

Paper –Principles and Practice of Management

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Topic- Communication Process

Elements of Communication Process

Communication, being a process, must have some elements to complete the process. Various elements of communication have been presented in different models of communication. These are sender, message, encoding, channel, receiver, decoding, and feedback. Let us have a brief look at these elements.

1. Sender. Sender of the message is the person who contacts other persons with the objective of passing the message. In organisational context the sender may be a superior, a subordinate, a peer, or any other person. The organisational position of the sender determines the direction of communication in the organisation. A message flowing from a superior to a subordinate is known as downward communication; message flowing from the subordinate to the superior is known as upward communication; message flowing from a person to another person working at the same hierarchical level is known as horizontal communication.

2. Message. Message is the subject matter of the communication which is intended to be passed to the receiver from the sender. Message may be in the form of ideas, opinions, feelings, views, orders, suggestions, etc. Sometimes, people use message and communication interchangeably, for example, A asks B, have you received any communication from your company on this issue. Though technically, the use of the term communication in place of message is wrong, the meaning of the communication content may be understood correctly.

3. Encoding. Since the ideas, opinions, feelings, views, orders, suggestions, etc. which are the subject matter of communication are abstract and intangible (the objects which cannot be heard, seen or touched), their transmission requires the use of certain symbols such as words, pictures, gestures and other body language. The process of converting the message into meaningful symbols is known as encoding. In this case, the term meaningful symbols is important because if the symbols are not meaningful, message cannot be understood by the receiver correctly.

4. Channel. Message converted into symbols is transmitted by the sender through a channel like written words in the forms of letter or electronic mail, spoken words through personal contact or telephone depending on the situation of the parties sender and receiver. Gestures are used with spoken words

5. Receiver. Receiver is the person to whom message is sent. Like the sender, the receiver may be a superior, a subordinate, a peer, or any other person in the organisational context This is true for an interpersonal communication. In a group communication, the receiver is in the form of a group of persons, for example, addressing a group of employees by a manager In an organisation.

6. Decoding. Decoding is just the reverse of encoding. In decoding, the receiver converts the communication symbols transmitted by the sender into message. Like encoding, decoding should also be meaningful so that the receiver understands the message in the sense which is intended by the sender.

Feedback- Feedback received the message and understood it in the same sense as the receiver intended. is a common feature of all systems whether man-made or natural. Feedback is a system that helps in understanding whether the system is working properly. If it is not working properly, corrective actions are taken. Managers know through feedback in the form of various reports

whether the organisation is working properly or not. This is true for communication too. Sigband views that "feedback permits expressive action on the part of one and/or more persons and the conscious and unconscious perception of such action Perhaps one of the most important factors in this network is feedback which is vital .