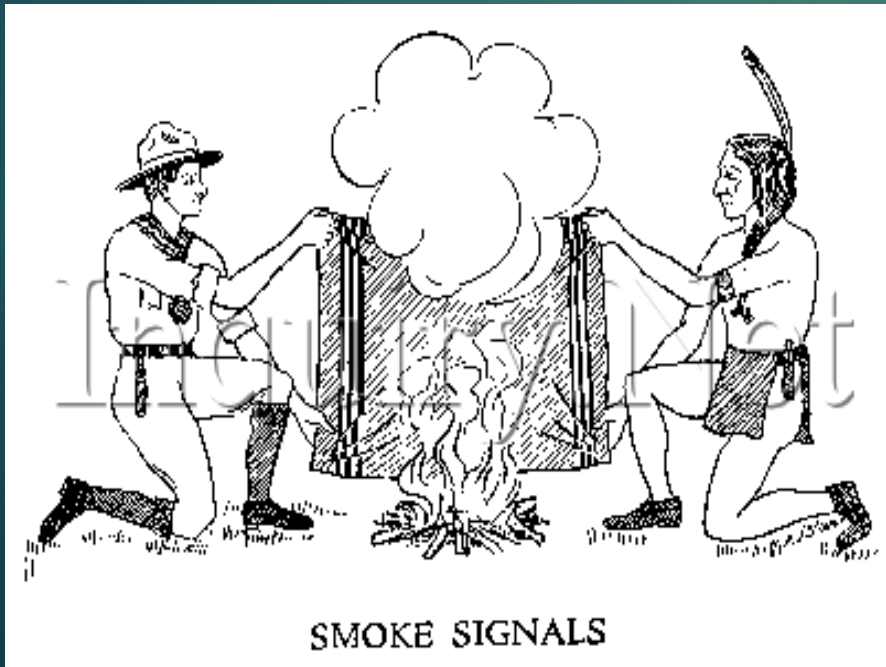


COMMUNICATION



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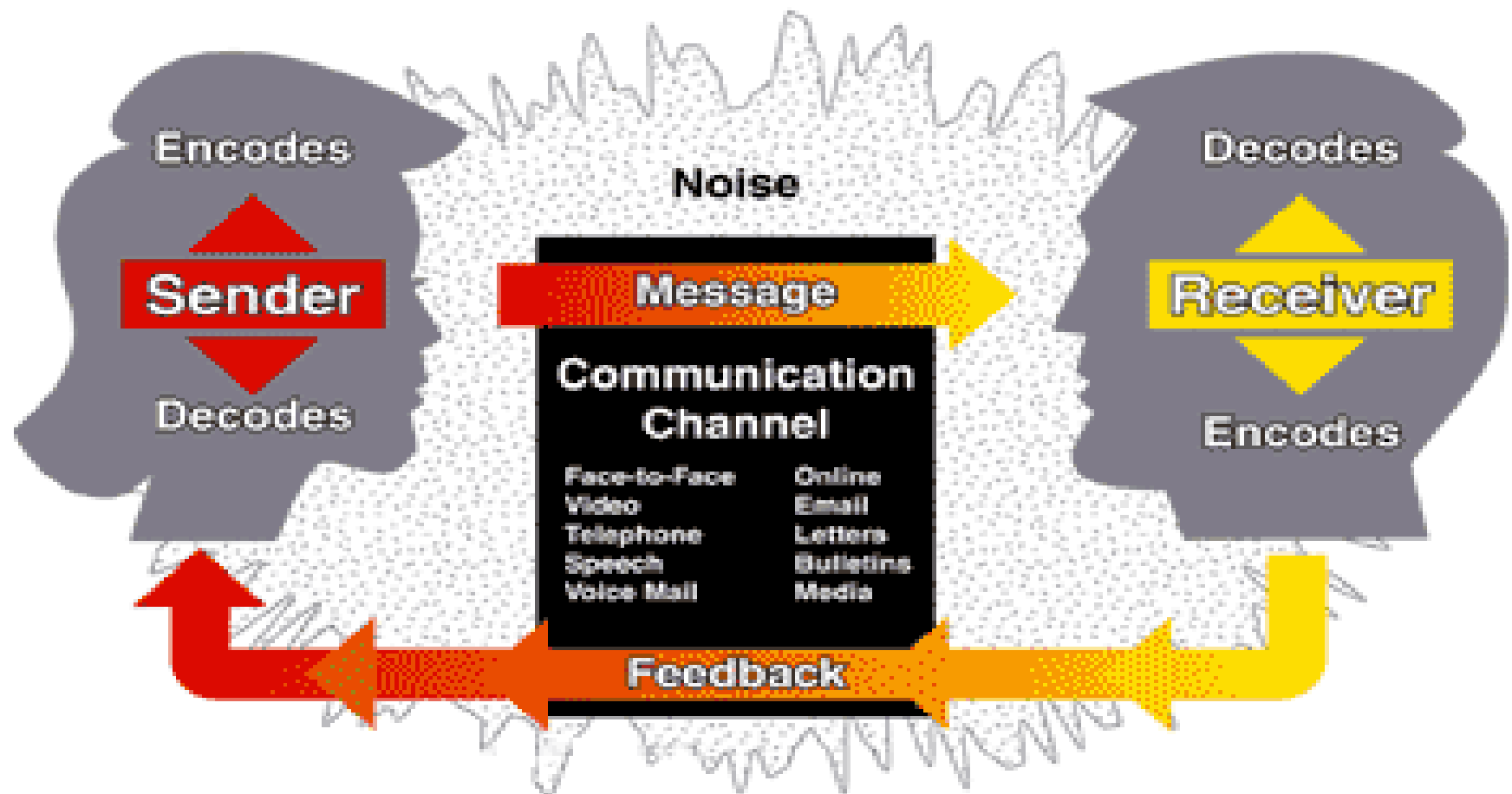
COMMUNICATION

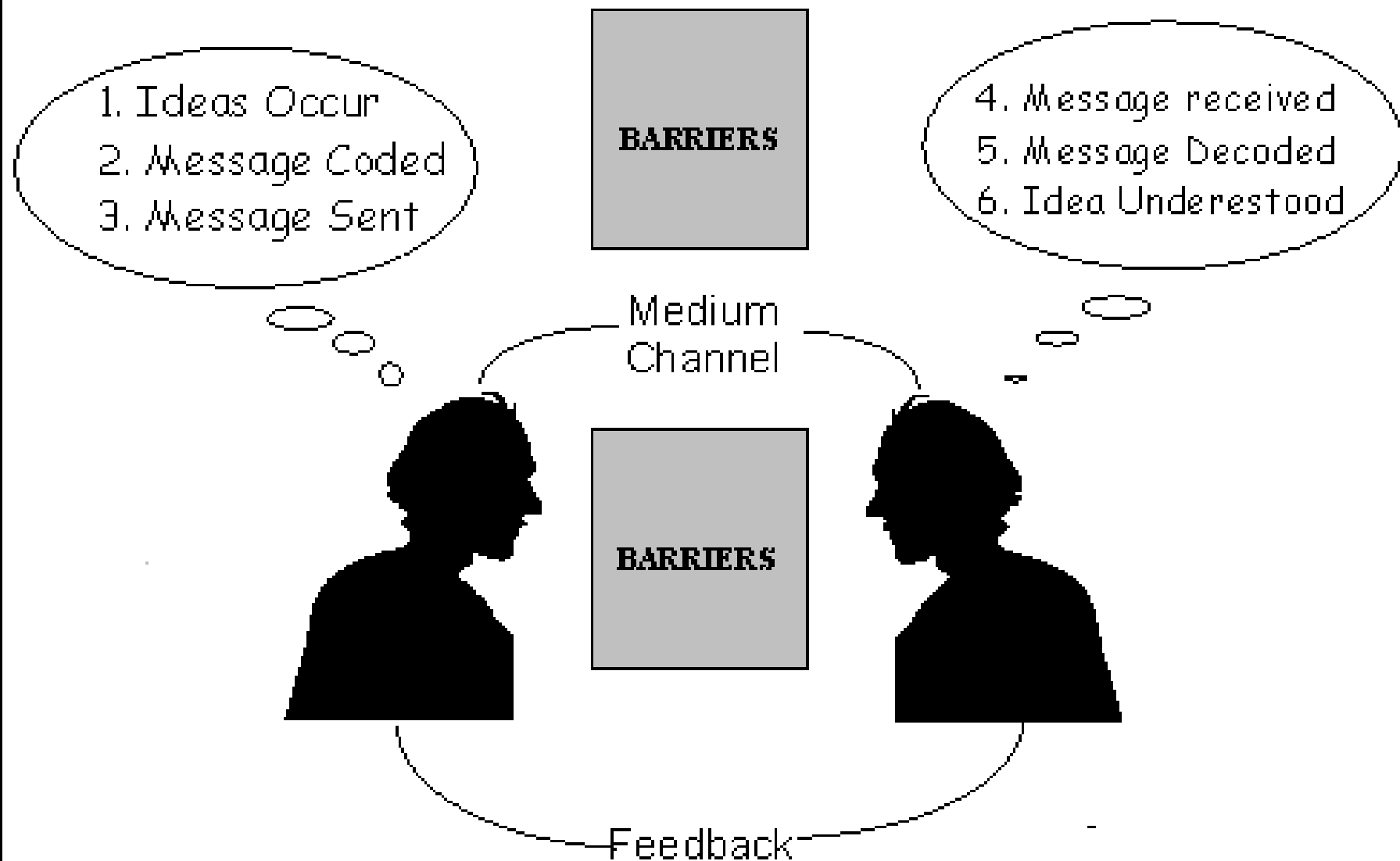
Communication is the process of sending and receiving messages between parties



Basic Model Of Communication

The Communication Cycle





THE NATURE OF COMMUNICATION

- 1-Senders and Receivers
- 2-Transmitters and Receptor
- 3-Messages and Channels
- 4-Decoding, Meaning, and Encoding
- 5-Feedback



Senders & Receivers

Each have goals and objectives

The sender may want to change the receiver's mind

The receiver may not want to have his mind changed



Transmitters and Receptors

is the equipment by which information is sent

Information can be sent verbally and nonverbally



"What's a riddle wrapped in a mystery inside an egg ma?"



Messages and Channels

are the vehicles by which information is communicated.

direct expressions

symbolic representations



Decoding, Meaning, and Encoding

- **Decoding** is the process of translating messages from their symbolic form into interpretations that can be understood.
- **Meanings** are the facts, ideas, feelings, reactions, or thoughts that exist within individuals, and act as a set of "filters" through which the decoded messages are interpreted.
- **Encoding** is the process by which messages are put into symbolic form



is the process by which the receiver "reacts" to the sender's message

Feedback

It is necessary to let the sender know that the message was

(a) actually received,



encoded,

(c) ascribed with the same meaning that the sender intended



Thanks For
Attendance...!!!