

## Communication Channel:

The medium through which a sender or a receiver uses to send his or her message is termed as a communication channel.

Channels may be verbal or nonverbal or of any other form of language.

Example:

Speech is a channel.

Writing is a channel

Non-verbal gestures are channels

Voice Tones are channels.

## Encoding:

When a sender attempts to replicate his or her internal thoughts or feelings into some kind of external message or medium for the sake of transmitting those thoughts or feelings to another person or persons then the whole process can be called as encoding.

It's easy to tell if a sender encodes message poorly if he or she says things like:

"That's not what I meant to say...."

"That's not what I mean..."

"What I really wanted to say was..."

If someone is a skilled "encoder," we call him or her "articulate," "well spoken," or even "eloquent."

And research has shown that good speakers are considered more trustworthy, intelligent, competent and personable.

Obviously, there is always a relationship between speaking well and intelligence or competency.

Some newscasters, actors or politicians are bright. But many times they aren't...but we think they are simply because they speak well.

## **Eloquent And Competent**



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