

Subject - Advertising Management

Main Components of Communication Process

The main components of the communication process are as below -

1. Idea: An idea is the primary component of communication. It represents the core message or thought that is being conveyed from a sender to a receiver. The process of communication begins with the origin of idea. Thus, idea is the initial concept of communication process.
2. Sender: The sender is also known as communicator. The process of communication depends on the identity of the sender - who, what and why? etc. A good sender must possess the following characteristics -
 - (i) Subject clarity,
 - (ii) Language command,
 - (iii) Understanding of collective aspirations,

3. Message; Message is an important component of the process of communication. It refers to the actual information or content being conveyed by the sender to the receiver. A good message must have the following characteristics -
- (i) Simplicity of language,
 - (ii) clarity in language, and
 - (iii) competency in language,
4. Medium or Transmission; This ~~is~~ is the channel used to convey the message from the sender to the receiver. Under this component of communication process, channels are as below -
- (i) Print Media - It includes Newspaper, Magazines, Books, Journals, Pamphlets, Calendar, Diary, etc
 - (ii) Electronic Media - Radio, T.V, Pictures etc
 - (iii) Traditional Media - Through art and culture,
5. Receiver; The receiver is the intended recipient of the transmitted message from the sender, following are the characteristics of receiver -
- (i) to receive the message in letter and spirit, and (ii) Acquaintance with the subject matter,

6. Feedback: This is the final phase of the process of communication. Feedback ensures the receiver ~~receives~~ receive and interprets the message correctly. Feedback increases the effectiveness of the communication process. There are many ways to get the feedback, e.g., surveys, signature campaign, questionnaire and acknowledgement card, etc.

