

# Explain the communication process media essay



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Communication is a process to sharing the ideas, thought, speaking and writing, reading and listening. Business communication is involved flow constant of information, the feedback is the one part of business communication and its include number of people. Business Communication is regular by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls . But now with arrive of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. The process of conveying a message from sender to received. The communication process also is a dynamic and inactive to someone sends, someone receive and between them is a message communication.

Explain the communication process. How does one ensure that the intended audience has received the right message?

### **Define Question 1**

The communication process is a to relaying message that sent and perceive by other, the message may consists verbal and non-verbal. The basic apply whether animal, human and other life or combination of these are involved in structure on variety of messages that received from another. Effective communication process involve many message and received, as the element feedback to ensure that the message send are exactly with the intend . communication is are occurs various processes and a method to depend on the channel and the style of communication can be the various type of communication .

Verbal Communication its is a written and oral communication, that will refer on speak words in a communication process, verbal communication can either ne face to face communication or a conversation over the telephone and voice chatting on internet. Another type of verbal communication are writing depending on styling of writing, grammar , vocabulary use, and language.

Another of verbal communication is non-verbal communication its without words all are including on body language of the speaker speak , which is include body postures, hand gestures and overall body movements. The non-verbal communication is more impact and more reliable and the truth. Other of that hand shake, smile and hug non verbal communication also can represent sighboard or paintings . The communication model have many types of process example sender, message, receiver, feedback, channel, context or setting and interference or noise. All the element process have they most significant useful sequence.

ANSWER 1

## **SENDER**

The sender have the individual react to the situation from point where the messages originated. Sender will explain the ideas and filtering experiences through their own perception, all the individual senders of the collection to all the communication to follow the accumulated attitudes, technical skill, experience and all the cultural condition. Sender have the idea want to share it, encodes an ideas or feeling in the words that can receiver allow and transmitter the message to the receiver.

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## **MESSAGE**

The message in the communication process, is an idea, concept, emotion, desires or feeling that shared with another then the transmitted from the sender to receiver achieve understanding. It is like the connection between the sender and receiver, a message maybe have verbal and non-verbal codes another of that the purpose of the message is to raise . The message are communication in writing, in speech or by a signal, and the message which will sent by information source and received by the destination.

## **RECEIVER**

The meaning of receiver is the person who will receive the message, then the receiver decodes or read the message to achieve understanding. The receive will acting as a individual from the unique advantages point, idea are according to a particular personal message. Other of the receiver is the end of communication, it can recipient of the message have same orientation as the communicator and receiver have not the ability to read, listen and to think. The receive cannot be able decode the message in the manner the communicator want him to. Feedback will find link between sender and receive, to measure the of fictiveness of communication process

## **FEEDBACK**

Communication process feedback is a message in the same time process in which receiver can continues then send back the approval or disapproval after having explanation the message. Feedback is an necessary part of the successful interpersonal communication, it is the receiver response to sender message can be purposely or unintentional. The feedback will mention, it can be external feedback something that we can see another of that internal

feedback are can't see like self examination. Feedback are allow the communicator to adjust the message can be, more effective however without feedback can be no way of knowing the meaning had being shared.

## **CHANNEL**

In the communication process channel is the mean or technique use by the signal or transmit a message example like letter, a conversation in any type of communication device, radio, and television program. Channel will refers the message travel to the receiver, the message sent by the sender would not reach without the medium. The channel is the vehicle for the message then can provide fast channel of communication that become more widely allow and easy to use, for example the our lecture deliver message to us about when was the exam, this is the process going on of the channel and transferring one by one to the final destination.

## **CONTEXT OR SETTING**

Context or setting play and important part in communication process how the message is encoded and decoded, if all is the same message that can be completely different and all depend on the emotion, reactions to the idea. Context event vary different situation example group, lunchroom, organizational, meeting, public or in the office taking another settings. Every message deliver by the sender also have the given context, however the message of the context or setting will may change meaning altogether. Context itself will

## **INTERFERENCE OR NOISE**

All the message received are not necessarily the same as the original message sent. The intended message is received because of the noise or interference. Noise is the communication process can be define the interfere with delivery message, noise pass unknown while in too much noise stop the message to reaching destination. Message that send by the electronic device afraid of technology to access the computer screen, noise that can interrupts the message or the communication process flow between sender and receiver can bring to understanding to confused communication. Barriers can be sender, receiver, lack of feedback, poor channel, wrong context, or any element in communication model. Something is communicated but noise distord the intended message.

How does the intended audience has received the right message, they have the principles of effective business communication is called 7c's. The 7c's include correctness, conciseness, concreteness, clarity, courtesy, completeness & consideration.

The correctness is to correct of communication to follow principles should be assumed in mind, use the correct level of language went the sent message to received. Every messages that send must include only facts words and figures, maintain all acceptable writing and there should have a proper grammar spelling and paragraphing.

Completeness the message are send in correct position result, it should including everyone reader needs for reaction you wish. We must the all the information are your our reader want, we should give able to know the

reader attitude there needs. Support all necessarily information and give something extra on it.

Courtesy was important for business because writing than face to face communication and conversation. Courtesy are present to the strengthen relation and make friends for example answer mail, use expression that showing. Although are applying socially accepted to concern for other, courtesy was generates a special tone for their speaking and the writing however courtesy involved being aware and not only perceptive of other. Clarity is a business communication message should be correct and completed with consideration, using the correct level language, writing must clear understand. Another is consideration means the message with the receiver in the mind, visual your readers their desire about emotions and possible reaction from the request and they must focus on instead you and me, show the reader interest in reader.

## **Question 2**

As the Product Manager of a soon-to-be-launch product, explain the methods, the medium, and the vehicles that you would use to communicate with your target audience to persuade them to buy your product. Produce one (1) advertisement for your product.

\*student may decide on whatever product that they wish.

## **Define Question 2**

What is advertisement? Advertisement are used to tell the people about latest or new product for sale and give more encourage all the people to buy most of the new product. It's the good ways to tell different product that

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company have sell, they are the different to advertising the new product depending whether they in radio, newspaper, on television, on radio or in the magazines. Advertising can attract people to watch and it can bring good attention of consume, and the advertisement can increase the sales by showing their good service. The advertisement are designed to attract some of the shopper and he or she to promoted the product, another that advertisement are completing with surrounding to get much more attention must simple on the advertisement. However on the advertisement there will focus on several product and service after that every time we watch TV sometime will over cross advertisement.

As a Product Manager nokia company will soon launch a new product Nokia smart phone model (N8). In many of method to promoter new Nokia N8 its can be the higher seller product, as a product manager need to planning and discuss the ways of promoter the new launching product in the market so I need to the attractment to all the people come to buy the product in the easy ways . Before promoter the product, we must design a lifestyle function with updating so useful software for the phone. For order to promoter have to do a lot of research about the matter to promoter my product and I found this type of method to promoter the product for example in radio, TV, internet, newspaper, flyers and magazines. In many of method to promoter new Nokia N8 its can

## **RADIO**

Although all the competition from every media, radio still the can be the excellent promotion matter and especially on cost benefit term. Why I choose radio to promoter my smart phone NOKIA N8 because radio



technologies becoming most popular and nowadays radio station will offering their on air talent or even writing down the to put on the advertising campaign matched specifically to your product and to all the listener. If got a new FM launch it can bring more expanded to promoter my product, through it must have a good visual effects can make more impact on a person and One of the best way to promoter on the radio it can attract some of the universal people to enjoy and listener the advertising at the same time on the radio station during daily, at home, at office, or even in the car driving.

## **TELEVISION**

Promoter product advertising through the TV commercial can be more effective the way of communicate of the product or service, certain quantities of television advertisement are different from the rest. Advertising on television can brought attention of millions viewers, usually families watch TV together see advertisement and chance of them decision about the product then TV take advantages because of being utilize sight, motion, sound, picture, movie and music to motive to consumer emotion. However television can reaches everywhere such as your city, your state and your country, in some of the popular channel can reached the whole world then help us to promoter our new product on TV advertisement.

## **INTERNET**

Advertisement on internet about new product NOKIA N8 are involves the user actively, depending what advertising they promoter on some of the used will click it. When you got in some website suddenly will pops-up a advertisement then will link to the product channel, pop-up advertisement must drag more idea graphic that can attract the user active to click it.

Either that user decides to take the advertisement a step by exposing himself to the related information, internet advertisement may use some words, sound, visual, and the special effects to convey the message effectively. Another that must create a new marketing channel or provide some better and faster product access to consumer or customer, nowadays internet are popular then house, office, public, user active and around the world also can share the advertisement that post on internet.

## **NEWSPAPER**

Advertisement by using newspaper because almost every house will receive newspaper, either at library, bookstore and by home delivery. The newspaper also is the way to promoter our product, exposure to your advertising is not limited reader can go back to your message again and again if so desired and must paid on circulation paper in both daily and weekly. However we must expect the people to find our advertisement in their newspapers, in fact many people will buying the newspaper just finding or reading the advertising. Another that we must placing our advertisement in different sections of papers such as news part , sports part and entertainment part. A advertising must put some short notice and must have the flexibility terms of advertisement size and

placement to take the advantages to promoter our new product, so the reader can take their time to reading the messages on the advertisement.

## **FLYERS**

Flyer is piece of paper with some graphical inside, to promoter our advertisement of the latest product. Flyers is creating image between the

people existence, they will sent postbox, on street or by mail. They can reach the its are updating people as well to the customer about our company product and service and contact list for more information, my goal is to get the people attention then we cannot use white paper with black colors flyers that will feel boring went reading so we must producing some full flyer with quality colors then must include photo on the flyer. However we must include discount because people like to save money and if we include discount that only available in limited time to make them can get out from their houses to your store, then in the flyer we put the website or contact number another that if the customer or reader calling on the 0 to 100 person have the special 20 % offers for them. Lastly on the flyers must including the location, address and the map of the store then the customer can easily find our we shop

## **MAGAZINES**

Promoter the advertisement on the magazines can bring more afford to about our NOKIA N8 advertisement because it can exposure that can offer people to buy the magazines. Advertisement on magazines more realistic and that can make the read jump out, because of the design, detailing and show of colors that calls for attention after that reader will ask to his or her friends to buy together. Magazines advertisement are the focus point to advertising our new product, why I choose magazine because nowadays a lot of people will collecting magazine therefore that can lengthen the lifespan of the advertisement. Magazines advertisement are comprise the ability to reacht the particularly of user interest, image quality, layout and the magazine more about promotion. Image quality are more outstanding

because they printed the high quality image of colors that can provide good copy. In the extra part the magazines must considerable reach the global and and national, magazines can passed along by friends, family, customer and student.

## **CONCLUSION**

In my conclusion, for question1 that can let me know what is communication process, how the process working to sharing the idea, speaking, thought