

E-CONTENT

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Semester: 1st

Subject: English & Communication Skills - I

Seven Elements of the Communication Process

Learning Outcomes: Define communication; identify and explain the seven elements; apply them in real-life situations.

Communication: The process of sharing information to achieve mutual understanding.

The Seven Elements

Sender: Initiates communication.

Message: Information being communicated.

Encoding: Converts ideas into words/symbols.

Channel: Medium such as speech, email or phone.

Receiver: Intended recipient.

Decoding: Interprets the message.

Feedback: Response confirming understanding.

Noise: Any interference (physical, psychological, language or technical).

Example: Teacher (Sender) announces an internal test (Message) through a classroom lecture (Channel). Students (Receivers) understand it (Decoding) and ask questions (Feedback).

Summary: Effective communication requires all seven elements working together with minimal noise.

Communication Flowchart

■ MESSAGE

↓

■ SENDER

↓

■ ENCODING

↓

■ CHANNEL

↓

■ NOISE (may occur)

↓

■ RECEIVER

↓

■ DECODING

↓

■ FEEDBACK → SENDER

Seven Elements with Examples

Element	Meaning	Example
Sender	Initiates communication	Teacher
Message	Information conveyed	Submit your assignment by Friday.
Encoding	Converts ideas into words/symbols	Teacher explains instructions in English.
Channel	Medium used	Classroom lecture / Email / WhatsApp
Receiver	Intended audience	Students
Decoding	Interprets the message	Students understand the deadline.
Feedback	Response from receiver	Students ask questions or submit work.

Quick Quiz

1. Who starts the communication process?

- a) Receiver
- ✓b) Sender
- c) Channel
- d) Feedback

2. What is encoding?

- a) Receiving the message
- ✓b) Converting ideas into symbols or words
- c) Giving feedback
- d) Listening carefully

3. Which element completes the communication cycle?

- a) Message
- b) Channel
- ✓c) Feedback
- d) Encoding

4. Give one example of a communication channel.

Answer: Email, telephone, classroom lecture, WhatsApp, letter, etc.