

## OC HW

① Time

② Sender

③ Sender - The or the entity originating the communication

④ Encoding - It's the process to bring the message to a form appropriate for sending.

⑤ Message - It's the information that sender wishes to convey

⑥ Channel - It's the means/medium by which message is sent.

⑦ Decoding - It's the process in which receiver interprets & understands the message.

⑧ Receiver - He is the person or entity to whom the message is sent.

⑨ Feedback - Feedback is the receiver's response to the message.

⑩ Email -

\* Email can be used to communicate quickly with one or many individuals with various locations.

\* It offers flexibility, convenience & low-cost.

⑪ Noticees poster - It's effective when the same message has to go to a large grp. of people.

\* It's used where small is ineffective

⑤ Verbal communication is the use of words to share information with other people. It can therefore include both spoken & written communication.

⑥ \* Target Audience

\* Cost

\* Kind/Type of information

\* Urgency or priority of message.