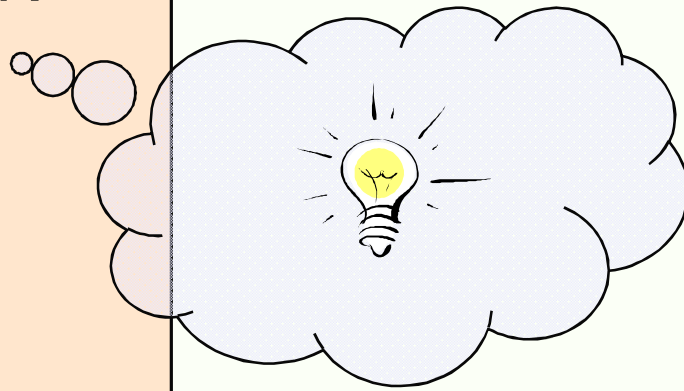




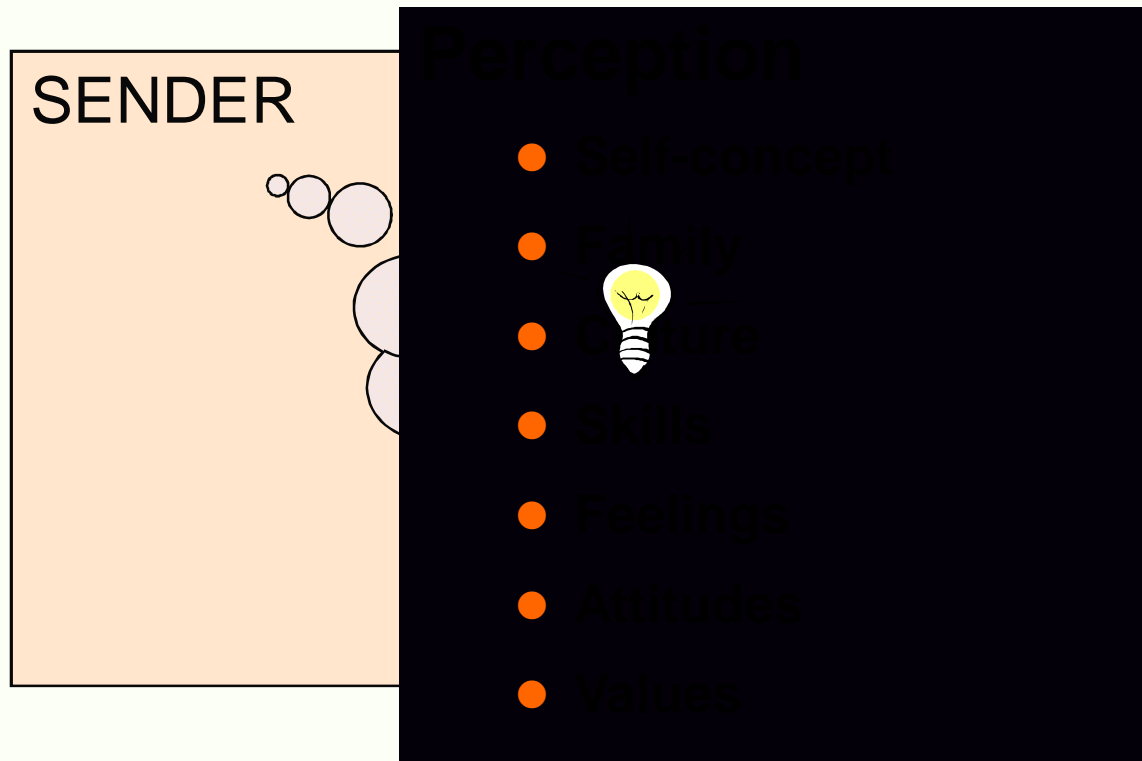
The communication process model

An individual has an idea to communicate

SENDER

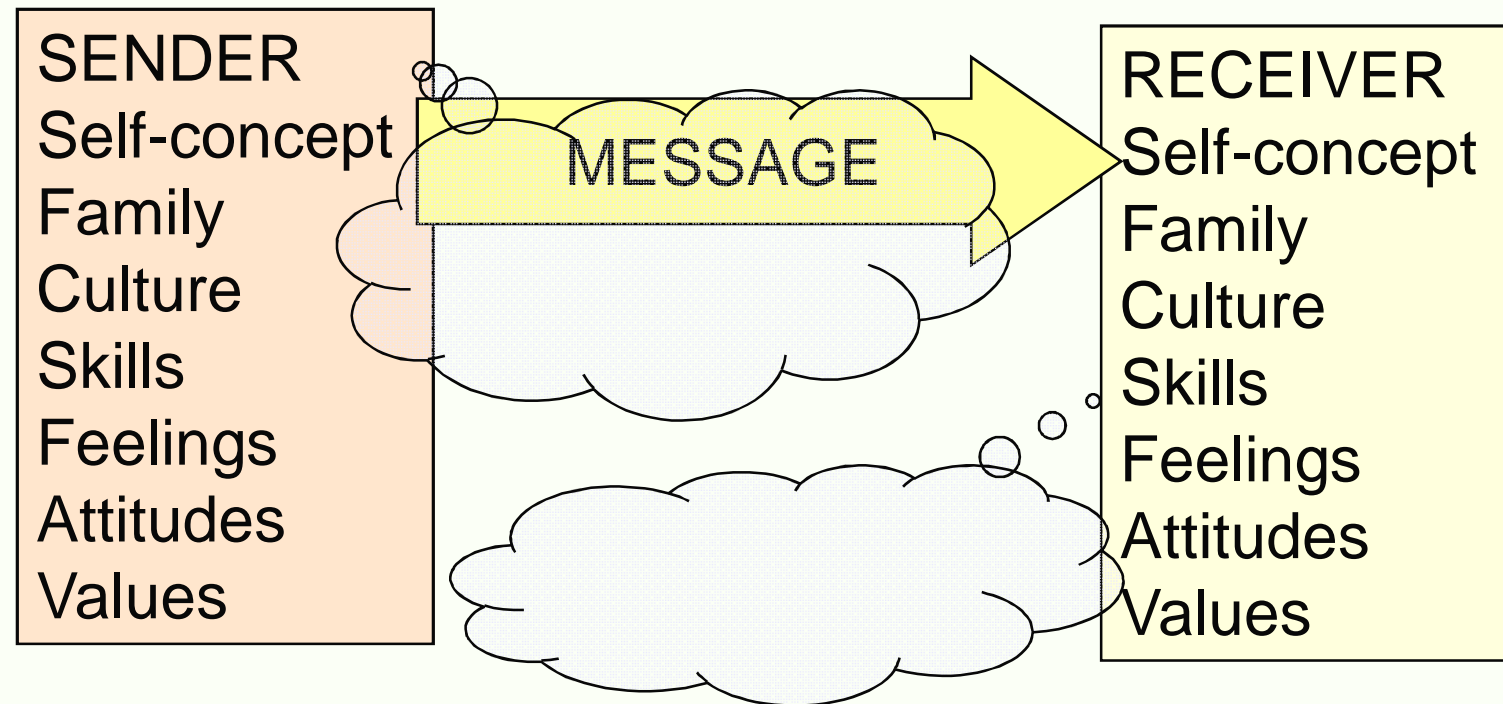


The idea is encoded



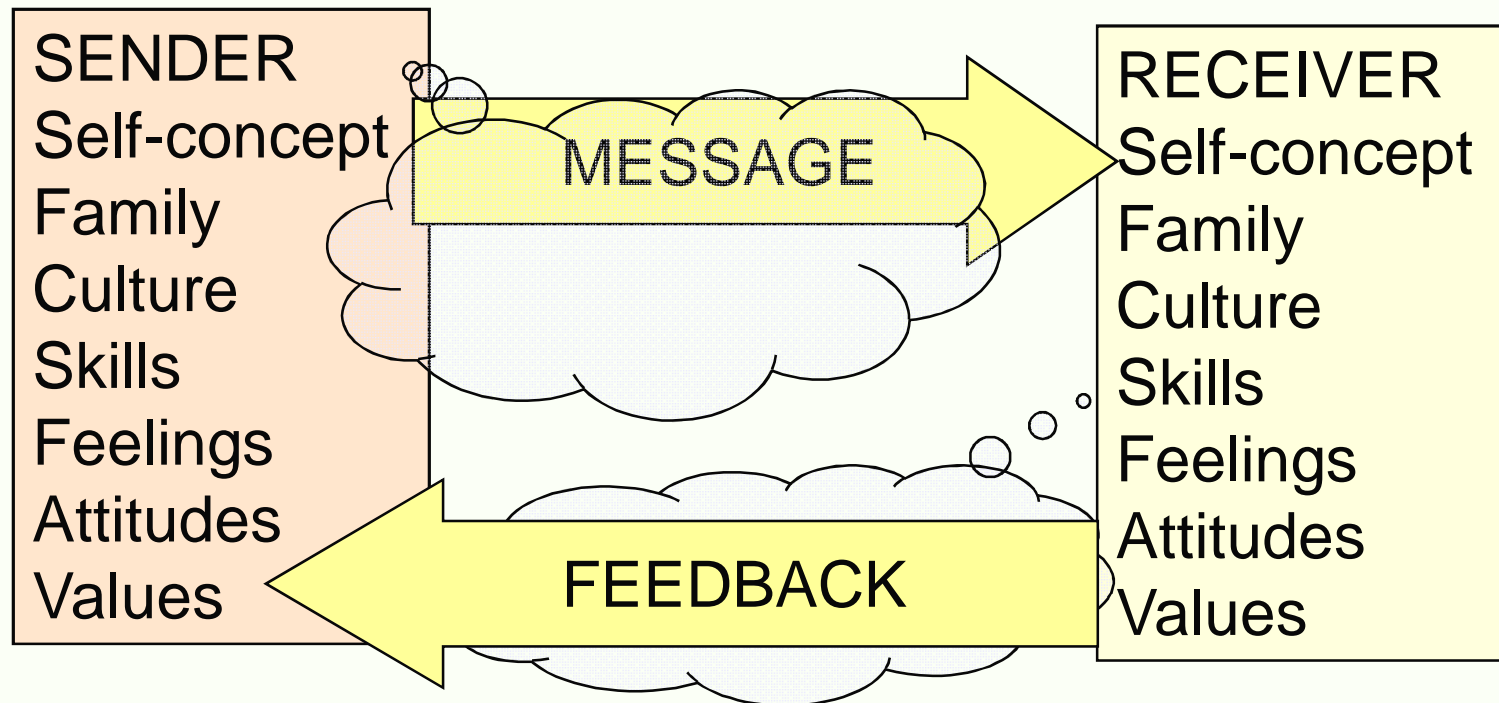
Individuals encode ideas according to their own unique perceptions

The encoded idea is sent in a message



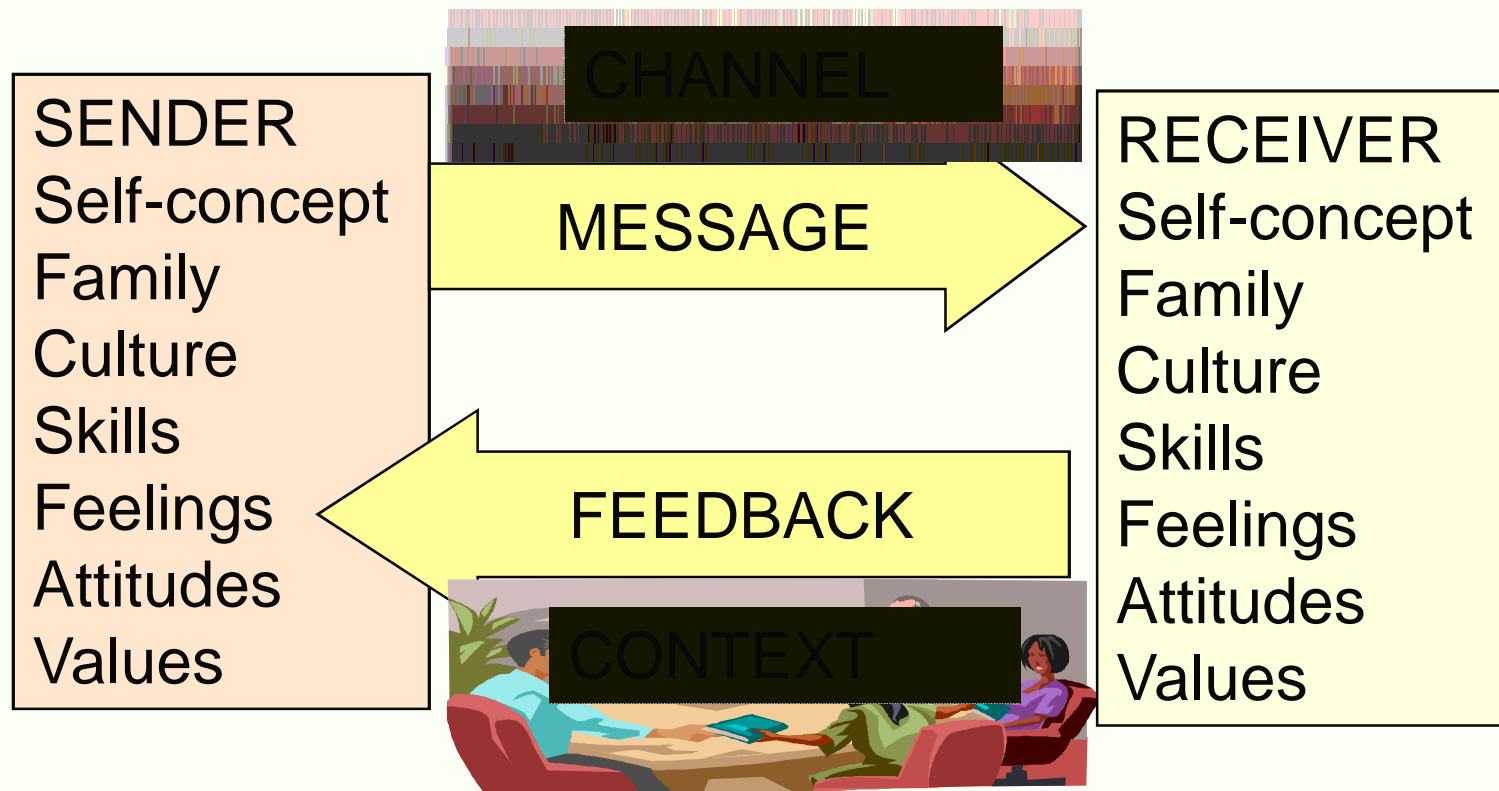
To a receiver who decodes it according to different individual perceptions

The receiver responds with feedback



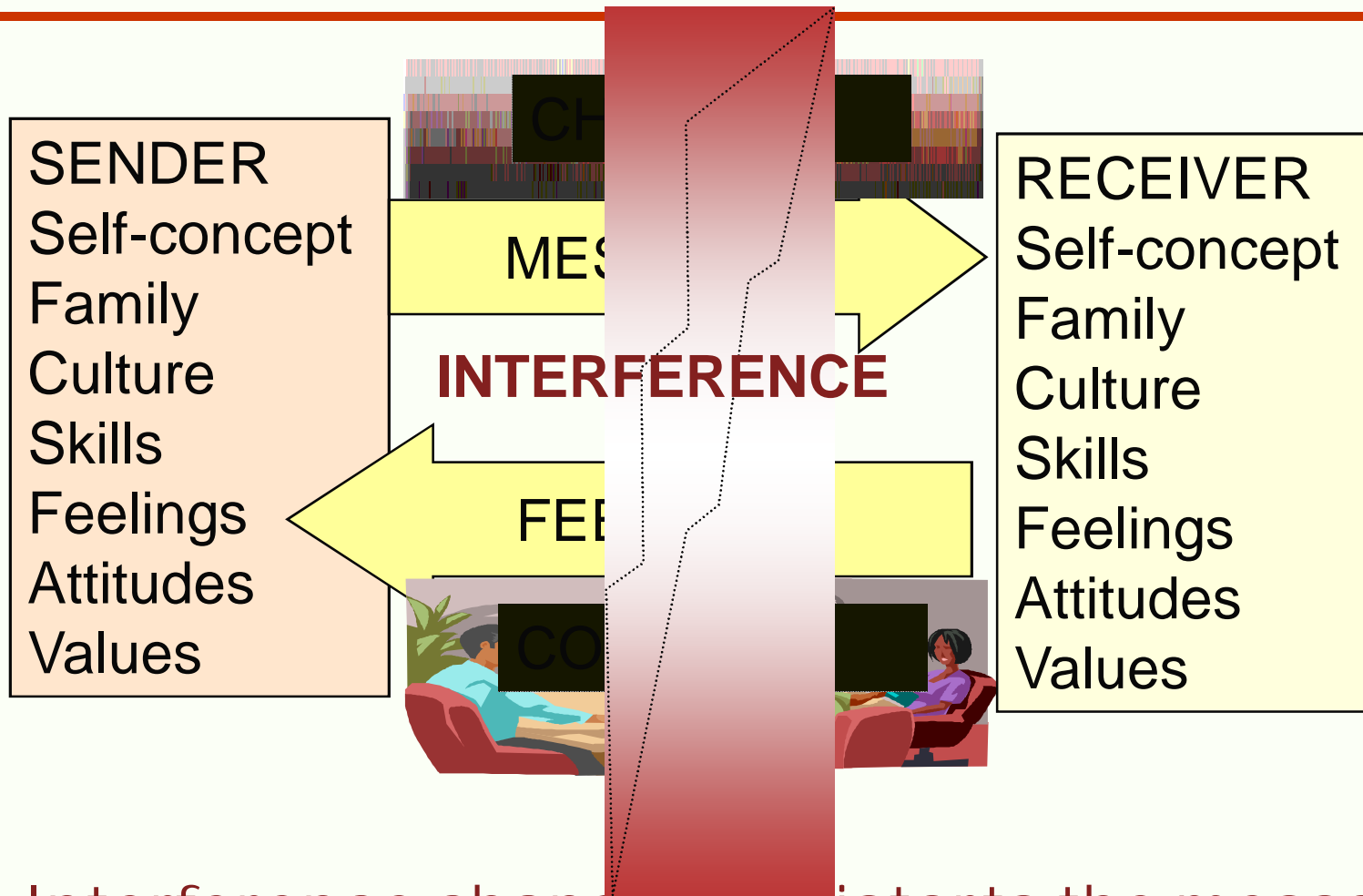
Feedback helps to ensure that the message received has been decoded correctly

Channel - the means of conveying the message



Context - the situation, environment or circumstances of the communication

Interference



Interference changes or distorts the message

The communication process is continuous...

