

Mjmc1

Paper:1 Principles of journalism and mass communication

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1:2 Process and Elements of communication

Communication is a dynamic process involving a series of actions and reactions with a view to achieving a goal.

It is a two way process that is, the ability to receive is as important as the ability to send

1. For successful communication, feedback is crucial because it tells how your messages are being interpreted. A complete act of communication is narrated as follows: communicate is the one who initiates the communication process. He may be an editor, reporter, a filmmaker, a teacher, a writer, a speaker, a leader or anybody who takes the initiative to start a dialogue. An effective communication depends on the communication skill, knowledge level, and attitude of the communicator and how he desires to affect his receiver.
2. Encoding is the formulation of messages in the communicator's mind, that is, the communicator not only translates his purpose (ideas, thoughts or information) into a message but also decides on the medium to communicate his planned message.
3. Actually the purpose of communication is to influence the receiver and get favourable responses so that appropriate decisions can be taken. The success of communication, therefore, depends on what we say and how we say it. A message can enhance or distort effective communication.
4. A channel is the vehicle through which a message is carried from the communicator to the receiver. The channels of communication are many - written, spoken, verbal, non-verbal, mass media like TV, radio, newspapers, books etc.
5. The receiver, at the other end of the communication, is the recipient of the message and must possess the same orientation as the communicator. If the receiver does not have the ability to listen, to think, he will not be able to receive and decode the messages in the manner the communicator wants him to. For effective communication, the receiver is the most important link in the communication process.
6. Decoding is the interpretation of the message by the receiver. Actually, the receiver looks for the meaning in the message which is common to both the receiver and the communicator.
7. Feedback is the response or acknowledgement of receiver to the communicator's message. The exchange is possible only if the receiver responds. Feedback provides an opportunity to evaluate what is right or wrong about a particular communication. It helps to regulate the conversation among two or more individuals and also stimulates and reinforces an idea that is desired to be communicated.
8. Noise is an interruption that can creep in at any point of the communication process and make it ineffective. Environment is one major cause that interferes with message reception: like noises from the roadside, chattering of individuals outside the communication act, blaring loudspeaker, faulty transmission etc. In fact, these are barriers to effective communication. For smooth and effective communication, it is necessary to eliminate or reduce noise as far as possible.