

Name [REDACTED]

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Module: [REDACTED]

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## Assignment 1

62  
100  
62.1

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## Question 1

1.1 The communication process is a two-way process wherein the ideas, thoughts, feelings, opinions are transmitted between two or more people with the intent of creating a shared understanding. The seven elements of a communication process are as follow;

### Sender

Is the individual who starts the conversation and has developed the idea that he/she wants to communicate to others.

**Example:** My dad asked me if I took out the trash bin, my dad is the sender in this instance

~~✗~~ You need to in-text reference this.

### Encoding

The process of encoding is where the sender converts information into a message by using specific words, signs, body motion, etc.

**Example:** He saw the trash truck passing outside our home when he was leaving and asked about the trash.

### Message

The message may be in oral, in writing, symbolic or non-verbal through body language, silence, sighs, sounds or any other means that cause a receiver to react.

**Example:** The context of his message was about trash plastics.

### Channel

The sender selects the channel through which he/she wants to reach the recipient with his message. To ensure that the recipient understands the message effectively, the channel must be chosen properly. The choice of Channel depends on the interpersonal relationships between the sender and the receiver, as well as the urgency of the message being communicated. A few often-used communication methods are gesture, sound, writing, and spoken communication.

**Example:** He started the conversation over text, to confirm if I took out the trash.

Don't get confused between channel and medium!

### Receiver

The receiver is the person who the message is meant to reach. The receiver's ability to decode the message depends on his knowledge with the topic matter, experience, and relationship with the sender.

**Example:** In this instance, I am the receiver of this message.

## Decoding

Here, the message from the sender is interpreted by the receiver who makes an effort to comprehend it correctly. Only when the message is received and understood exactly as intended by both parties can communication be considered successful.

Example: At first, I was confused because I didn't know what day it was, but shortly realized what he meant by that question

## Feedback

The feedback stage verifies that the message has been received and understood by the recipient in the manner intended by the sender. This is determined by the response the receiver gives after decoding the message. The receiver's response may be verbal or nonverbal.

Example: I responded by saying "No" because I forgot which day to take out the trash on.

(Grimsley, 2022)

Context?



1.2



How does this image represent feedback?

(Business Communication: Improve Your Conversation Skills, 2022)

In the context of communication, feedback refers to a response from the recipient that provides the sender with information about how the message is being received and whether it needs to be changed. Basically, feedback is the receiver's basic response to the interpreted message. Without feedback, two-way communication is either ineffective or incomplete.

Image = (S)  
Assumption = (S)

generalised info that was not applied

to the  
image

Giving feedback without interpreting a message makes it hard to have an on-going conversation with someone. As you can see in the image above interruptions ruin the flow of a conversation fast, even if you don't mean to do it. Pay attention to the flow of their speech to determine when they have finished expressing a thought in order to prevent further interruptions.

1.3



(Nast, 2022)

The physical context on the picture above is seen as a noisy environment, judging from the number of people around and assumingly the music as this looks like a bar/club. The actual environment in which communication is taking place is referred to as the physical context. Physical aspects include things like the weather, how loud the environment is, what time of day it is, where the meeting is held, and other tangible things. Physical context has an effect on the communication process, any obstacle that prevents effective communication might be referred to as communication noise.

Communication noise is any noise that interferes with the transmission of information from the sender to the receiver. In the picture provided above it is safe to assume that the physical noise might distract the receiver, causing them not to hear the sender's message properly. There's a number of factors that could distract the receiver in the picture above, such as people around, music that may be playing, and even an argument from a far.

(How Noise Affects Communication | Soundproof Cow, 2022)

Image = ⑧

Description = ⑨

example? — create  
your  
discussion  
more  
to  
the image

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## Question 2

2.1 A frame of reference is the perspective through which we view a situation. This affects the way we think about a situation and the way we act on it. It is a complex set of assumptions and attitudes which we use to change perceptions to create **meaning**. The **frame** can include beliefs, preferences, values, culture and other ways in which we bias our understanding and judgment. An example of how frame of reference might affect our communication is how we are raised, from a young age some of us learn to express ourselves in a respecting manner regardless of how we feel and to manage our emotions. My ability to deal with conflict, adaptability, resilience, personal boundaries and communication skills are all rooted from childhood.

But most people are not raised the same, that why in some cases when arguing with someone they resort to being disrespectful and violence when they feel that they're not heard or losing the argument. How we are raised, culture, perspective of the world and other factors affect our communication process, that is why you should remember to place yourself in someone else's shoes and willingly listen to understand others.

(What is Frame of Reference in Communication Process? (Video) - MassMediaNG, 2022)

Use an example here!

2.2

20/35

## FRAME of REFERENCE

**Beliefs** - refers to conviction that we generally accept to be true

**Value** - refers to the principles or standards of behavior, basically what is important in someone's life

**Attitude** - refers to a feeling or way of thinking that affect a person's behavior.

Beliefs examples- lying is bad and Cheating is immoral.

**Influences our morals and values.**

Value examples- loyalty and respect.

**Influences our behavior and character.**

Attitude examples- arrogance and confidence.

**Influences decision making**

**Culture**-has an impact on how we perceive the world, make decisions, approach and address problems. Although we may believe we make decisions, our choices are actually more influenced by the cultural experiences that are stored in our brains.

**Gender**- influences our decision-making and behaviour, due to experiences from childhood. From a young age we develop outcome expectancies and beliefs that motivate how we think

Design = 7/10  
Try and incorporate more visuals

in your poster  
VIA, B = 5/10  
You needed to have used practical examples

Gender + culture

= 8/15

Again examples that relate to target audience would be good idea

## Bibliography

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