

The diagram of the communication process marketing essay



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Nowadays, people use to like being communication to the second or the third party for deliver his or her message to the others. Therefore, senders use to deliver the message to the receivers. There are variety ways to have a communication, like verbal or non-verbal are the communication, and even though the body languages are also a communication. As a common knowledge, different country with have the different culture. Therefore, once the people will act some action, it might also affect the people will think to the others meaning. Although there are so many type of communication, but why those day people are very common to get the wrong information from the others party. People will easily to get a mistake, and the mistake that the people make, it might cost u a big problem into your life. Verify by the researcher, as acknowledge, there are some issues were affecting how people will getting wrong information from the other party, which are language differences, information overload, and environment. In this assignment, it will state out what are the element and the way to have a proper communication process.

Generally, communication is is a process and it is involve a series of reactions with a view to achieve the company goal. Consider that a person is in the conversation with the other party. As a sender or communicator, sent (or call encode) an idea or message, and pass the message to the other party, the best of the ability receives or acts on the message (or call decode). The responds by formulating message and communicates to the party (feedback). If the message is understood or well received by the other party, then go forward with the next idea that already have in mind and the conversation goes on and on. Have a successful communication or without

any conflict in communication, feedback is crucial because it tells how the message is being interpreted, and it makes or breaks the communication process.

1.3 The diagram of the communication process :

First of all, the communicator itself is called encoder, the message is symbol (verbal or non-verbal), the channel is one of the transmission mediums, the receiver is the decoder, feedback is the response to the message, and noise is anything that interrupts or breaks down the communication. The diagram at the bottom shows the way how the process is made.

communication-process-mbaknol. gif

Internet sources : <http://www.mbaknol.com/business-communication/elements-of-the-communication-process/>

Therefore, in fact there are the essential elements or ingredients, which facilitate the communication process.

1.4 The element plays an important role in making the communication effective:

1.4.1 Communicator

The communicator (sender or encoder) is the one who creates the communication process. He/she may be an editor, a speaker, a teacher, a writer, a reporter, a leader or anybody who takes the start of the communication. Before the person wants to start to speak or write, the message is directly conceptualized first and then encoded. An effective communication is depending on the communication skill, knowledge of level, <https://assignbuster.com/the-diagram-of-the-communication-process-marketing-essay/>

and attitude of the communicator (or call the speaker) and how it's desire to affect the receiver. As an ability to concept, and the organize thought it will fast and express effective some of the attributes of the communicator which is sent a clearly and without any under mistake information. Normally, a person will never look down upon the communicate and the attitudes of a person should be mature and the minimum respect due to the other person must be extended to the other person.

1. 4. 2 Encoding

The encoding is the process of putting in a sequence of characters, like letters, numbers, punctuation, and certain symbols, into a specialized format for efficient transmission or storage. The formal of messages in the communicator's mindset. The communicator not only translates into the purpose, ideas, thoughts or information, into a message but also decides on the medium to communicate his planned message. Generally, people must choose the media which is regarding to some source like speaking, writing, signaling or gesturing, there are the encoding that the receiver can comprehend well. For instance, an illiterate receiver will fail if the person misunderstand a written message, but can understand it well if told orally. Spoken or written words, photographs, paintings, films, posters, is a message is what a communicator actually produces for transmission use, and it's a great deal of skill and effort is required to formulate a message, the meaning of which should be understandable to the receiver. The success of a communication, it's a message can enhance or distort effective communication. A channel is the vehicle through which a message is carried from the communicator to the receiver.

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1. 4. 3 The receiver,

Normally, the receiver at the other end of the communication. There are same orientation as the communicator which is possess by the recipient. If the receiver does not have the ability to listen, to read, to think, he/she will not be able to receive, understand and decode the messages in the manner regard to the communicator what is actually wants. Having an effectively communication, the receiver is the most important link in the communication process.

1. 4. 4 Decoding

Decoding is the reverse process of transforming information from one data into another, and decoding also is the interpretation of the message by the receiver. The receiver looks for the meaning in the message, which is common to both the receiver and the communicator.

1. 4. 5 Feedback

Nowadays, customers are like to give feedback whether they satisfied or unsatisfied with the product, because there are the right to let the owner know what is the satisfaction from the customer. Feedback provides an opportunity to evaluate what is right or wrong about a particular communication and it is the response or acknowledgement of receiver to the communicator's message. From the feedback, there might have some exchange is possible only if the receiver responds. Even through raising an eyebrow, fluttering eyelids, organizing a point, making a face, and asking for explanation, the message is shaped or reshaped by the communicator and

the receiver until the meaning becomes clear or understood by the party, it's called body language. In face-to-face communication the receiver responds naturally, is made directly and immediately, and it's come out with the decision and the solution. This provides the communicator an opportunity to improve and make his communication effective.

1. 4. 6 Noise

Normally, noise is made by the environment. Noise is an interruption that can creep in at any point of the communication process and make it ineffective. Environment is one major reason that interferes with message reception and make it happen a conflict. Noises are from the roadside, decoration for the shop, constant chattering of individuals outside the communication act, music, car hon, and faulty transmission. noise can occur in other forms also. A poor handwriting, heavy accent or soft speaking, it's also the causes that make communication unclear. In fact, there are some barriers to effective communication. For smooth and effective communication, it is necessary to eliminate or reduce noise as far as possible.

1. 5 Following are the main communication barriers:

1. 5. 1 Perceptual and Language Differences

Different country will have the different language. Language is also a barrier when the person wants to meet with the other party at overseas.

Generally, perception is an individual interprets the world around the people.

People want to receive messages which are significant. But any message which is against their values it will affect to be not accepted. At the same

event may be taken differently by different individuals. For example, A employee is on leave for a month due to personal leave (regarding family critical problem). The HR manager might be in confuse whether want to continue to retain that employee or not, and the immediate manager might think of replacement because the teams productivity is being low or decrease.

1. 5. 2 Information Overload

If the person doesn't have an ability to listen or the information is overload, it might cause the person will facing the memory sensory happen. First of all, the managers are surrounded with a full of information. It is essential to control this information flow else the information is likely to be misinterpreted, forgotten, and even overlooked.

1. 5. 2 Distraction/Noise

Communication is also affected a lot by noise to distractions. Noises are from the roadside, decoration for the shop, constant chattering of individuals outside the communication act, music, car hon, and faulty transmission. noise can occur in other forms. From the Physical view to observe, there is the distractions also, example poor lightning, unhygienic room, uncomfortable seat, also affects communication in a meeting.

1. 6 Conclusion

Sometime, it is common that people like to forgotten something it because of human memory cannot function beyond a limit or having the sensory on that time. Human can't always retain what is being told specially if the people is not interested or not attentive enough. This leads to

communication breakdown. Some are being conflict between people and people and it because of the communication are not clear given by the people. Communication is come to a dynamic process and it is involving a series of actions and reactions with a view to achieve the company goal. The encoding is the process of putting in a sequence of characters, like letters, numbers, punctuation, and certain symbols, into a specialized format for efficient transmission or storage. Communication is also affected a lot by noise to distractions. SO, Having a effective communication, the receiver is the most important link in the communication process.

2. As the product manager of a soon-to-be-launched product*, explain the methods, the mediums 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.

2. 1 Introduction

Nowadays, people are likely to think twice before to build or create a product, if don't comes out with a good marketing plan, it might affect the company to lose a lot of money or company will collapse, it's because of the product is target to the wrong audience. Before the manufacturer to launch a new product, must have a good and proper marketing plan , make sure that the product is target to the right audience and market. The way to have a good method to launch the product is to understand the market needs and wants, and also have to clearly understand there are the numbers of the competition. According to the market researcher, in the market, can see that there are a lot of similar product to compare with the next door's product. Be

aware of the features that make the product appealing to buyers, and it should meet to the target audience and present a solution to a problem.

2. 2 The method to launch a new product

1) Target the correct audience

Targeting to the right audience doesn't only mean focusing on the people who are most likely to purchase the product, but it's also for those who will benefit most from it. Creating and providing a product that is similar to the market those are already on the market. Offer more or better features is a great way to increase sales and attractive customer buying behavior.

Alternative products that meet a need based on convenience or efficiency will sell easier than a new creation. Be aware of the features that make your product appealing to buyers.

2) Know your competition

Before launch an a product, the producer must create a list of other companies that provide a similar product or service in the market, because knowing the competition is the best way to have disposal and it's the way to lower the risk. Don't presume that there are unique if there have no doubt, and think about what the people want and needs as a customer. Correct or evaluation all the material that can get from the competitors, including advertisement, brochures, marketing materials, and also check on the competitors websites. Analyze of things about the competitors products or services by doing a SWOT analysis.

3) Develop a Marketing Plan

First of all, a rich store of information to develop a marketing plan, and decide whether want to market the product online, in print acts, through vendors, or all of the above. The more ways to advertise, the more streams of income to have. However, not every company can afford multiple marketing campaigns because it will make it more complex on it

4) Roll out the new product

Before to launch a new product, marketer must consider using a public relations firm to help to launch the product by distributing press releases. Roll out the marketing campaigns one by one and ensure that the employees stay organized during this volatile time. Monitor media responses to the press releases and first sales of the product or service, and adjust the advertising accordingly to guarantee customer satisfaction.

Understand the life cycle of the product and advertising campaign, as both will require constant tweaking during the time to the product is on the market. The best products evolve with the market and with the times.

The way to target audience to persuade them to buy the product.

The information of the product is hardly to reach to the customer unless the company have doing enough advertisement of the new product. Before the new product launch into the market, the company must being brain storming of how to launch their product. First of all, there are two different to do advertise to the new product, which are the mediums and the vehicles. In the advertisement, imagery design is a important, because imagery is a very

persuasive tool in increasing product sales especially for high value and luxury goods, so be sure to provide good quality images of products. They go a long way to reassure people about what they'll be getting. In the images of the advertisement, it's should require be of professional quality, offer different views, be enlargeable, and to show scale and context of use.

Canon as the question TWO that the soon-to-be-launched product. For doing advertise to bring in the latest information to the market, there might be many type of advertisement to be, and flyers itself is the lower cost and the faster track to past the news to the public. Below is the design of the new Canon's product that will going to launch in the market.

white. png

2. 3. 1The mediums

Other than that, the mediums is a way that to promote the new product.

There are variety types of the mediums, which is print acts, newspaper, brochures, catalogs, and contribute flyers to the people. List the model of the product and state the features and functions into the mediums, so that the people can spend as many as the time they can on the mediums advertisement. Examples : Nowadays, people are hiring fresh graduate student from form5 to helping the company to contribute the flyers and put it in front of the car, so that people when they collect their car and they will have a look on the sport. That is the common way to doing the introduction to the new product.

banner. jpg

2. 3. 2The vehicles

The vehicles advertisement is means that the company deal with the transportation industrial, and then the company will deliver their advertisement to the transportation industrial and request to post on the transport like bus, train, and van. There are often and easily can be seen that there are a lot of product advertisement is stick behind or beside the transport. digi-bus-13. jpg

lorry1. jpg

For the above advertisement, it's clearly state what is the latest product that going to launch or launching. People will get the information from the mediums way and the vehicle way, although it is not state about the detail information of the product but it's bring news to the customer.

Conclusion

There are a variety type of method to launch a new product which is to know the competition, target the correct audience, develop a marketing plan, and Roll out the new product.

Persuasion in its simplest form means giving users the information they need to make an informed choice, helping them to trust you and allaying any concerns they have. It's not about manipulation. The information of the product is hardly to reach to the customer unless the company have doing enough advertisement of the new product, and there are two type of doing the advertisement, there are the mediums and the vehicles. tt's clearly state what is the latest product and easily to deliver the news to the people.