

## **Communications Process- by MS. LIPSA SAMAL**

Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

### **1. Sender**

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

### **2. Message**

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

### **3. Encoding**

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

### **4. Media**

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

### **5. Decoding**

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

### **6. Receiver**

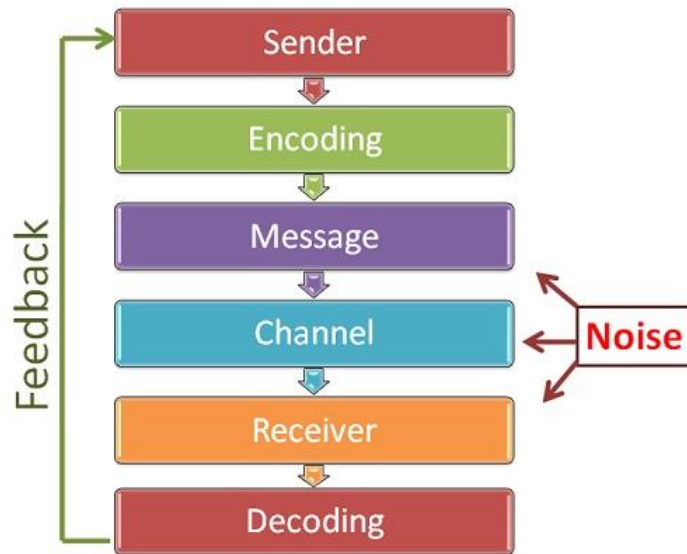
He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

### **7. Feedback**

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

## 8. Noise

It refers to any obstruction that is caused by the sender, message or receiver during the [process of communication](#). For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.



## Importance of Communication

### 1. The Basis of Co-ordination

The manager explains to the employees the organizational goals, modes of their achievement and also the [interpersonal relationships](#) amongst them. This provides coordination between various employees and also departments. Thus, communications act as a basis for coordination in the [organization](#).

### 2. Fluent Working

A manager coordinates the human and physical elements of an organization to run it smoothly and efficiently. This [coordination](#) is not possible without proper communication.

### 3. The Basis of Decision Making

Proper communication provides information to the manager that is useful for [decision making](#). No decisions could be taken in the absence of information. Thus, communication is the basis for taking the right decisions.

### 4. Increases Managerial Efficiency

The manager conveys the targets and issues instructions and allocates jobs to the [subordinates](#). All of these aspects involve communication. Thus, communication is essential for the quick and effective performance of the managers and the entire organization.

#### 5. Increases Cooperation and Organizational Peace

The two-way communication process promotes co-operation and mutual understanding amongst the workers and also between them and the [management](#). This leads to less friction and thus leads to industrial peace in the factory and efficient operations.

#### 6. Boosts Morale of the Employees

Good communication helps the workers to adjust to the physical and social aspect of work. It also improves good human relations in the industry. An efficient system of communication enables the management to motivate, influence and satisfy the subordinates which in turn boosts their morale and keeps them motivated.