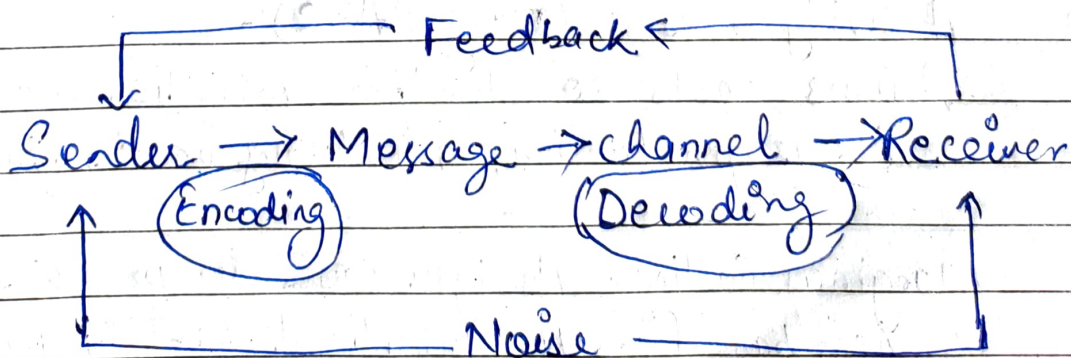


Date
19/02/2025

B. Com Sem II

* Process of Communication :-

- ① Sender / Encoder - The person or entity that initiates the communication process by creating a message.
- ② Message - The information, idea or thought being conveyed.
- ③ channel - The medium or platform used to transmit the message, such as speech, text, e-mail or phone.
- ④ Receiver / Decoder - The person or entity that receives the message and interprets its meaning.
- ⑤ Feedback - The response or reaction of the receiver to the message.
- ⑥ Context - The environment, culture and circumstances in which the communication takes place.



Process of Communication