

WEEK 6

COMMUNICATION PROCESS

Learning Outcome.

To understand the process of communication.

To identify the steps involved.



The communication cycle

- The process of communication has 6 stages. They are:
 - a. Conceive the message
 - b. Encode the message
 - c. Select the medium (channel)
 - d. Decode the message
 - e. Interpret the message
 - f. 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.