

COMMUNICATION PROCEESS, PRINCIPLES, AND ETHICS

- 1.1 The Process and Types of Communication
- 1.2 Elements and Key Principles of Communication
- 1.3 Ethics in Communication

Communication Process

1. **Source**. This is you, the sender of the message. To be a good sender, you have to know exactly what information you want to communicate, why you have chosen that particular information, and what result you expect from communicating it.
2. **Message**. This is the information you want to convey; without it, you have no reason for communicating. The details of the information should be very clear to you before you communicate it.
3. **Encoding**. This is the process of converting your idea or thoughts of the information into verbal and/or nonverbal symbols that can be understood by the receiver of the message. Your symbols must be in the language that is not foreign to the receiver.
4. **Channel**. This is the manner in which your message or information is conveyed. It may be done through face-to-face conversation, telephone call, video conference, or written communication (text message, email, letter, memorandum, report).
5. **Decoding**. This is the receiver's mental processing of your message into the meaning suggested by the verbal and/or nonverbal symbols you use as sender. To be able to do this, he needs to get an accurate picture of the message.
6. **Receiver**. This is the person or group of people who will get your message.
7. **Feedback**. This is the receiver's response to your message. If you get your desired result, the communication is successful; otherwise, the communication fails. When this happen, you have to find out why it is unsuccessful, learn from your mistakes, and strive to do better next time.
8. **Context**. This refers to the situation in which the communication takes place.

It includes (a) the environment - the location, time of the day, temperature; (b) the relationship between the communicators - you as sender and the other person as receiver, such as teacher and student, boss and subordinate, parent and child, siblings, or peers; (c) their respective cultural backgrounds and past experiences; and (d) the topic/subject of their communication.

Elements of Communication