

abstract phenomenon, but it is in complete unless it is communicated. It is the process through which abstract gains shape in the end.

## 2. Communicator/Sender:-

This element is as important as the Prime Minister in a democratic country. The process of communication depends on the identity of the communicator— who, why and what? etc. The communicator is an individual or an organisation who is held responsible in context of the communication. For instance, the role and responsibility of an editor of a newspaper and is held responsible for the communication. A good communicator must possess the

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following characteristics:

i) Subject Clarity, ii) Language Command, (iii) Understanding of Collective Aspirations, and

iv) This must be borne in mind that each word

of his is to reach countless people where

there is no room for

any error, inadequacy, ambiguity and lapse.

8. Message or Introduction :-

It is an important factor

in the process of

communication. There is indeed

no scope of any irrelevant

word in the message which

is difficult to interpret. If

it is said that the

message and its language

is determined by the communi

communicator which is destined to

reach several people and has a

contextual interpretation.