

Course N°05

-The communication Process- the work of the communication process

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Management of project-24-25

How does the communication process work?

The communication process is made up of **5 crucial phases**

1. Idea formation,

2. Message encoding,

3. Message transmission,

4. Message decoding, and

5. Feedback.

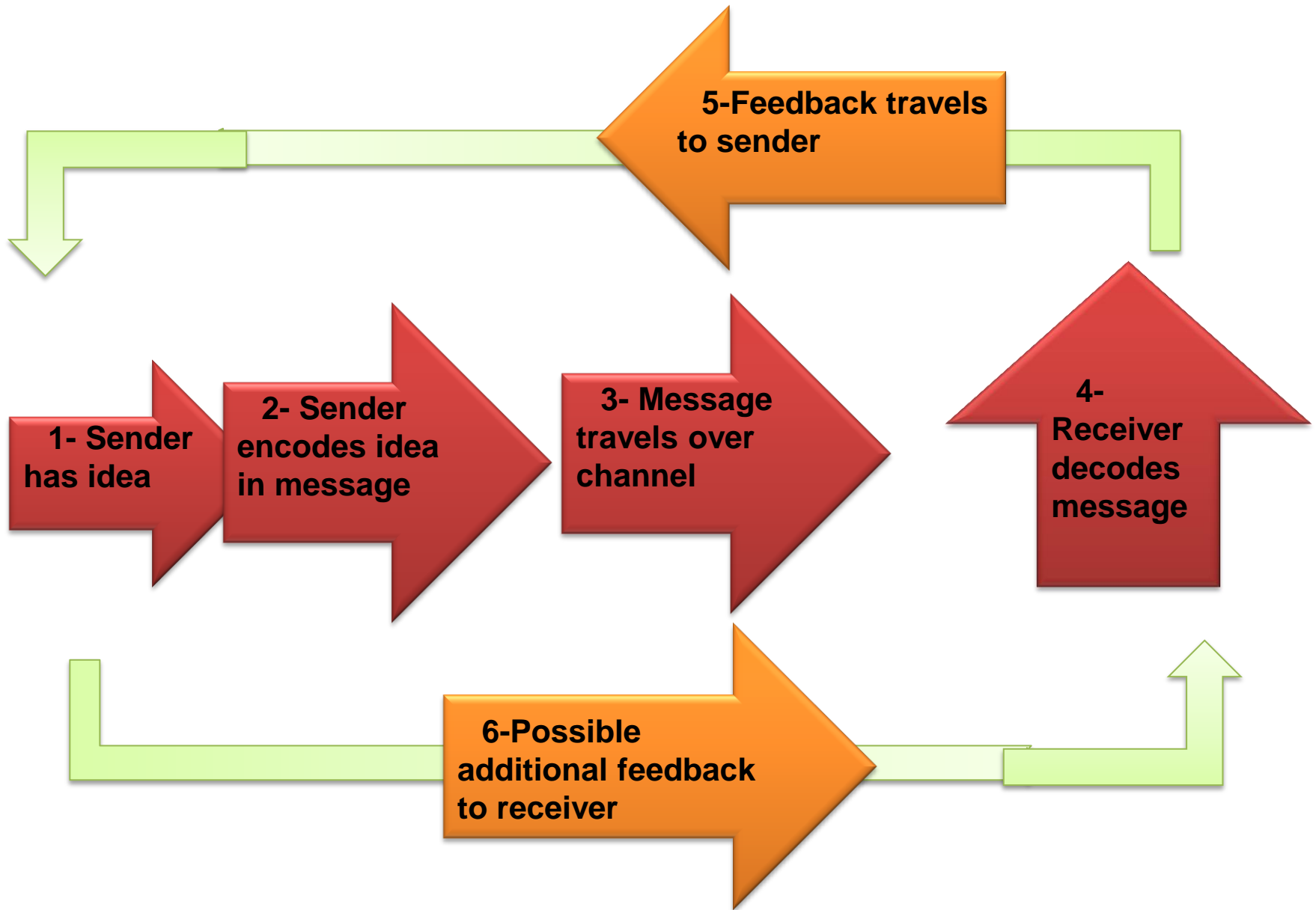


Illustration adapted from Business Communication: Process & Product (2008)

Step #1: The sender has an idea (Idea formation)

Several things can influence the message a sender wants to convey, including their:

Culture,

Mood,

Background, and

Context of the communication situation.

For example, how you greet a **coworker** depends on:

- Your mood,
- Their position within the company,
- Your own culture, and
- Your knowledge of your coworker's culture.

Consequently, before **saying or writing** anything, you have to **consider the above factors** to prevent **misinterpretation and confusion**.

Moreover, a source should always think about how **the receiver or audience will respond to the message.**

One of the most invaluable skills an effective communicator can enhance, **is the ability to adapt their message so that it elicits a positive response from the interlocutor**

Step #2: The source encodes the idea in a message (Encoding)

This phase consists of transforming an idea into gestures and words that will successfully carry its meaning to the receiver.

According to Guffey and Loewy in [Business Communication: Process & Product](#),

“miscommunication that stems from mismatched meanings is called bypassing, and it is one of the most common pitfalls of professional communication.”

To avoid these complications, skilled communicators should strive to **use familiar words because the goal is to have the sender and receiver agree on their meanings.**

As one HBR [article on language and culture](#) states, **just because you and your coworkers share a language doesn't mean you share the same business culture, too.**

Jodie Garner ▾



Today



Jodie Garner 12:48 PM

Hi Anna 😊

How are you today? I hope you took the time to rest this weekend, the weather was truly amazing 😊

I hope we'll be blessed with the same weather for the rest of the week 🙌

I just wanted to check in with you about the upcoming corporate communication workshop.

Could you please send me a document containing the cell phone numbers of the trainer and the participants?

I'll need it for some reports, so it's best to get it on time. 😊



Anna Sun 12:56 PM

Hi, no problem.

Sending the doc now.

Mobile Phone Numbers (Instructor, Participants).pdf ▾



Mobile Phone Numbers (Instructor, Participants).pdf

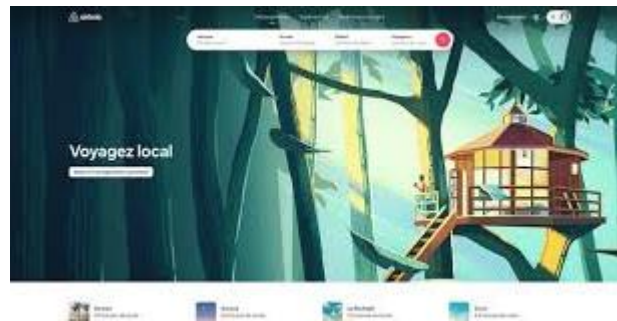
PDF

Jodie	Anna
A responsible of the administration external relation	the new administration officer
US	UK
Jodie starts with casual chit chat before <u>diving into the point of her message.</u>	
While that is considered polite behavior in the US	it can grate on people from countries where it is customary to get to the point without veering off-topic.
Jodie uses the terms “trainer” and “cell phone.”	in the UK, it’s common to hear “coach” or “instructor” and “mobile phone.”
	Anna’s response is brief and doesn’t venture into non-work-related territory.

Step #3: The message is transmitted via a communication channel (Transmission)

During the communication cycle, it is necessary to find the best way to physically transmit the message to the receiver. **The transmission medium is the channel**, and we can share messages via:

Web pages,
Emails,
Podcasts,
Blogs,
[Business communication apps](#),
Announcements,
Reports,
Phone calls,
Pictures, and



Sam,

Hope all is well. I had put a reminder in to check-in with you to see how things were going with the eCommerce initiatives. We had discussed a potential partnership a few months ago, but hadn't been able to formalize our recommended engagement.

We would love to catch up and see if there are any opportunities for to engage with you all and help with your eCommerce strategy. Let me know if you have sometime to reconnect this week and catch up business owner to business owner on where you see things and I can provide some ideas on where we can help.

Look forward to hearing from you.

Mack

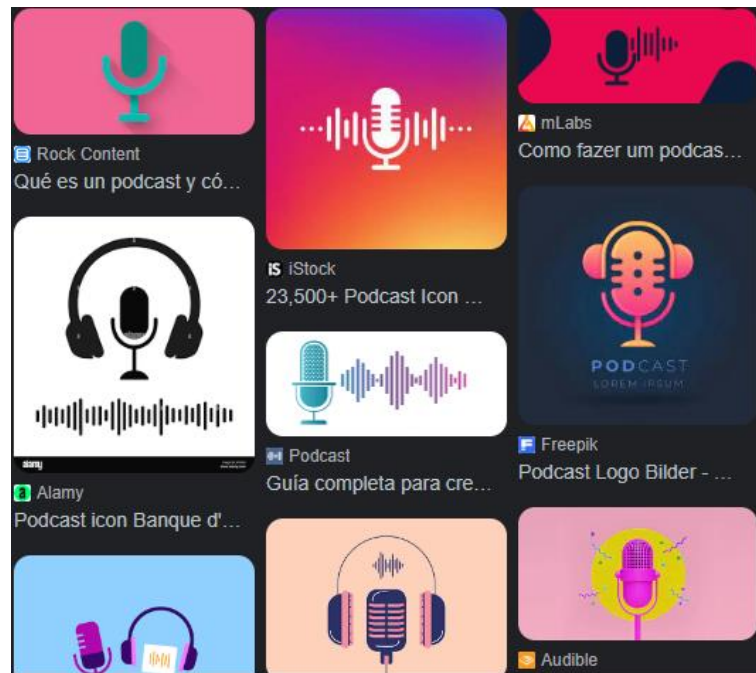
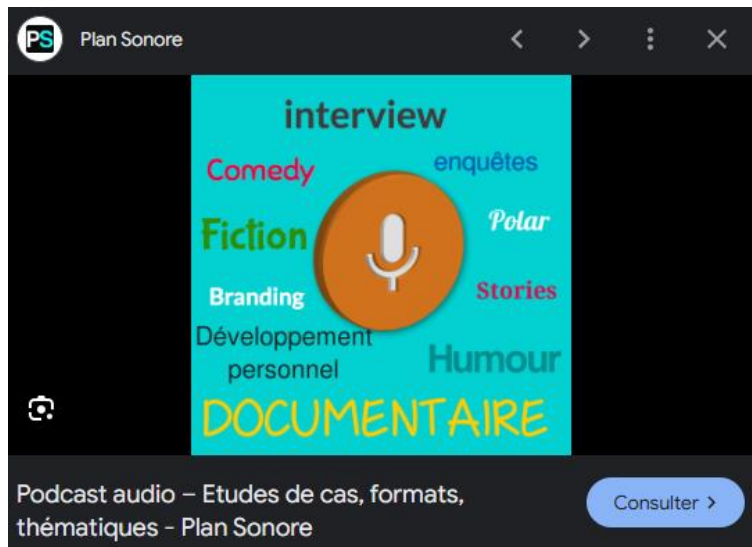
Destinataires

Demande d'informations concernant l'appartement

Monsieur Durand,

Je suis un étudiant américain et je suis à la recherche d'un appartement car je viens d'arriver à Lyon. À la suite de votre annonce parue sur le site leboncoin.fr, je me permets de vous écrire pour avoir des informations complémentaires sur cet appartement.

Dans votre annonce, vous mentionnez la superficie totale de l'appartement. Pourriez-vous m'indiquer précisément la superficie du salon et de la chambre ?



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Deciding on the most effective channel is imperative because it can affect **how a receiver interprets both verbal and nonverbal messages.**

For instance, in the example below, Jodie is sharing the annual performance report with her colleagues. How they receive the message will depend on:

- The tone present throughout the report,
- The document's layout, and
- The inclusion of graphics and charts.

#designteam ▾



Today



Jodie Garner 9:32 AM

Hello everyone 🤗 The annual performance report is ready 🤖

I'm happy to say that everyone has stepped up their game this year and we'll go over specific milestones in our next team meeting



Until then, you can take a look at the report and do share your feedback!

ANNUAL PERFORMANCE REPORT.pdf ▾



ANNUAL PERFORMANCE REPORT.pdf

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Message #designteam

● Jodie Garner ▾



Joseph Landon 1:30 PM

Hey Jodie 😊

Sorry for ending the call so abruptly earlier.

My Wi-Fi signal was acting up and it was difficult to hear what you were saying.

How about we schedule an additional meeting for Friday? 😊

New



Jodie Garner 1:31 PM

No worries, technical difficulties are the worst. 📱

Friday is perfect, it gives me just enough time to get some additional reports ready.



Joseph Landon 1:34 PM

Great! I'll send you the Pumble meeting link this afternoon.

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These interferences may take many forms, from misspellings in business emails to poor connection during a [virtual call](#).

However, choosing an unsuitable [time to send an email](#) or scheduling a team meeting for a simple update can also be an interference.

Step #4: The receiver decodes the message (Decoding)

An essential phase of the communication cycle — decoding — occurs **when the receiver analyzes the message and converts its symbols to uncover the intended meaning.**

Successful communication can only happen when the receiver cracks this code — that is, when they comprehend what the sender intended to say.

Nevertheless, achieving effective communication is easier said than done because no two people share the same experiences and knowledge. Moreover, numerous communication barriers can get in the way of decoding and halt the entire process.

Some factors that undermine decoding messages can be **internal**, and these include:

- A lack of attention when someone is speaking and
- Pre-existing cognitive biases and prejudice towards the sender.

External factors can also slow down the communication process.

For example, it might be hard to decipher someone's words in a loud environment, and misunderstandings are bound to happen.



Joseph Landon 1:41 PM

Hello guys!

As you know, the annual team-building event is this weekend!

I would like to remind everyone to leave their laptops at home 😎

You all deserve to rest and have some fun!

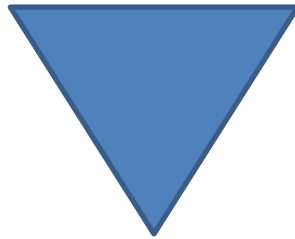
Additionally, I'd like to thank the girls from HR for organizing several events you can sign up for! Whether you're a newbie in the company or an oldtimer, you'll definitely find an activity that will pique your interest!

Can't wait to meet all of you in person! 🎉

1. Joseph has posted what he **thinks** is an exciting announcement about an upcoming company event.

2. **While his intentions** may have come from the right place, **his words have definitely missed the mark.**

3. His choice to refer to new hires as “*newbies*,” the female employees as “*girls*,” and seasoned employees as “*oldtimers*” has the potential to offend part of the workforce.



Consequently, these word choices could lead to strong reactions that prevent the employees from focusing on the overall message.

Step #5: Feedback reaches the sender

Feedback is the **backbone of communication** and covers the interlocutor's nonverbal and verbal responses. These signals let the sender know **how someone has received and understood the message.**

Of course, different people share varying degrees of feedback, which is why it's a good idea to encourage feedback with questions like:

“Is everything I’ve said clear?”

“Do you need clarification on anything I’ve mentioned?”

Remember that **overwhelming** the receiver with too much information may confuse them and thus lead to **a lack of feedback**.

- **Think of your delivery,**
- **time it appropriately, and**
- **give the interlocutor enough time to organize their thoughts.**

Additionally, it's essential to differentiate between 2 types of feedback:

- 1/ Evaluative feedback and**
- 2/ Descriptive feedback.**

1/ Evaluative feedback doesn't reflect whether the receiver has understood the sender. Instead, it is **often judgmental and can push the sender into defensiveness.**

2/ descriptive feedback results from the receiver understanding the intended meaning of the sender's message.

“I see how the numbers suggest we should focus more on inbound marketing in the next quarter

“These numbers don’t look too good.”

“I see how the numbers suggest we should focus more on inbound marketing in the next quarter

invites others to become active in the conversation

“These numbers don’t look too good.”

acts as more of a deterrent