

# The PROCESS OF COMMUNICATION



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# LET'S EXPLORE COMMUNICATION







# DEFINING COMMUNICATION

Communication is an integral part of our daily lives, enabling us to connect, share, and exchange thoughts, ideas, and information with one another.

# TYPES OF COMMUNICATION



01

## Verbal Communication

Verbal communication is one of the most common and familiar forms of human interaction. It involves the use of spoken words and active listening to convey messages between individuals.

02

## Non-verbal Communication

Non-verbal communication goes beyond words and involves expressing messages through body language, gestures, and facial expressions. It is a powerful means of communication that can complement, reinforce, or sometimes contradict verbal messages.





# TYPES OF COMMUNICATION

03

## Written Communication

Written communication is another vital form of human expression. It involves conveying messages, information, or ideas through written words.

04

## Visual Communication

Visual communication utilizes images, graphics, infographics, charts, and diagrams to convey information effectively. In today's digital age, images and emojis convey messages.

# ELEMENTS OF COMMUNICATION



## Sender

The sender is the individual who initiates the communication process by formulating and transmitting a message. The sender's intention is to convey information, ideas, or emotions to the receiver.



## Message

The message is the core content of the communication, consisting of the information, ideas, or emotions that the sender intends to share with the receiver.



## Receiver

The receiver is the individual or group who receives and interprets the message. The effectiveness of communication relies heavily on the receiver's ability to comprehend and interpret the message accurately.



# ELEMENTS OF COMMUNICATION



## Channel

The channel refers to the means by which the message is conveyed from the sender to the receiver. Different channels include face-to-face interactions, phone conversations, and written correspondence.



## Feedback

Feedback is an essential component of the communication process, as it enables the sender to gauge the receiver's understanding and response to the message.



## Noise

Noise refers to any interference, disruption, or barrier that hinders the smooth transmission and reception of a message between the sender and receiver.

# FACTORS AFFECTING COMMUNICATION

## Context

The context refers to the specific circumstances surrounding the communication process. It includes the physical setting, the relationship between the sender and receiver, and any cultural or social factors that may influence the communication.

## Noise

Noise in communication refers to any distractions that disrupt the smooth transmission and reception of the message.

## Culture & Language

Cultural differences can influence how messages are perceived and understood. Different cultures may have unique communication norms, gestures, or customs that affect the interpretation of messages.







# THE COMMUNICATION PROCESS MODEL

The communication process model emphasizes the dynamic and interactive nature of communication, with both the sender and receiver actively participating in the exchange of information.

# COMMUNICATION PROCESS MODEL

The communication process model outlines the sequential steps involved in successful communication, providing insights into how information is encoded, transmitted, decoded, and how feedback is received.





# STEPS IN THE PROCESS

## Encoding

01

The sender formulates the message by translating their thoughts, ideas, or emotions into a communicable form. This process involves choosing the appropriate words.

## Transmitting

02

Once the message is encoded, the sender transmits it through a chosen communication channel. The channel can vary.

## Decoding

03

During decoding, the receiver interprets and assigns meaning to the message based on their understanding, knowledge, and personal experiences.

## Feedback

04

After decoding the message, the receiver provides a response or reaction to the sender, indicating their understanding and interpretation of the message.

# WRAP UP

## Key Takeaways:

- Communication is the exchange of information, ideas, and emotions between individuals.
- The communication process model involves encoding, transmitting, decoding, and feedback.
- Various types of communication (verbal, non-verbal, written, and visual) contribute to effective interactions.
- Factors like context, noise, and cultural differences can impact communication outcomes.

## Importance of Effective Communication:

- Fosters mutual understanding and builds strong relationships.
- Enhances teamwork, problem-solving, and decision-making.
- Facilitates success in personal, academic, and professional endeavors.





# THANK YOU FOR ATTENTIVE LISTENING

