

# Communication concept

Psychology



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## Communication Concept

Communication is a crucial process that involves the transmission of both verbal and non-verbal messages. Communication involves a sender and receiver of the message besides communication channels. Barriers may occur during communication, and they interrupt the transmission of messages and information. The leading role of communication involves the passage of information, and acquisition of knowledge. The processes of communication require comprehension of the behaviors associated with the receiver and sender of the information. In addition, this requires the comprehension of the barriers that can impede communication. In addition to barriers to communication, other challenges exist that affect communication. Therefore, it is essential to analyze communication processes such as group media and mass media (Verderber, Rudolph and Cynthia 45). Mass and group media have an enormous role in communication especially in facilitating the achievement of the objectives of communication. As I was campaigning for a position as a student leader, I encountered challenges in selecting communication processes for accessing the students. However, after conducting a situational and audience analysis, I decided to use the mass media for communication processes. In this case, I used the campus run radio, in addition to internet platforms such as Facebook and Twitter, which proved to be effective platforms of communication.

Mass media focuses on serving wide audiences as group media focuses on reaching audiences with defined characteristics. Examples of mass media include television, internet and radio while storytelling, dance, music and drama occur as group media. In this case, the issue is the availability of <https://assignbuster.com/communication-concept/>

communication channels. Selecting communication channels requires an understanding of the limitations, strengths and solutions for these communication processes. The identification of limitations helps in the identification of other complementary activities involved with communication. Additionally, the context for communication is crucial in the achievement of the desired results (Verderber, Rudolph and Cynthia 74). The communication process first requires a situational analysis, which analyzes the audience. This could be conducted in a comprehensive and rapid manner. The findings from the situational analysis are channeled into the decision making process in order to develop appropriate channels and messages for communication. The situational analysis ensures the application and implementation of multiple communication processes. Participation is also a crucial factor in communication. This means that the intended beneficiary of knowledge from communication should participate in the communication process through various approaches such as non-verbal interactions, questioning and answering questions. In this case, the communication process will occur as an interactive process that will benefit the receiver and sender of the information (Verderber, Rudolph and Cynthia 82). Both aspects of the communication process should participate in the planning and implementation of the communication process. Most importantly, the beneficiary should participate in the establishment of favorable environments for the delivery of the communication activities. Policies, programs and legislations are crucial for the management of communication processes such as a group and mass media. These are crucial in providing oversight authority for the accountability of these media. In addition, these media should be accessible to users (Verderber, Rudolph

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and Cynthia 121). Usually private or public companies own mass media, which challenges the accessibility of these media. In addition, these mass media usually charge high fees for their services further impeding their accessibility. Since communication is not a panacea for beneficiaries, all the expectations from communication should be realistic. The situational analysis plays a central role in informing the next steps of the communication process.

#### Work Cited

Verderber, Kathleen S, Rudolph F. Verderber, and Cynthia Berryman-Fink. *Inter-act: Interpersonal Communication Concepts, Skills, and Contexts*. New York: Oxford University Press, 2010. Print.