

**GOOD  
MORNING**



*Welcome*

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- Thought
- Idea

**Process**

•Medium

•Receiver

**Communication**

•Decoding

- Thought
- Idea

•Feedback

## **(1) Generation of an Idea or Thought :**

- The process of communication begins**
- when an idea, thought, feeling or a piece of information arises in the mind of the communicator**
- and he wants to transfer it to someone.**

## **(2)Encoding:**

- ▣ **When an idea is generated in the mind of a communicator**
- ▣ **he puts that idea in suitable symbols or signs,**
- ▣ **such as words, letters, signals, sounds, gestures, pictures, etc.,**
- ▣ **representing the idea for the purpose of its transmission.**
- ▣ **Such a process is called encoding.**

### **(3) Channel and Media :**

- The communicator conveys the message originated by encoding to the receiver through suitable media and channel.**
- The words 'channel' and 'medium' is often used interchangeably.**
- However in some cases they are totally different.**
- For example, a letter is a medium and the mail service is channel,**
- telephonic talk is a medium and telecommunication system is a channel,**
- speech is the medium and air carrying sound waves is channel.**

## **(4) Receiver :**

- This stage is where the receiver receives the encoded thought or message.**

## **(5) Decoding :**

- On receiving the message the receiver interprets it by translating the signs and symbols into thoughts or ideas.**
- The process of understanding the message by the receiver through translation of symbols or signals into ideas is called decoding.**

## **(6) Thought or Idea :**

- The decoding of the message by the receiver will generate a thought in his/her mind and initiate a feedback or a response.**



## **(7) Feedback :**

- ▣ The receiver decodes, interprets and understands the message fully or partially and conveys the response to the communicator**
- ▣ through some channel of communication. This process is called feedback.**



**THANK YOU**

**HAVE A NICE  
DAY**