

It is axiomatically true that communication takes place between two individuals - Communicator and the receiver. It is not a one-man show and involves the presence of a listener. The basic role of this process is to convey a message from Communicator to the Audience. The message cannot be transmitted in absence of a medium.

Red Field through Parth Shastri has made it clear that ~~is~~ in absence of any of the following the communicative process cannot be complete :

- 1) Communicator
- 2) Process
- 3) Motivator
- 4) Effect of communication
- 5) Answering

It is clear that owing to

the lack of any of the five elements as given above, the process of communication would not be adequate in its effect and it is important to understand on the basis of the following five basic elements which are integral parts of the process:

- 1) Who?
- 2) Says what?
- 3) To whom?
- 4) Through which channel? and
- 5) With what effect?

The Communication Process - in Action

