

First chapter: Introduction to communication

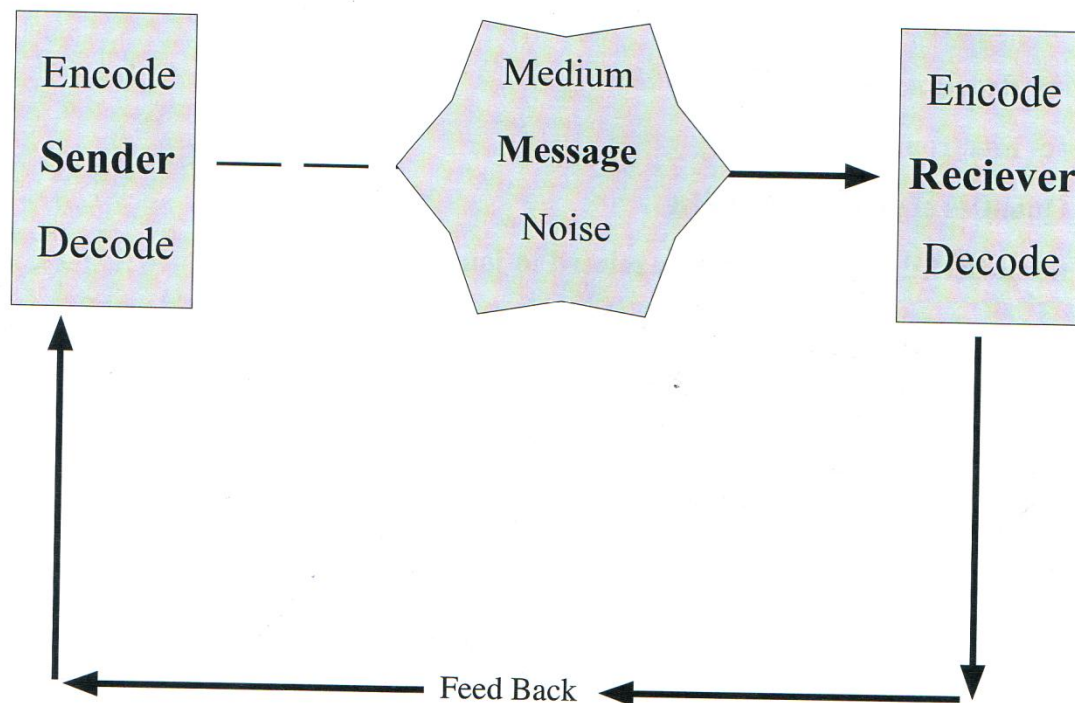
1/ Definition of Communication:

The Word "Communication" which is etymologically related to both "communion" and "community," comes from the Latin word *communicare*, which means "to make common" (Weekley, 1967, p. 338) or "to share."

Communication is the process or act of transmitting a message from a sender to a receiver, through a channel and with the interference of noise.

Some would elaborate on this definition, saying that the message transmission is intentional and conveys meaning in order to bring about change.

Communication is the act or process of using words, sounds, signs, or behaviors to express or exchange information, ideas, thoughts, feelings, etc., to someone else.



The Communication process

2/ Elements of communication:

There are Seven major elements of communication process: (1) sender (2) message (3) encoding (4) channel (5) receiver (6) decoding and (7) feedback:

1. Sender: The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

2. Message: This is the subject matter of the communication. *It* may be an opinion, attitude, feelings, views, orders, or suggestions.

3. Encoding: Since the subject matter of communication is theoretical and intangible, its further passing requires ^{the} use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

4. Channel: ^{a way to send the message,} The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

5. Receiver: The Receiver is the person who receives the message or for whom the message is meant for. It is ~~the receiver who~~ tries to understand the message in the best possible manner to achieve the desired objectives.

6. Decoding: The person who receives the message ~~from the communicator~~ ^{will try} to convert the ~~information~~ ^{information} in such a way so that he may extract its meaning to ~~complete~~ ^{complete} understanding. *Ris*

7. Feedback: Feedback is the process of ensuring that the receiver has received the message and understood ~~the~~ the same sense as the sender meant it.