

Development communication

[Sociology](#), [Communication](#)



This essay is going to critically define the meaning of communication.

Communication is simply the act of transferring information from one place to another. I will then go on and talk about the elements that make up a communication process which are sender, message, encoding, channel, receiver and decoding. Thirdly I will explain how these elements are necessary to make development effective. And lastly I will conclude by giving my view on how what I have talked about in this essay. Communication: a term with a great number of meanings.

Rather than being taken as a sign of weakness or confusion, however, this diversity of conceptions and applications should be considered with strength (Denis Diderot 1753). It makes the world habitable, consciously involves sharing ideas, feelings, thoughts, and many other things that humans share. Communication is the process of sharing ideas, feelings, and messages with others (Loom 2004). According to Odin 1999, communication is one of the core competencies that all information professionals should possess. Robert M.

Loose 1999; 1-15 defined communication as information that enters a process and eventually leaves its inverse process, for example information is transmitted by the speaking and received after processing by its inverse, hearing. This definition can be used to precisely describe and explain communication phenomena in an inclusive and exact manner. The nature of processes and their development is considered. Communication process may support other processes, including non-communicative, evolutionarily adaptive processes supporting survival and reproduction.

Communication is expected to develop in self-organizing systems, given certain assumptions. Receiving processes may be understood as information filters and their performance described, redirected, and understood.

Communication is a process, which involves organizing, selecting and transmitting symbols in an appropriate way to ensure the listener perceives and recreates in his own mind the intended meaning of the communicator.

Communication involves the initiation of meaning in the listener, the transmission of information and thousands of probable stimuli.

Evangelic and Matheson [3] state that " communication among people does not depend on technology but rather on forces in people and their surroundings. It is a process that occurs within people. " Richard L. Daft and Dorothy Marcia 2010, Two common elements in every communication exchange are the sender and the receiver. The sender initiates the communication. The receiver is the individual to whom the message is sent. The sender encodes the idea by selecting words, symbols, or gestures with which to compose a message.

The message is the outcome of the encoding, which takes the form of verbal, nonverbal, or written language. The message is sent through a medium or channel, which is the carrier of the communication. The medium can be a face-to-face conversation, telephone call, e-mail, or written report. The receiver decodes the received message into meaningful information. Noise is anything that distorts the message. Different perceptions of the message, language barriers, interruptions, emotions, and attitudes are examples of noise.

Finally, feedback occurs when the receiver responds to the sender's message and returns the message to sender. Feedback allows the sender to determine whether the message has been received and understood. (Richard L. Daft and Dorothy Marcia, *Understanding Management*, 7th ed. South-Western, 2010) " Communication is the process of sending and receiving messages. However, communication is effective only when the message is understood and when it stimulates action or encourages the receiver to think in new ways. " (Cortland L. Bobe, John V. Twill, and Barbara E. Scotchman, *Business Communication Essentials*.

Pearson, 2004). " In the communication process, the role of receiver is, I believe, as important as that of sender. There are five receiver steps in the process of communication--Receive, Understand, Accept, Use, and Give a Feedback. Without these steps, being followed by the receiver, no communication process would be complete and successful. (Keith David, *Human Behavior*. McGraw-Hill, 1993). " The receiver is the destination of the message. The receiver's task is to interpret the sender's message, both verbal and nonverbal, with as little distortion as possible.

The process of interpreting the message is known as decoding. Because words and nonverbal signals have different meanings to different people, countless problems can occur at this point in the communication process: * The sender inadequately encodes the original message with words not present in the receiver's vocabulary; ambiguous, nonspecific ideas; or nonverbal signals that strain the receiver or contradict the verbal message. * The receiver is intimidated by the position or authority of the sender,

resulting in tension that prevents effective concentration on the message and failure to ask for needed clarification. The receiver prejudices the topic as too boring or difficult to understand and does not attempt to understand the message. * The receiver is close-minded and unreceptive to new and different ideas. With the infinite number of breakdowns possible at each stage of the communication process, it is indeed a miracle that effective communication ever occurs. (Carol M. Lehman and Debbie D. Duffers, Business Communication, 16th ed. South-Western, 2010). " The term 'feedback' is taken from cybernetics, a branch of engineering concerned with self-regulating systems.

In its simplest form, feedback is a self-stabilizing control system such as the Watt steam governor, which regulates the speed of a steam engine or a thermostat that controls the temperature of a room or oven. In the communication process, feedback refers to a response from the receiver which gives the communicator an idea of how the message is being received and whether it needs to be modified. Strictly speaking, negative feedback does not imply 'bad,' and positive feedback 'good. ' Negative feedback indicates that you should do less of what you are doing or change to something else.

Positive feedback encourages you to increase what you are doing, which can go out of control (over excitement at a party, fighting or having a row)? If you are crying, feedback from those around may cause you to dry your eyes and put on a brave face (if feedback is negative) or weep unashamedly (if feedback is positive). " (David Gill and Bridget Adams, BBC of

Communication Studies, 2nd ed. Nelson Thomas, 2002). Some variation [in language] depends on the medium, that is, the channel of communication.