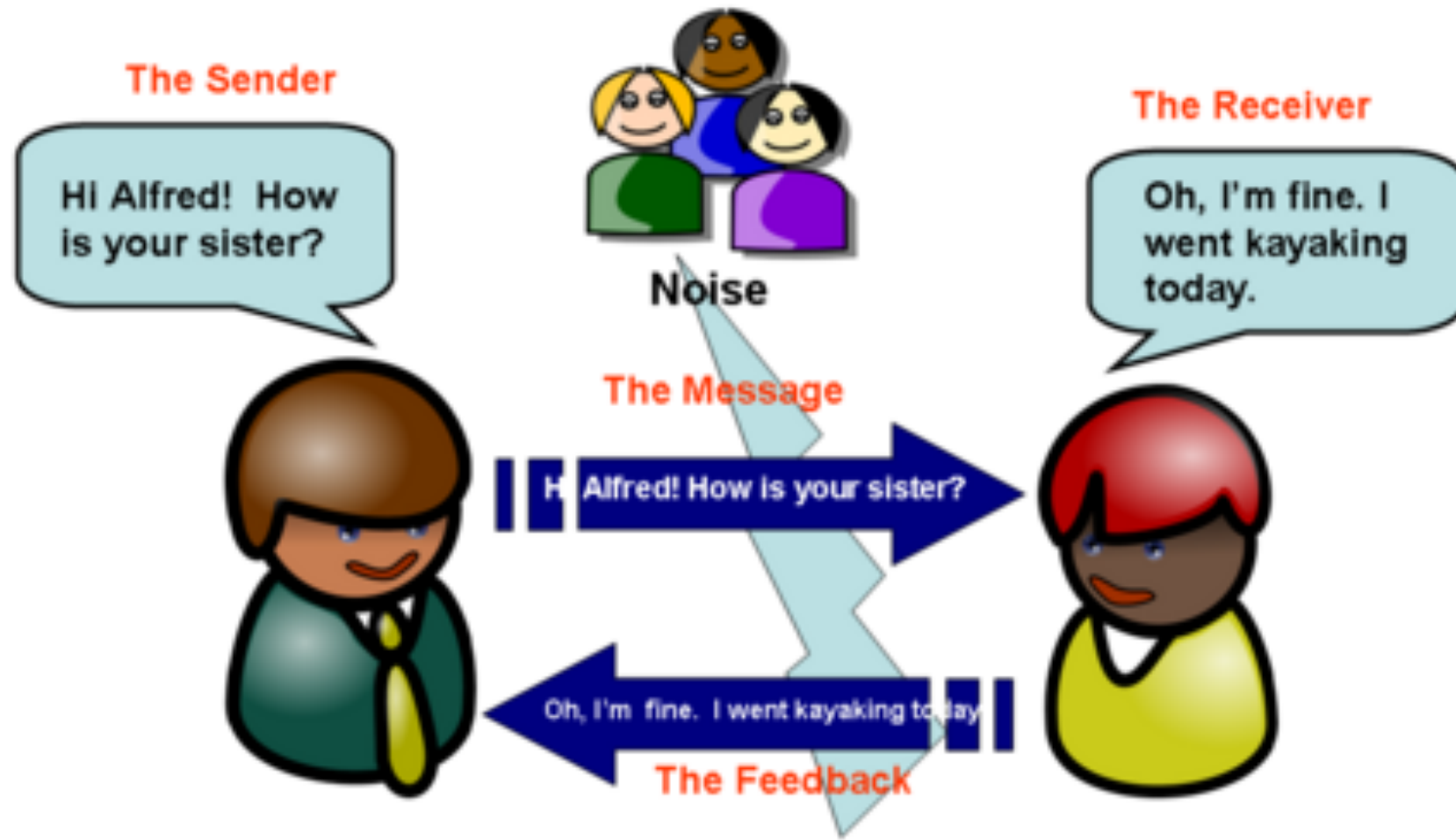


# The Communication Process



# The Communication Process



The noise in this diagram could be any barrier to communication.  
It is not limited to audible sounds.

# MESSAGE CREATION

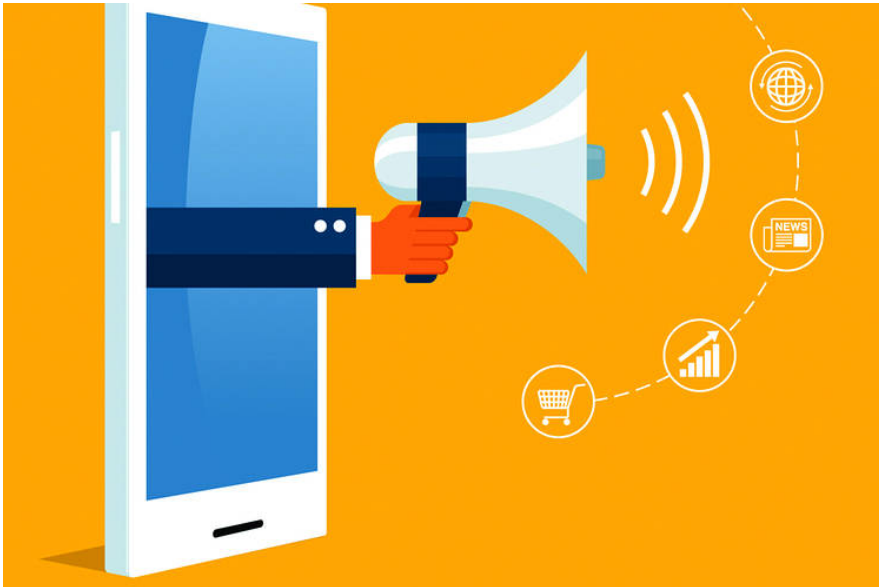
This step involves the sender (person who wants to communicate a message to an audience) taking action to create/make the message that he/she wants to communicate. Depending on how the message will be delivered to the audience, there are many ways to create a message:

- **Write it physically** – most often, this form of message is created with a pen and paper. Although you could chisel it in stone, use a jet to sky-write it or even impress it in a corn field.
- **Write it digitally** – this can take the form of an electronic document (e.g., Word, Pages, Lotus Notes, social media sites, etc.).
- **Verbally** – is actually talking with the audience.
- **Physically** – signing or other body language can be used convey a message.



# TRANSMISSION

This step involves the sender actually giving the message to the audience or making it available for the audience to receive. There are many ways that messages are transmitted. When the message is:



- **Physically Written** – the sender can mail it, courier it, hand it directly, leave it on the recipient's desk, etc.
- **Digitally Written** – the sender can email it, post it on social media, tweet it, etc.)
- **Verbal** – the sender can make a phone call, have a face to face discussion, conference call, etc.
- **Physical** – the sender can meet face to face, sign from across a loud room, make hand gestures to another person, etc.



# RECEPTION

This step involves the audience taking responsibility for communication. It is now up to the intended recipient to claim or accept the message. This can be done in a number of ways. When the message is:

- **Physically Written** – the audience can pick it up from a post office or mailbox, open it and read it, look for it in a specific area, etc.
- **Digitally Written** – the audience can log into social media, read his/her email, open and read a physical document, etc.
- **Verbal** – the audience can be attentive and listen carefully, take notes, etc.
- **Physical** – the audience can be attentive and look/listen carefully, take notes, watch for body language.



# TRANSLATION

This step involves the audience interpreting the message and forming his/her own opinions, ideas and feelings about the message. Regardless of the type of message and the way the message was transmitted, the intended audience must perform the following actions:



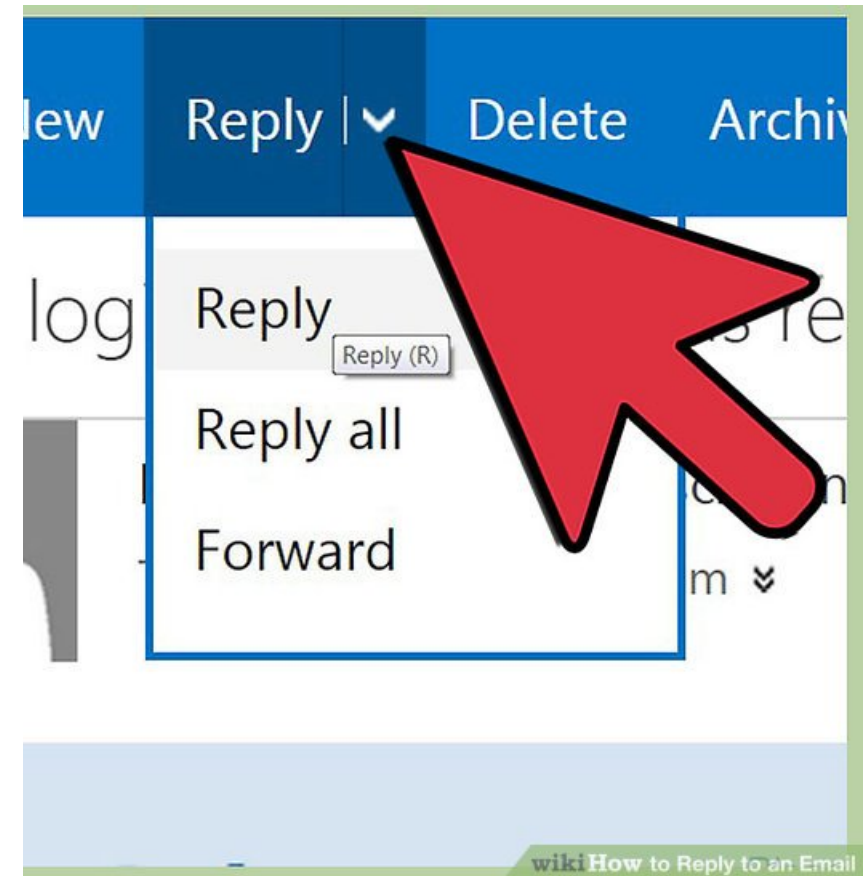
1. Read, listen, view the message carefully
2. Paraphrase the message within his/her own head
3. Turn each component of the message into a meaningful idea/information
4. Form opinions, ideas and feelings about the information in the message

# RESPONSE

The final step involves the audience responding to the message or giving the sender some sort of feedback. Since communication is a two way street, the audience will usually need to send a message back to the original sender. In this case, the audience will begin the communication process over by starting at step one, creating a message.

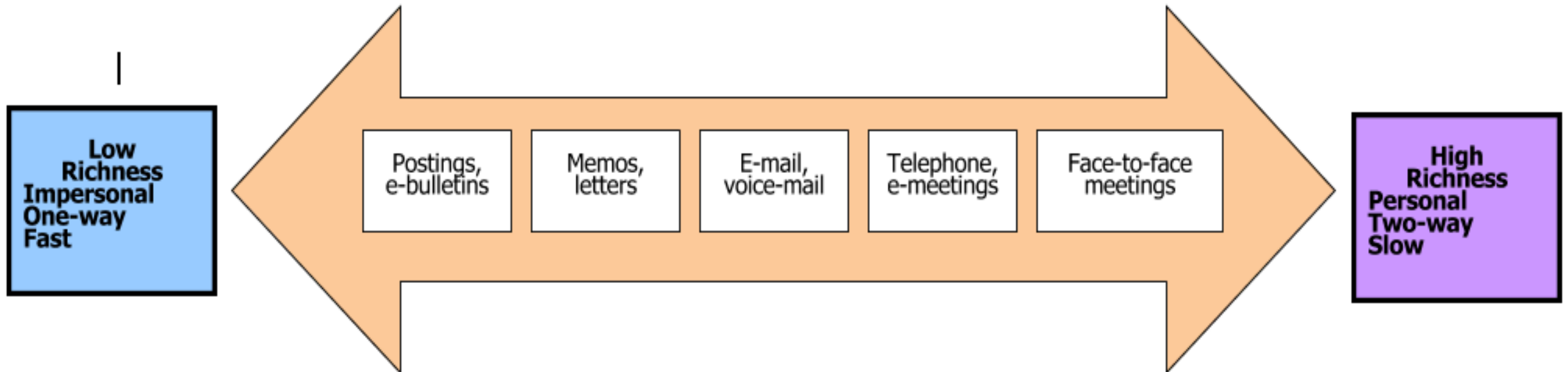
Thus, the communication roles get reversed with the original audience taking on the new role of sender and the original sender taking on the new role of audience.

A response can be as quick as an “okay” gesture, to as formal as a written letter. In many cases, a response assures the original sender that his/her message was received and understood.



# Communication Channels

**Channel richness:** the capacity of a channel or communication medium to carry information in an effective manner



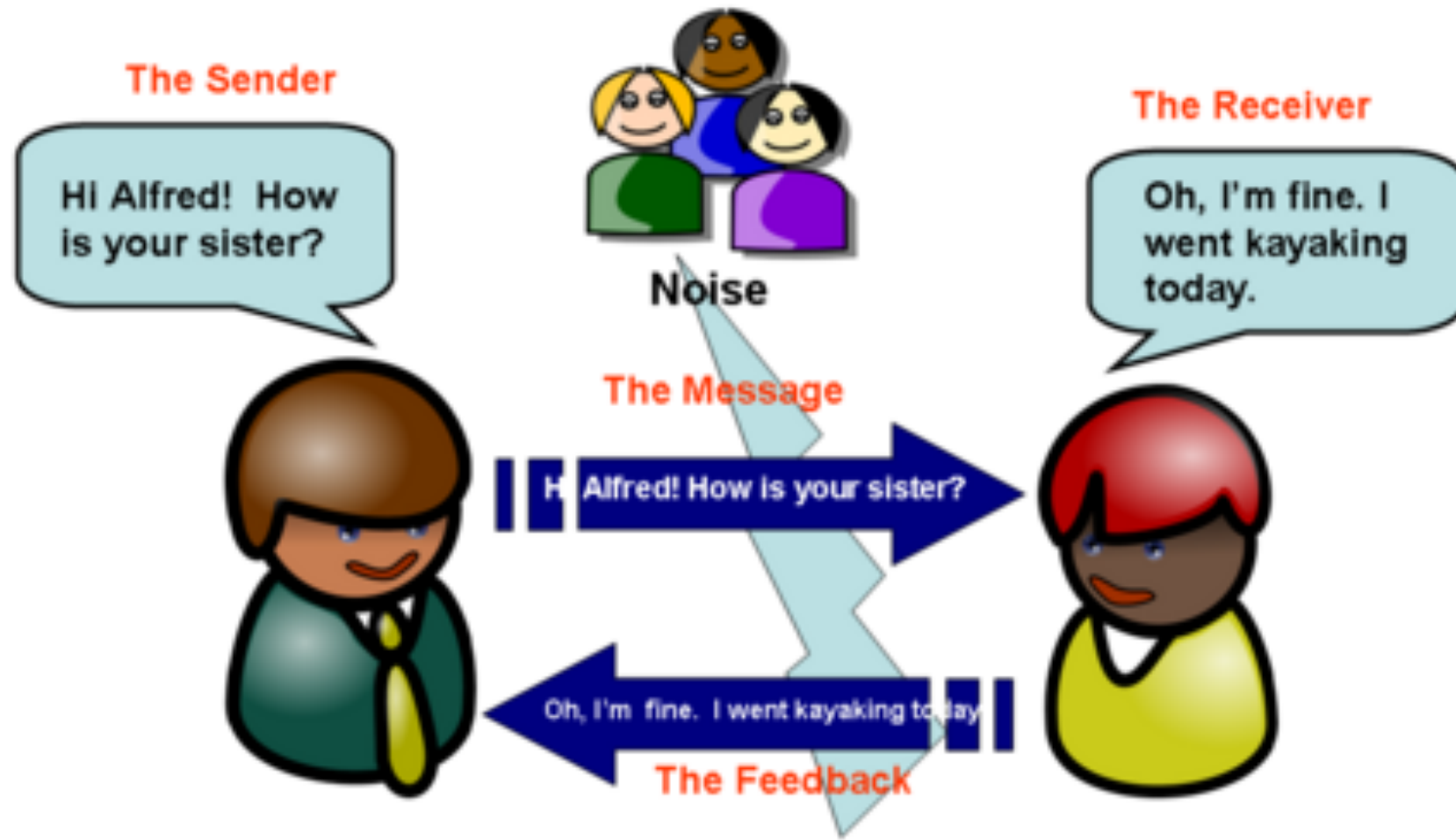


# Non-Verbal Communication

**Non-verbal communication** can also vary across cultures:

- The handshake:
  - Westerners appreciate a firm handshake
  - Asian and Middle Easterners favour a loose grip
  - Germans prefer one good handshake stroke
  - Spaniards prefer more than five or six strokes
- Shaking your head from side to side:
  - In the Western world this means "no"
  - In India this can mean "I understand"
- Silence:
  - In Japan this is a sign of respect for the speaker
  - In Canada this is viewed as a lack of communication or a sign of disagreement

# The Communication Process



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