Communication as Process

The concept of process is an important one. It means that a set of factors or elements, when put together, form an action that produces certain results. If you remove one of the factors or elements, the action stops or changes significantly and the results are no longer the same. Examples of processes include a tennis game, a machine, a factory, etc.

Human Communication is a process! It is made up of several interdependent elements or factors. If one fails, they all fail. Interdependency is one of the characteristics of all processes.

Six Factors in the Communication Process

1. Sender (Speaker):
   Begins the communication or has the major responsibility for developing and communicating the ideas.

2. Message (Language):
   Message made up of symbols that must be known by the receiver

3. Receiver (Listener):
   Takes in and makes sense out of the messages of the speaker (decoding), and then lets the sender know what he/she feels, thinks, or believes about the message.

4. Environment:
   Time, place, occasion, etc. This affects the nature and the quality of the communication.

5. Channels:
   The space the message must pass through to get to the receiver. For a message to be transmitted it takes energy.

6. Feedback:
   Responses from listeners are critical to the communication process. The receiver sends the answers to the following questions to the sender:
   a. Am I being heard, or received?
   b. Am I being understood?
   c. Am I being accepted?
**Steps in the Communication Process**

1. Sender (Speaker) begins the process. There is a need for the sender’s brain system to connect with the brain system of the receiver. This can only be done by communication.

2. The sender creates a message (using verbal and/or non-verbal communication they think will be understandable). This is the Encoding process.

3. Sender selects a channel: visual aid, voice, camera, etc. and prepares and sends the message.

4. Receiver gets message and begins the Decoding process. This is not a passive behavior.

5. Receiver sends Feedback to the sender. (Verbal and/or non-verbal).

6. Now, the sender is the receiver and must give meaning to the feedback messages and decide what to do from there…thus the process begins again.
Similarities Between Video Communication and Conversation

1. Organizing your thoughts logically.
2. Tailoring your message to your audience.
3. Telling a story for maximum impact.
4. Using non-verbal elements to enhance your communication.

Differences Between Video Communication and Conversation:

1. Video Communication is a more highly structured process.
2. Video Communication requires more precise and formal language.
3. Video Communication requires a different method of delivery.
4. Video Communication does not allow for direct feedback from the Receiver
5. Video Communication relies on technology to accurately communicate the idea.

Noise in the Communication Process

At any point in the communication process, something can go wrong. Anything that causes interruption to the process is called Noise.

Noise is not just sound: illness, the wrong word or language, unsteady picture, unintended shots, etc.