

Section (c).

(a) (i) The Process of Communication:-

1.) The Sender encodes the idea:-

You conceive an idea and want to share it. The sender encodes the idea: when you put your idea into a message that your receiver will understand you are encoding it.

2.) The Sender transmits the message:- To physically transmit your message to your receiver you select a communication channel and a medium (telephone, letter, memo, e-mail).

3.) The receiver gets the message:- For communication to occur your receiver must first get the message.

4.) The receiver decodes the message:- Your receiver must decode (absorb and understand) your message. The decoded message must then be stored in the receiver's mind.

5.) The receiver sends feedback:- After decoding your message, the receiver responds in some way and signals that response to you.

Characteristics of Communication:-

1.) Two or more persons,

The first important characteristic of communication is that there must be a minimum number of two persons, because no single individual can have a self-communication.

2) Exchange of Ideas:-

Communication cannot be thought of in the absence of exchange of Ideas.

3) Mutual Understanding

mutual understanding means that the receiver should receive the information in the same spirit with which it is being given.

4) Direct and Indirect Communications

It is not necessary in communication that the receiver and giver of information should be face to face with each other.

5) Continuous process

Communication is an endless process as is the case with business where the manager continuously assign work to his subordinate.