

# BASIC CONCEPT OF COMMUNICATION

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# **WHAT IS COMMUNICATION?**

**Communication is an important aspect of human behaviour and symbolizes the ability to convey opinions, feelings, information, body language, signs and ideas through words which may be written or spoken.**

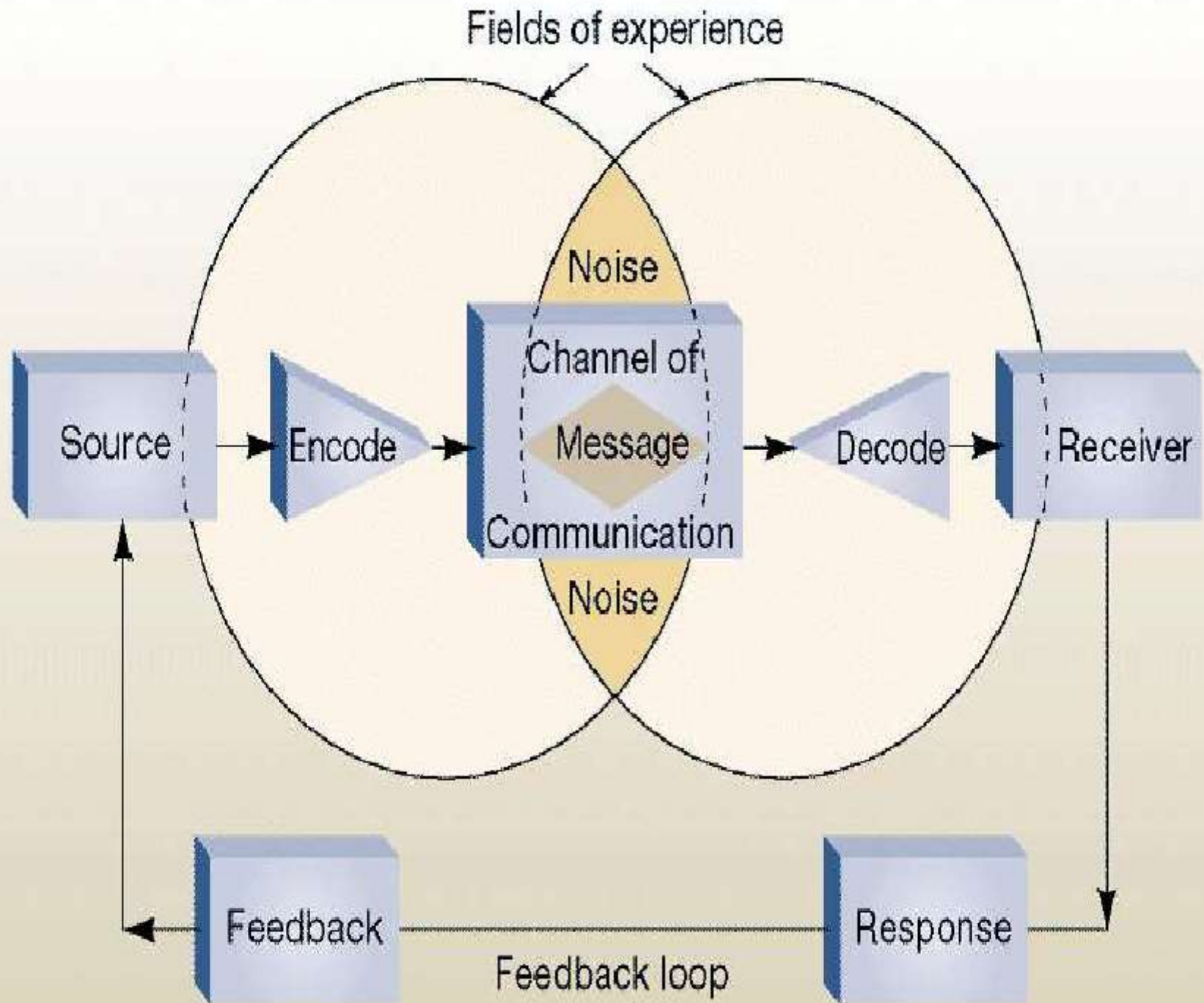
**Business is an activity that takes place with a view to earn profits and the communication undertaken in the process is termed as 'Business Communication'.**



# ELEMENTS OF COMMUNICATION

- ❖ Source
- ❖ Message
- ❖ Channel
- ❖ Receiver
- ❖ Effect
- ❖ Feedback

These are the 6 elements of communication.



# SOURCE

The source is the origin of the idea. Source is also famously known as sender. He may be an individual or group though ultimately, it is an individual who will act on behalf of the group. The sender conceives the idea, prepares the message, selects the channel of distribution and decides who the receiver will be.

# MESSAGE

It refers to the content that the sender passes on to the receiver. It is the core of communication. Messages can consist of symbols or words. Transformation of an idea into a message by the sender is known as encoding and converting this message into some meaning by the receiver is known as decoding. The message should be clear so that the receiver understands it.

# CHANNEL

The channel is the medium through which a message travels from sender to receiver. The channel may be mass media or interpersonal. Selection of channel depends on the message to be conveyed, availability of channel, cost and effectiveness of channel of distribution.



# RECEIVER

The receiver is the person for whom the message is intended. He is the most important aspect of the communication process which is a two way process and incomplete without the receiver. Any change or neglect on the part of the receiver will hamper the entire process.



# EFFECT

Effect is the change in behaviour of the receiver on receiving the message from the sender. He may ignore the message or store it or dispose it or even send a feedback to the source depending on how the message has an effect on the receiver.

# FEEDBACK

Feedback is the response the receiver gives to the sender after the element of effect. Feedback can be negative or positive depending on how the message is encoded and decoded by the sender and receiver respectively. Feedback in most cases does not take place. It is an optional element of communication that may or may not happen.

**THANKING YOU**