information. The receivers need to ensure that they understand and interpret the information that is given by the senders in an adequate manner. On the other hand, the senders need to ensure they provide factual and necessary information to the receivers. Both the senders and the receivers have a goal to achieve through the communication processes. When the receiver have been able to adequately understand the information, they need to impart feedback to the senders. In this manner, the senders too are able to know that they have carried out their task well. Therefore, obtaining feedback in the communication process is regarded as vital in making the communication processes successful. The sender has primarily two tasks to perform. They are the senders of message and receivers of feedback. On the other hand, the receivers also have two tasks to carry out, they are the receivers of the message and senders of feedback. They may not be present all the time at one place, therefore, communication takes place through verbal, non-verbal and written forms.

### **Contact**

In order to make the communication processes successful, it is necessary for the participants to establish contact between themselves. The sender needs to ensure that the receiver is paying attention towards his message. When the receiver is paying attention, then the sender is able to express themselves in a well-organized manner. In this manner, they are able to impart them the necessary information and achieve their goals. There are cases in communication processes, when the receiver is involved in some other work and is not paying attention. In such cases, the sender needs to implement ways to promote their attention. The contact is established not only physically but psychologically as well. The sender makes use of various techniques, which are used to maintain contact with the receiver. Normally, when the individuals are located at a distance, it is apparent that they usually tell each other to maintain contacts, by communicating with each other on a regular basis. When they cannot see each other personally, then mostly, they maintain contacts through phone calls, messages, emails, letters etc. These can take place on daily basis or once a week, month etc. Therefore, it can be stated, maintaining contacts is regarded as one of the important factors of communication process.

### **Context**

In order to communicate well, the sender and the receiver need to ensure that the context in which communication processes are implemented are appropriate. The topic is regarded to be of utmost significance, which forms the basis of communication. Apart from topic, it is necessary to put emphasis on the physical environmental conditions as well. Within the physical environment, it is necessary to ensure that the individuals have all the materials and resources available, which are important in making the communication processes worthwhile. For instance, when the individuals are communicating with each other in terms of a report or any written document, they need to have it with them in order to encourage effectiveness of the communication process. This factor can be

explained well with an example. In educational institutions, when the instructors are imparting information to the receivers in terms of lesson plans, they need to make the environmental conditions amiable. Within the classroom settings there are various types of teaching-learning materials, such as, graphs, charts, posters, technologies, pictures, images and so forth, which are utilized to make the communication processes effective. Therefore, it is vital to pay attention towards up-gradation of context in not only educational institutions but in all places on regular basis.

### **Common Code**

A common code is referred to a set of conventions used for communications. Both the sender and the receiver must be in possession of some common code. The code needs to be shared by all the participants. This common code may be linguistic, para-linguist and non-verbal. The communication takes place between individuals through three major forms, verbal, non-verbal and written. It is necessary for the communication processes to be effective and worthwhile that code should be taken into consideration. The senders need to pay attention towards it, so they are able to adequately impart information to the receivers. On the other hand, in order to acquire an efficient understanding of the message and give feedback, the receivers need to make selection of common code. When the senders and receivers are communicating with each other, it is vital that they make use of common code. When senders are communicating orally, the receivers also communicate orally. On the other hand, when the senders are communicating in a written manner, the receivers also respond in a written manner. In some cases, when the receivers need to acquire information on an urgent basis and senders take time in responding, then they may send a message or give a phone call. Hence, in such cases, there may be differences in the code.

### **Form of Message**

The message, which is transmitted from the sender to the receiver must have the same form. This form is dependent upon the situation. If the setting of the situation is noisy, the form may be loud. If the setting of the situation is short-timed, the message may be brief. When the setting of the situation does not require the individuals to speak, then one may speak softly, if they need to say something important. The form of message can be formal or informal. Formal messages usually are exchanged between the individuals, particularly within the working environment. On other hand, informal messages are exchanged between the individuals, when they are communicating with each other within home, community and public places. It is comprehensively understood that in order to make the communication processes worthwhile and effective, it is vital for the individuals to be polite and make use of decent words. But in some cases, communication takes place in an impolite manner as well. Therefore, the form of message can be polite as well as impolite. The form of message is influenced by the roles of the participants and goals of communication. There are number of ways of conveying different forms of message and it is regarded as an important factor in the communication process.

## **GOALS OF COMMUNICATION**

Communication is regarded as a goal-oriented activity. There are differences in the goals and they are not regarded as same in all settings. The goals are usually related to particular topics, factors,

subjects or concepts. This is referential function of language. The language is made use of by expressing the thought-content by making statements for putting forth propositions. The goal may be code-oriented. This is referred to as the meta-linguistic function of language. In this case, focus is put upon the set of rules and conventions. The main aim of this function is to test mutual understanding of the rules and conventions. Finally, the goal may be message-oriented. This is referred to the imaginative function of language. The sound, rhythm and tune are used in such a manner, so pleasure and contentment can be given to the participants. When communication takes place in a written manner, this goal can be achieved by using different graphics. This is regarded as an aesthetic function of language. When the participants are putting into operation the communication process, it is vital for them to be well-aware in terms of goals of communication. Furthermore, they need to implement methods and approaches in an appropriate manner to achieve them. Therefore, goals of communication are also regarded as vital factors of communication processes.

## **THE MODEL OF COMMUNICATION PROCESS**

When understanding the model of communication processes, there are various factors, which need to be taken into account. These are, communicator, signal 1, receiver and signal 2. The signal 1 is produced by the senders and signal 2 is produced by the receivers. Though the sender is regarded as an observable factor. There are number of factors, goals and purposes, which require them to communicate with the receivers. When the sender and the receiver encode the meaning into the system, the two more observable factors are recognized. The signals have either verbal or non-verbal forms. These are produced within the given framework. When communication takes place between individuals through verbal and written forms, they are able to communicate with each other in an efficient manner, as they are able to understand each other. Whereas, when communication takes place through non-verbal means, it is vital for the participants, particularly the receivers to ensure that the messages are not misinterpreted (Chapter-2. n.d.).

There are two processes of productive performances. These are, signal 1 is produced by the sender, whereas, signal 2 is produced by the receiver. On the other hand, there are two processes of receptive performance. These are, signal 1 is received by the receiver and signal 2 is received by the sender. Any model of the communication process must interpret these four processes. The communication processes comprise of two skills, which are known as productive and receptive skills. Traditionally, the productive skill is regarded as an active skill, and receptive skill as passive skill. Listening and reading are regarded as receptive skills, whereas, speaking and writing are regarded as productive skills. Both productive and receptive skills are regarded as crucial in making the communication processes effective. One important aspect that needs to be taken into account is, receptive skills include, productive performances and productive skills include receptive performances (Chapter-2. n.d.).

In the productive performance, the participants, not only need to take into consideration the factors of communication process, but they also need to take into account the factors, which are necessary to enhance productivity of the communication processes. In order to make the communication processes productive, one of the indispensable factors is possession of awareness and knowledge in terms of concepts. In other words, it is vital for the individuals to be well-prepared,

before they are to initiate the communication processes. This aspect is more crucial in case of educational institutions and employment settings. Within the course of communication, in some cases, the individuals need to put into operation various strategies, these are, negotiation, convincing, and persuading. When they are implementing these, they aim to achieve success. Therefore, in order to make the communication processes productive, the individuals need to ensure that they are successful when they are putting into operation the aspects of negotiation, convincing, and persuading. These aspects are put into operation in some cases and not in all. These may be major as well as minor.

In the receptive performance, it is vital for the receivers to pay attention towards, what the senders are speaking. When they are to respond to them, it is crucial that they should wholeheartedly pay attention. Within educational institutions and organizations, when the instructors and employers assign job duties and projects to the individuals, they need to pay attention and listen to them in an appropriate manner. This will prove to be beneficial to them in carrying out their job duties well and in meeting the desired expectations. Therefore, listening and responding well are regarded as crucial factors that are needed to achieve the desired goals. When the individuals are unable to pay attention towards various aspects, which their instructors and employers are imparting, they experience setbacks within the course of adequate performance of job duties and in achieving desired goals and objectives. Therefore, in order to augment receptivity, it is necessary to pay complete attention towards the senders.

## CONCLUSION

Communication is described as the process of transferring information and creating an understanding between individuals. The common elements in the communication process are the sender and receiver. The sender initiates the communication. The sender is referred to the person, who has a need to convey the desire or idea or concept to one or more individuals. Whereas, the receiver is the person, to whom the message is sent. The four stages of the communication processes are the sender, message, receiver and feedback. When understanding the communication process, there are various factors, which need to be identified. These are, participants, contact, context, common code, form of message, and goals of communication. When understanding the model of communication processes, there are various factors, which need to be taken into account. These are, communicator, signal 1, receiver and signal 2. Finally, it can be stated, in order to make the communication processes productive and meaningful, it is essential for the individuals, both the senders and the receivers to put into operation the factors in a well-organized manner.

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