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Subject:- Business Communication

Unit - 1

Topic - The process of communication

Communication being a process, requires at least two persons - a sender and a receiver - irrespective of the mode of communication. The sender or source conceives the idea, gives it a shape, decides the mode of communication which may be used to convey the idea and conveys it. The receiver receives it, tries to understand it, and finally takes an action which may be either to store the information or to send the message to the original source or take any other line of action as required by the source. The whole process, thus, may be defined as follows.

process of communication

Ideation	Encoding	Transmission	Receiving	Decoding	Action
Conceiving the idea by the sender or source	Encoding the message	Transmission of the message	Receiving of message by the receiver	Decoding message	Behaviour or action on the message

The entire process of communication requires at least the above six steps, that is, ideation, Encoding, Transmission, Receiving, Decoding and Action. These steps are discussed as under:

① Ideation

The first step in communication is ideation. Here the sender thinks of an idea which he wants to communicate to the other party. This is the content and the basis of the message. He must have something to say before he really says it. The sender must also keep in mind the party to whom the message is intended to be conveyed, and also the channel to be used.

② Encoding

Under this step, messages are composed of symbols having a certain meaning for the sender and the receiver. Encoding is, thus, translation of an already conceived idea by the sender into a message appropriate for transmission. Encoding includes selection of the mode of communication. The wording of the message may be different for different methods of communication to be used. A telegram may be differently worded from letter. A telephone conversation may be different from

a face to face conversation. A green signal and a whistle from the guard are sufficient signals to the train driver for starting the train, such signals are not sufficient for an aeroplane to take off.

③ Transmission

The third step is transmission or conveying of the message as encoded by the sender. Transmission conforms to the method selected by the sender in the preceding step. The sender also chooses the channel or path of communication through which the message is to travel from the sender to the receiver. The channel may be mass media such as newspapers, radio, television and film etc or inter personal involving direct exchange between source and receiver such as telephone correspondence or non-verbal symbols like hands or facial gesture, or other body movements. The sender must consider the effectiveness of the channel in making his selection. A lengthy message cannot be sent through a telegram. A channel should be a good listener in the case of an oral message. However, listening alone is not sufficient, he should also be willing to understand.

④ Decoding

Decoding is the reverse of encoding. It means translation of symbols, encoded by the sender into an idea for understanding. The receiver decodes the message by changing the symbols into a meaning. Understanding the message sent by the sender is the key to the decoding process. If the receiver could not decode the message correctly to make it understandable, or misunderstands it, or pretends to misunderstand it whereas he understands it well, the communication is rendered ineffective. This happens because perception of two persons may be quite different.

⑤ Action

It is the response by the receiver of the communication. He may ignore the message completely or may store it, or may act as directed by the sender. Thus, it is an action or reaction on the part of the receiver in response to the message received by him from the sender. He may also send a message to the sender in response to the original message from the sender.