

Free sender has an idea essay sample

[Business](#), [Customers](#)



COMMUNICATION PROCESS

A local restaurant has launched a new variety of Mexican food. The restaurant administration believes that not only the variety will be liked by the residents, but it will also cause the sales to climb.

Sender encodes the idea in a message

The restaurant then designs a graphically elegant advertisement, which clearly defines the new Mexican food variety of restaurant with images.

Sender produces the medium in a message

The restaurant now decides to publish the graphically rich advertisement in print media. This is because the print media is utilized by thousands of residents in the locality. Furthermore, the print advertisement is cost effective for restaurant.

Sender transmits message through a channel

The restaurant now publishes the advertisement in two widely read local newspapers.

The audience receives the message

The residents will read the newspaper. Many will see an advertisement. A large number of people might ignore it; other may just put a glance and move along. Less number of people will read the advertisement with detail and may decide to give it a chance.

The audience decodes the message

Now the people, who read the advertisement with great zeal, will try to get an idea how this new food variety might be. These could be existing

customers of this restaurant, or they might have tried this food variety somewhere else. They would put their consideration whether they should give this new food variety a chance or not.

Audience responds to the message

The response can be evaluated by the increase in a number of customers and increase in order specifically for the new Mexican variety.

Audience Provides feedback to the sender

The increase, decrease or continuation in the customer flow will be the perfect feedback to the restaurant.