

⑤ Receiver or group :-

The communication is intended for whom? The answer is the receiver or group. If the message does not reach the intended receiver, it remains ~~is~~ inconclusive and thus a fiasco. A receiver of communication must have the following characteristics;

- (a) to receive the message in letter and spirit, and
- (b) acquaintance with the subject-matter.

⑥ Feedback :-

This is the concluding phase of the process of communication as it is finally acknowledged by the intended receiver or not acknowledged. To confirm it, the feedback can be obtained from the receiver. There are many ways to get the

feedback, e.g., surveys, signature campaign, questionnaire and acknowledgement card, etc. After going through all these processes, the feedback is subjected to an analysis or evaluation and on the basis of analysis, the message can be altered if need be. It is a significant element in the process of communication?

According to David K. Berlo, following are the important tips in this regard:

Idea ? Sender ? Encoding ?
Receiver ? Decoding ? Acting ?