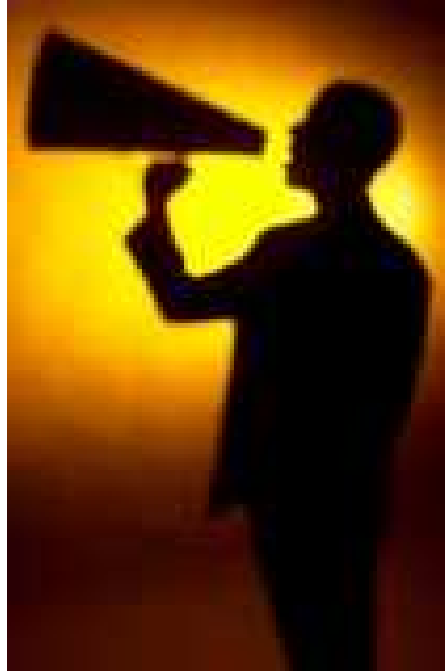


LECTURE 1



THE PROCESS OF COMMUNICATION

LEARNING OUTCOME

Upon completion of this chapter the students should be able to:

- **Understand the cycle of communication.**
- **The purposes of communication**
- **The factors involved in effective communication**

THE COMMUNICATION CYCLE

- Definition: Communication is a successful transmission of message between people. It is the imparting or exchange of idea or feelings.
- The purpose of communication could be to:
 - a. initiate some action
 - b. import information, ideas, attitudes, belief and feelings or to establish or maintain links.

The communication cycle

- The process of communication has 6 stages. They are:
 - Conceive the message
 - Encode the message
 - Select the medium (Channel)
 - Decode the message
 - Interpret the message
 - Feedback

- Conceive the message: the sender decides the message, the quantity and to whom it should be sent.
- Encode the message: Conversion of the idea, feeling or opinion into communication.
- The third stage is where the medium (oral, written or visual) is chosen.
- The receiver receives the messages in the Fourth stage. He grasps the meaning of the words or action received.
- The last stage is the feedback, which is the reaction to the message received. It can either be positive or negative.

- Feedback:
- If the feedback is positive the process of communication is complete.
- If the feedback is negative the process of communication is ineffective, and the sender should identify the cause of the breakdown, which is known as barriers.