

Quadrant II – Glossary

Paper Title: Mass Communication

Code: COG149

Module Name: Nature and Process of Communication - Elements in the Communication Process - Communication Cycle

Module No: 1

Glossary of terms/words:

1. Communication – the process of meaningful interaction among human beings. It involves the generation of meaning by sending and receiving verbal and nonverbal symbols or signs, such as words, icons, images, tone of voice, facial expressions, etc.
2. Sender – the source of the message.
3. Receiver – The intended target of the source's message.
4. Message – The communication sent from the source to the receiver is called the message
5. Encoding – the process by which the source translates the thoughts and ideas so that they can be perceived by the human senses.
6. Decoding – the process by which the receiver translates the source's thoughts and ideas so that they have meaning
7. Channels – the pathway or the medium that allows the message to travel from the speaker/source to the audience/receiver.
8. Feedback – any verbal or nonverbal response to a message.
9. Noise – Noise is any interference in the communication process that affects the understanding of the message.
10. Context – the setting, location or environment in which the communication takes place.