

ommunication is a process, and if the process breaks down, communication will fail. In this lesson, you'll learn about the communication process. We'll also discuss how the concept of noise can disrupt this process.

### **Communication Defined**

Lindsey is the supervisor of a team of employees in a research and development department for a small tech company that focuses its research on new apps. Her boss wants Lindsey to work on a new project. But Lindsey can't successfully manage her team in order to complete the project unless she is able to effectively communicate with them. **Communication** is the process of conveying information between two or more people. The **communication process** is the steps we take in order to achieve a successful communication.

Meaning of Communication are follows:

Human beings communicate with each other through speech and gestures, whereas animals, birds, insects and even plants communicate through Sounds. Sense organs and Movements.

The word "Communication is derived from the Latin word 'Communis' which means to make common, to transmit to impart or to share between two or more persons or groups." Communication is the natural aspect of man's life. Communication is as old as human, human being himself starts communicating from birth. When a baby cries it is communicating its need for attention or milk, when it gurgles (happy) it is expressing its sense of satisfaction.

Man has always tried to share his thoughts, experiences and feelings with others. We achieve our goals according to our ability to communicate effectively. Communication is the basis of all Socio-economic, Political and Cultural activities. There can be no society without communication.

### **Definitions of Communication**

According to **W.H. Newman and C.F. Sumer Jr.** the definition of communication are follow:

“Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.”

According to **Keith Davis** the definition of communication are follow:

“Communication is the process of passing information and understanding - from one person to another.”

According to **Peter Little** the definition of communication are follow:

“Communication is the process by which information is transmitted between individuals or organizations so that an understanding response results.”

**Here Peter Little defines communication as:**

- A Process
- Information transmitted between individuals and organizations,
- Ensures an understanding response from the receiver of the communication.

Thus: Communication is Transmission of information + Reception + understanding Response.

According to **Koontz and O' Donnell** the definition of communication are follow:

“Communication is an exchange of facts, ideas, opinions or emotions by two or more people.”

Explanation / Comment

Here **Koontz and O' Donnell** defines communication as:

Communication is a two-way activity. There is a communicator and the receiver of communication. Exchange implies reception and response from the receiver to ideas, emotions and opinions of communicator.

Thus: Communication = Action + Reaction + Interaction

## **PROCESS OF COMMUNICATION**

Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

### **1. Sender**

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

### **2. Message**

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

### **3. Encoding**

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

### **4. Media**

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

### **5. Decoding**

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

### **6. Receiver**

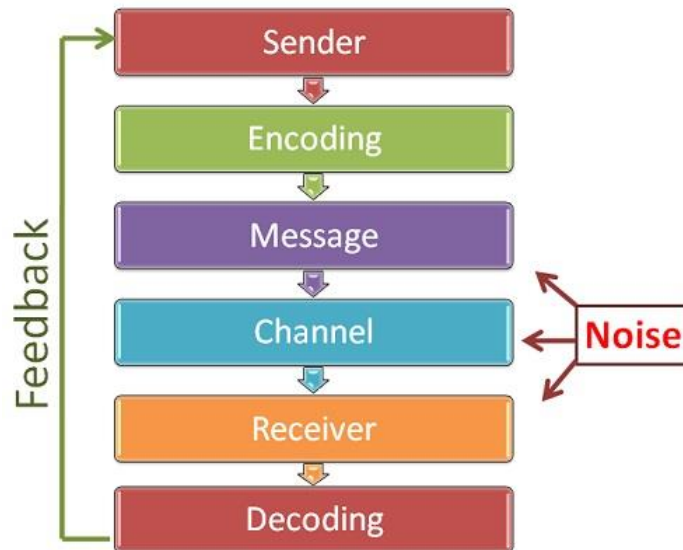
He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

### **7. Feedback**

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

### **8. Noise**

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.



## Marketing Communication Process Steps

There are certain steps that should be involved in the effective marketing communication process. The **marketing** and promotional activities should focus on these steps in order to attract a huge portion of long run customers. Following are the steps that make communication process effective.

- Identification of the Target audience
- Determination of the communication objectives
- Designing of Message
- Message Content
- Message Structure & Format
- Choosing Media
- Collecting Feedback

Each of these is now explained below.

### 1. Identification of the Target Audience:

The first step in the effective marketing communication process is to identify the target audience. These audiences may be potential customers or other people that can influence the decisions of these customers. The audience may include the individuals, groups, general public or special

public. The audience has a direct effect on the decisions of the communication, like what to say? How to say? And when to say? Etc.

## 2. **Determination of the Communication Objectives:**

In this step the marketing communicator should clear the objectives of the communication process. In most of the situations, the purchase is required by the marketing communicator, but purchase is made after a prominent customer decision making process. The communicators should also understand the standing position of the customer. Generally there are six **Stages of Customer Readiness** through which a customer pass to make a purchase which are as follow.

- Awareness
- Knowledge
- Liking
- Preference
- Conviction
- Purchase

The target group of the marketing communicator is not much familiar with the new product or its silent features. So the marketing communicator should create the awareness and knowledge of its new product and features. But this is not the surety to the success; the new product should also provide superior customer value too.

## 3. **Designing of the Message:**

In this step the **marketing communication**, communicator focuses upon the design of the message. Any message that can attract the attention, develop the interest, arousal of desire and stimulate the action is the effectively designed message. This procedure is best known as AIDA model that can make any message effective and potential. Besides this the marketing communicator also decides about the content and structure of the message.

## 4. **Message Content:**

In this step of the marketing communication process the content of the message is decided. The theme or an appeal is suggested that can bring the desired response from the audience or receiver. Following are the three appeals that should be used in this regard.

- **Rational appeal:**

The self interest of the audience is focused on the rational appeal in which the benefits availed by the usage of the products or services.

- **Emotional Appeal:**

In this case positive or negative emotions are stimulated to encourage the purchase of the product.

- **Moral Appeal:**

In this situation the morality is included in the message to influence the targeted customers.

## 5. **Message Structure & Format:**

In this step the important issues of the message structure together with the message format is analyzed. In marketing communication of a product, it must be decided that the message must include the conclusion or may keep to the audience to get a conclusion from them. Or the message presents either only the strengths of the product or both the strengths and weaknesses. Moreover the format of the message is also focused on which the size and shape use, eye-catching colors, and headlines etc are decided in the most effective manner.

## 6. **Choosing Media:**

The channels of communication are decided in this step of a marketing communication process, which may take the following two forms.

- **Personal:**

In this channel of communication two or more persons directly communicate with each other like face to face, through the mail, on the telephone, or through a chat on the internet. Personal Addressing and feedback is allowed in the personal communication.

- **Non Personal:**

Non personal messages are spread through these channels which also excludes the option of feedback. Such channels include print media, display media, broadcast media, online media etc.

#### 7. **Collecting Feedback:**

This is the last step of the marketing communication process in which the feedback from the target customers. This can help the marker to alter the promotion program or other marketing activities. For this purpose the buying behavior of targeted customers is analyzed in the light of the new product. Questions may also be asked to the customers to collect their views about the positive and negative aspects of the new product.