LEADING TRANSFORMATION #44:  
TRANSFORMATIONAL COMMUNICATION--BASIC COMMUNICATION

TRANSFORMATIONAL COMMUNICATION

BASIC COMMUNICATION  
Communication begins with self and then involves others. It is an important part of life that has both content and relational dimensions. It is often complicated, and messages are irreversible once transmitted. The quantity or frequency of communication does not necessarily increase the quality of communication.

BASIC COMMUNICATION INVOLVES

1. SENDER: The originator of message, or the information source.

2. CHANEL: The messages are transferred from encoder to decoder through channels. A message channel is a term that refers to the medium that carries the message from the Sender to the Receiver.

3. RECEIVER: The destination of the message from Sender. Every Receiver who enters into the Communication Process brings with them ideas and feelings that influence their understandings of, and responses to messages.

4. ENCODING: The process of turning thoughts into communication; putting a message into a format that can be sent.

5. DECODING: The process of turning communication into thoughts.

6. FEEDBACK: Based on the decoded message the Receiver gives their feedback to Sender.

7. NOISE:  
Noise is the term given to anything that disrupts the communication. That is, anything that prevents the audience from receiving the message the way the source intended it to be understood. It doesn’t necessarily involve an audible distraction.

8. CONTEXTS: The situations (e.g. historical socio-cultural) in which message is sent (Sender Context) and received (Receiver Context).

A good Sender seeks feedback to ensure that the message was decoded well enough to capture the original thoughts. A good Receiver also gives feedback to show how the message was received and understood.

The burden is on the Sender to understand the Receiver Context, in order to ensure that the encoding is easy to decode and understand in the language and context of the Receiver.

REFLECTION:  
How could you improve in using feedback to make your communication more effective?