**Importance of variables in communication process**

Communication may be defined as a process concerning exchange of facts or ideas between persons holding different positions in an organisation to achieve mutual harmony. The communication process is dynamic in nature rather than a static phenomenon.

Communication process as such must be considered a continuous and dynamic inter-action, both affecting and being affected by many variables.

**(1) Sender:**

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

**(2) Ideas:**

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This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

**(3) Encoding:**

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

**(4) Communication Channel:**

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

**(5) Receiver:**

Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

**(6) Decoding:**

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

#### (7) Feedback:

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

Communication is one of the most important factors for the existence of our society today. The importance of effective communication is immeasurable in the world of business and in personal life. Denis McQuail is one of the most influential scholars in the field of mass communication studies says “ Communication is the sending of meaningful messages from one person to another”. According to Harold D Lasswell “ Communication is discerning who says what, in which channel to whom and with what effect”. In simple words Communication is giving, receiving or exchanging ideas, information, signals or messages through an appropriate media. It is a dynamic process involving a series of actions and reactions with a view to achieve a goal. The importance of effective communication is immeasurable in the world of business and in personal life. Communication is, therefore, a two way process. Each element plays an important role in making the communication effective.