

Elements of Communication



What is Communication According to John W. Newstrom (n.d), communication is the transfer of information from one person to another. He believes that it is a way of reaching other by transmitting idea, facts, thoughts, feelings and values.

Elements of Communication

• There are seven elements of Communication which includes:

- Sender/encoder
- Medium
- Channel
- Receiver/decoder
- Feedback
- Context
- Noise

Sender/Encoder

The sender also known as the encoder decides on the message to be sent, the best/most effective way that it can be sent. All of this is done bearing the receiver in mind. It is his/her job to conceptualize.

Medium

The medium is the immediate form which a message takes. For example, a message may be communicated in the form of a letter, in the form of an email or face to face in the form of a speech.

Channel

The channel is that which is responsible for the delivery of the chosen message form. For example post office, internet, radio.

Receiver/ Decoder

The receiver or the decoder is responsible for extracting/decoding meaning from the message. The receiver is also responsible for providing feedback to the sender. In a word, it is his/her job to interpret.

Feedback

This is important as it determines whether or not the decoder grasped the intended meaning and whether communication was successful.

Context

Communication does not take place in a vacuum. The context of any communication act is the environment surrounding it. This includes, among other things, place, time, event, and attitudes of sender and receiver.

Noise

This is any factor that inhibits the conveyance of a message. That is, anything that gets in the way of the message being accurately received, interpreted and responded to. Noise may be internal or external.

For example, A student worrying about an incomplete assignment may not be attentive in class (internal noise) or the sounds of heavy rain on a galvanized roof may inhibit the reading of a storybook to second graders (external noise).

Encoding / Decoding



Sender

Message

Channel Medium

Receiver



Noise



Channel

Semantic

Feedback

The Process of Communication

Response