**MHSC CC 207**                    **UNIT – 1**
# COMMUNICATION

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## Communication Process

Communication is the two way process involving the sending and receiving of a message. Since the purpose of communication is to elicit a response the process in ongoing. The receiver of the message becomes the sender of the response and the original sender becomes the receiver. Communication is the process of transmitting meaning between individuals.

**Factors affecting the communication process:-**

A person's socio-cultural background, language, age and education and limitation and attributes of non verbal communication are factors that generally affect process of communication. However, there are certain other factors which affect the communication process.

1. **Ability of the communication:**  The person's ability to speak, hear, see and comprehend stimuli influences the communication process. The receiver of the message also needs to be able to interpret the message.

2. **Perceptions:**  It is the personal view of events. Each person senses, interprets and understands the events differently. Perceptions are formed by experience and expectations. It is important to validate/correct the perceptions of the receiver.

3. **Attitude:**  It is the tendency or predisposition to act in a particular direction to a thing, a person or an event. The attitudes are classified into facilitating attitudes and inhibitive attitudes.

   (a) **Facilitating Attitudes:** It includes caring and warming attitudes convey a feeling of emotional closeness. Caring involves giving feelings, thoughts, skills and knowledge. Respect is an attitude that emphasizes the other person's worth and individuality. Acceptance emphasizes neither approval nor disapproval but helps the receiver to express personal feelings freely and to be themselves.

   (b) **Inhibitive attitudes:** it is an attitude that conveys superiority over other persons: Condensation, lack of interest and coldness do not favour proper communication.

4. **Knowledge**:  Knowledge of handling different level persons is essential for communication. Sufficient knowledge about the subject matter on the part of the communicator/source will affect his message content materials be communicated with maximum effectiveness.

5. **Time:** The time factor in communication includes the events that precede and follow the interaction.

6. **Personal space:** It is the closeness/distance between the people in interactions with others. Communication utters in accordance with four distances namely, intimate, personal, social and public.

7. **Environment:** People usually communicate most effectively in a comfortable environment. Warm and comfortable environment facilitates good communication.

8. **Territory:** It is the drive to gain. It maintains and defines an exclusive right to an area of space. It provides people with a sense of identity, security and control.

9. **Emotions:** Emotions are person's subjective feeling about events. The way a person relates and communicates with others is influenced by emotions. Emotions also affect a person's ability to interpret messages.

10. **Self-esteem:** It also influences communication patterns. People with high self-esteem communicate honesty, with confidence and with congruence (agreement) between verbal and non-verbal messages. Those with low self esteem or under high stress tend to give double messages. The relationship between self-concept and communication is susceptible to change.

11. **Roles and relationships:** The roles and relationship between sender and receiver affect the communication process. Choice of words, sentence structure and tone of voice vary considerable from role to role. Communication is more effective when the participants remain aware of their roles in a relationship.

12. **Socio-cultural background:** Culture is the sum total of the learned ways of doing, feeling and thinking. It is a form of conditioning that shows itself through behaviour language, gestures and values. Attitudes reflect cultural origin. The influence of culture sets limits the way people act and communicate.

13. **Values:** these are stands that influence behaviour. They are what person considers important in life and thus influence expressions of thoughts and ideas.

Since communication affects the sender and the receiver or the source and the destination the above mentioned factors play important roles for communication to be effective and the process to be successful to get the desired result.

## Elements of Communication

The term communication process refers to the exchange of information between two or more people. For communication to succeed both parties must be able to exchange

information and understand each other. The following are the elements of communication.

1. **The sender**

   The communication process begins with the sender, who is also called the communicator/source/encoder/originator. The sender is an individual or group who wishes to convey the message to another. He is the initiator of the communication process and is sometimes called the source encoder. Encoding is the process of translating the thoughts into specific signs and symbols. Effective encoding depends on a clear message delivered at a right place at right time and phased in such a way as to attract the receiver's attention.

   Communication performance of a communicator is affected by his credibility, reputation, audience expectations and past communication experiences.

2. **The Message:**

   The message or content is the information that the sender wants to relay to the receiver. Barlo speaks about three factors to be taken into consideration in preparation of message – message code, message contact and message treatment. Message should be comprehensible, based on need, interest, value and physical capabilities of the receiver/audience.

3. **The Channel/Medium**

   It is the means by which a message is transmitted. According to Leagans, "Channels are physical bridge between the sender and the receiver of messages." For example, sensory channels like visual, auditory, tactile or institutionalized channels such as face-to-face conversation, print and electronic media. It is important that the channel be appropriate for the message to be clear.

   The selection of channels depends on availability, suitability for audience and message, competency of source, frequency of use, ability to combine different channels and relate effectiveness of channels.

4. **The Receiver/Audience**

   The person to whom a message is directed or transmitted is called the receiver/decoder/interpreter. He interprets and decodes the sender's message into information that has meaning. Understanding is the key to the decoding process. The intended meaning will be communicated when the sender and the receiver have common knowledge and experience.

5. **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 be indirect and take the form of an act or deed in response. Communication is not successful until the message received has been understood and acted upon appropriately.

According to Berlo the success of the communication process depends on factors like communication behaviour of the sender and receiver, which are affected by the communication skill, attitude, knowledge level, position in a social system, culture, relationship between the sender and receiver and purpose or intention of communication.

## Models of communication

Communication takes place when the sender selects a certain message and gives it a special treatment for transmission over a selected channel to a receiver who interprets the message before taking the desired action. Communication models are symbolic representation of structures, objects or operations.

The following becomes the element of communication:

| Sender | Message | Treatment | Channel | Receiver |
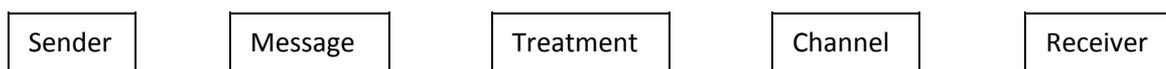
1. **Aristotle's Model**

   In the Rhetoric, (persuasive speaking or writing to impress people) Aristotle made the first basic persuasive model. According to him 3 elements are necessary for communication. They are:

   | Speaker | Speech | Audience |
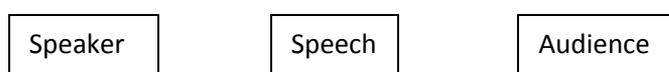
   Such communication takes place in a face-to-face situation or in direct communication. The speech is a message, an idea, a thought or a feeling. According to him message preparation involves invention (finding material to be included), arrangement (organizing the material), language/style according to the speaker and the audience (memory and delivery) and the rehearsal of actual presentation.

   This model is criticized as there is no place given for feedback.

2. **Elwood Shannon and Warren Weaver Model**

   This model was developed in 1949, is referred to as the 'Mother of all models'. It was designed to mirror the functioning of radio and telephone technology. It is structured

on the following elements:

- Information source –which produces a message
- Transmitter – which encodes the message into signals
- Signal – a channel for which signals are adapted for transmission
- (Noise source)
- Receiver – reconstructs the encoded message
- Destination

This is a mathematical model of communication. According to this model there are five most significant elements of communication process

**Source** - decides the information message which has to be transmitted

**Transmitter** - is actually which changes the information message into signals which is then transmitted to receiver of message

**Receiver** - changes the signal again into the message which can be understandable by the destination

**Destination** - is that for which the message is actually meant for. The transmitted signal is decoded by the receiver and then it is sent to destination

**Noise** - can be anything that can occur when the message is traversing through the communication channel. It can be static, technical or physical and can be verbal or non verbal that distracts the communication process.

3. **Schramm's Model**

Wilber Schramm proposed the model of communication in 1954. According to this model, coding and decoding are the two essential processes of an effective communication without which information can never flow between two individuals. If the communicator and the destination have something in common then the message will be understood correctly.

| Source | | Encoder | | Signal | | Decoder | | Destination |
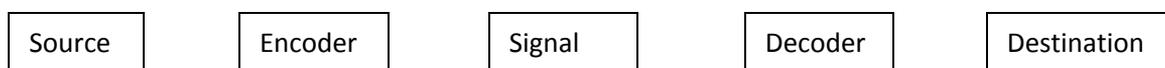
In this model signal is common for both source and destination, a common field of experience.

4. **Westley and MacLean's Model**

It was the first model to design mass communication process specifically. This too has five elements. The sender encodes the message which is passed through a channel and is then decoded and its meaning is drawn, after which the message is clear to the receiver.

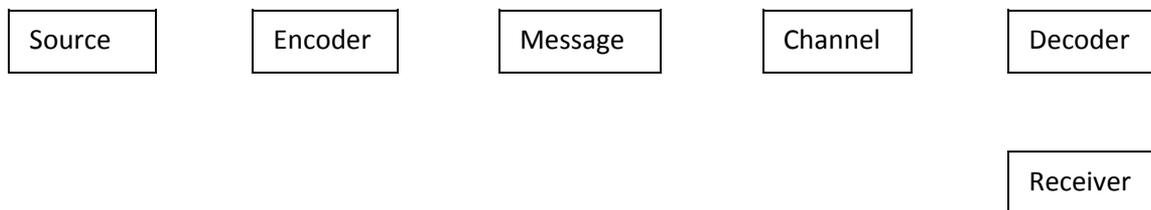| Sender | | Encoder | | Channe | | Decoder | | Receiver |
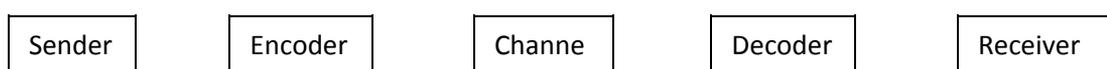
### 5. Leagan's Model

It has six elements. It is designed on the pattern of the Westley and MacLean's Model. Most of the elements are common. Audience response is the sixthe element and it is vital to the process expecially when it is meant to bring about change in people.

| Communicato | Message | Channel | Treatment |
|---|---|---|---|
| | | Response | Audience |
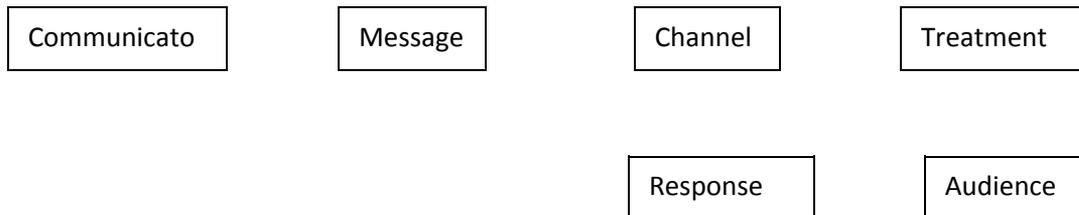
### 6. Berlo Model

This model also has six elements

| Source | Encoder | Message | Channel | Decoder |
|---|---|---|---|---|
| | | | | Receiver |

Code is a system for communication. Putting message into code is encode. A channel is carrier of a message. Just as a source needs an encoder to translate his matter into message, the receiver needs a decoder to translate the message and to put it into a form that the audience can use.

### 7. Lasswell's Model

This model helped probe into political communication and propaganda, which were some of the earliest communication research in social science. This version of communication process mentions four parts – who, what, channel and whom. This model exercised a profound influence on scholars.

| Who/Communicator | Says what/ Message | In which channel/ Medium |
|---|---|---|
| | With what effect?/Effect | To whom/ Receiver |