

# ELEMENTS OF COMMUNICATION

- Elements of communication refer to the basic components involved in an act of communication. These elements are also called universals of communication.
- **Source:** a person who sends a message or signal is the source in communication. Communication by definition demands that someone send signal and someone receive them. Source as a starting point in communication plays an important role in the communication process.
- **Receiver:** a person who receives the message or signal is the receiver in communication process. The receiver could be one person (as in intrapersonal communication), two person (as in interpersonal communication), or a mass of people (as in mass communication).
- **Context:** communication always takes place within a context. It can either restrict or stimulate the communication process. Communication in a funeral home, a public park, a cricket stadium, and in a church will be entirely different. The comfort and ease that you experience as a student in the college canteen will not be same when you stand in front of the principal in his/her chamber.

- **Message:** message is anything that is sent and received. Generally we think of communication messages as being verbal ( oral and written), we can also communicate nonverbally. The clothes we wear, the way we walk, the way we talk, the way we shake hands, the way we sit, the way we smile etc are the examples of nonverbal communication.
- **Channel:** it is the route or vehicle along which the message is transmitted from sender to receiver. When you talk to a friend sound waves that carry your words constitute the channel. When you write something, the piece of paper becomes the channel. News papers, magazines, television, radio and internet become the channels in mass communication. Channels may be physical ( our voices or body movements), technical (the telephone, television, radio), or social (our schools, media).
- **Noise:** noise in communication refers to anything that distorts or interferes with the message. The screeching of a passing car, poor grammar, wearing sun glasses etc interfere with the efficient and effective transmission of messages from the sender to the receiver.
- Noise can be of two types: mechanical and semantic. Mechanical noise occurs when a line in the news paper is missing. A distracting side talk in the class room, a chuckle during a formal lecture, slow internet connectivity, and a hacked website are some of the examples of this noise. Semantic noise on the other hand, is the degree of misunderstanding between the sender and receiver.
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- **Feed back:** The information that is fed back to the source is known as feedback. Feedback may be positive or negative. Positive feedback tells the source that everything is fine and that one should continue as one has been going. Negative feedback tells the source that everything is not fine.