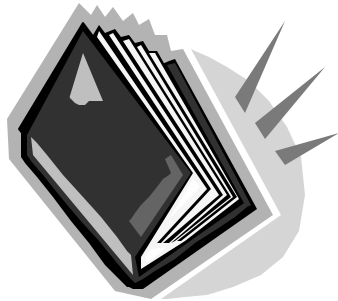


Tab B

Communication Process

**Communication (ke myōō' ni kā'shən) *n.***

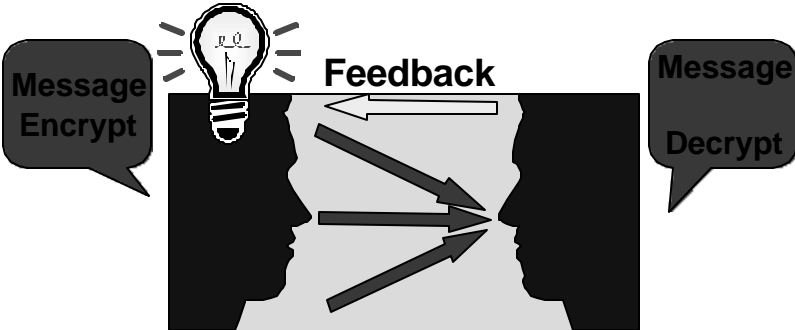
**1. The process by which meanings are exchanged.**



## Elements

- ◆ **Sender:** The person who initiates the dialogue. Attempts to find words, phrases and non-verbal language that is mutually understood by the receiver. This process is called encoding.
- ◆ **Receiver:** The person who attempts to translate the sender's message into meaningful information. This process is called decoding.
- ◆ **Message:** Has many forms, including written, electronic, verbal and non-verbal. The best form to use depends on many variables including importance, urgency, and goal of the communication.

# Face-to-Face Two-Way Communication Process



# Interpretations

- 7% *What you say*
- 38% *How you say it*
- 55% *Non-Verbal*

As depicted in the previous chart, non-verbal forms of communication such as body language, dress/appearance, posture, eye-contact and demeanor play a large role in how well we communicate our message. Many of these are done subconsciously.



## Feedback

- ◆ Reverses the process. Receiver of the original message becomes the sender. Feedback may have to be solicited from the receiver.
- ◆ Confirms the message was heard and understood. In most cases, the greater the feedback, the more effective the communication!
- ◆ This process creates a *feedback loop* of messages passed back and forth between the sender and the receiver.

## Problems/Barriers

- ◆ What things block the ability to hear and be heard?



## Barriers

- ◆ Physical: Noise, workload, other distractions.
- ◆ Cultural: Ethnicity, geography, age, gender, religion, profession.
- ◆ Language.
- ◆ Past experiences: Were previous inspections positive or negative?
- ◆ Emotionality: You can affect their livelihood.
- ◆ Perception of risk.

## Effective Communication

- ◆ To summarize: Communication is effective when the sender's intended message is easily decoded by the receiver. Think about your receiver and your message **BEFORE** you deliver it and ask for feedback.

- ◆ More on this subject in the next lesson!

