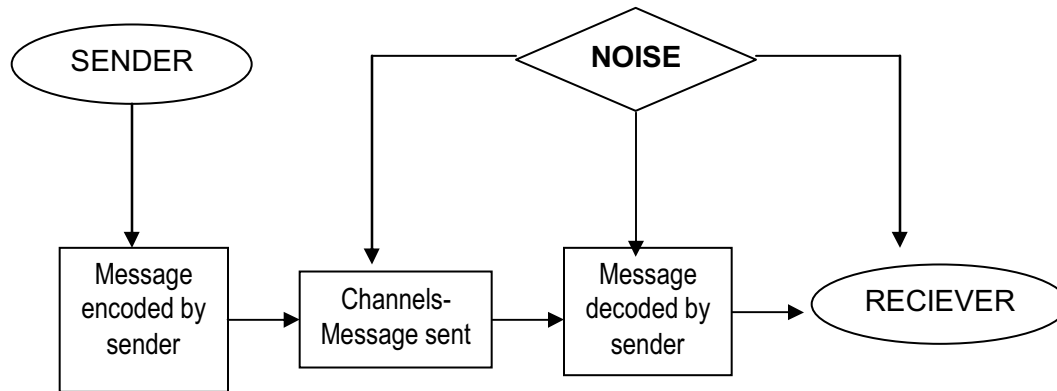


The Communication Process

The communication process is when organisations are the senders in the process and the customers are the receivers. Both, the sender and receiver will communicate with each other by, sending messages from one to another. This is an illustration of the communication process:



Now, I am going to explain what each stage covers:

- 1. Sender:** This is the individual or organisation that creates the messages. The sender needs to put the information into a form, so that the receivers would understand. This might involve verbal, written, or visual messages. This process is called encoding.
- 2. Encoding:** This involves putting your considerations into words, so that the receiver will be able to understand the message. Encoding depends on the following:
 - The difficulty of the message
 - The selected medium, e.g. face-to-face encounter or over the telephone
 - The reason of the message, e.g. to praise or to discipline
 - The connection between the sender and receiver
- 3. Medium:** Medium is the method which a sender will use to send messages to the receivers. The following are few examples of mediums that could be used:
 - *Impersonal*, e.g. a memorandum sent to all staff
 - *Personal written*, e.g. addressed letters sent to different people
 - *Personal electronic*, e.g. mobile phones, e-mails, telephones and video conferencing
 - *Face-to-face*, e.g. interviews and meetings
- 4. Decoding:** Decoding is when the receiver interprets the messages. Decoding depends on the following:

- The relationship between the sender and receiver, e.g. personal or business
 - The nature of the message
 - The style and tone of the message
 - How well the message has been encoded
5. **Receiver:** The receiver is the individual or group who receives the messages from the sender and understands it. This process is called feedback.
6. **Feedback:** It is important for a receiver to give a feedback to the sender because; it will improve the quality of communication.
7. **Noise:** When a message is being passed from the sender to the receiver, there is a likely chance that the receiver will not get the entire message, or understand it. This is because; the process may involve communication problems. These communication problems (this is also known as noise) may undermine or destroy the message being sent.

Here are some examples of noise:

- **Language problems-** the language used may not be clear for the receiver to understand, especially if a receiver comes from a different background (e.g. a French man received a message from his friend buy, he can not understand it because; the message was written in English) from the sender or has less knowledge of using technical methods.
- **Jumping to conclusions-** the receiver might browse through the message and does not read the whole message.
- **Lack of interest-** the receiver may not be willing to listen to/read the message. The sender need to make sure that the message is designed to appeal to the receiver.
- **Competing environment-** background sound, such as traffic noise may affect the message, especially if it is long and require full concentration by the receiver.
- **Channels of communication-** good communication will be made difficult if, the message being sent is poor.

Many business organisations use the communication process to influence buyer's behaviour and to communicate with its customers. Organisation would use the communication process to appeal their target market and help them to, not only to be aware of but, to act on the offer. This is called the marketing communication.

The marketing communication process is made up of number of elements, which can be used separately or together to achieve a set of marketing communication objectives. These key elements are combined together to form the marketing communication mix (formerly known as the promotional mix).

Unit 7: Marketing and Promotional Strategy

E4

The key elements of the marketing communication mix are advertising, branding, packaging, merchandising, direct marketing, interactive media, and direct selling. (I will explain each of these key elements in detail, later on my assignment). Organisations (senders) will create a message, in either of these parts of the communication process, can be used to announce, remind, inform, persuade, challenge or confirm perceptions of the customers in selected target markets. These key elements (i.e. advertising, branding, etc) are integrated to form a specific communication campaign.

Now, I am going to give an example of how the message from the organisation is passed through the communication process, illustrated on page 22. A television advert is made for a financial bank. The financial bank (sender) pays for a specific advert which contains a message specific to a target audience (encoding). It is transmitted during a set of television commercials from a television studio (medium/media). The message is decoded by a T.V. set and the target customer interprets the message (receiver). The customer might visit the financial bank or seek further information from a website (response). The customer might join the financial bank or express an interest or dislike (feedback). This information will inform future elements of an integrated promotional campaign.