

# The Significance of Feedback in Communication Cycle

## Fastrack« Revision

- ▶ **Communication:** It is an act of conveying messages from a person or group to another person or group through mutually understood signs, symbols or semiotic rules.
- ▶ Communication helps in building relationship and promotes love and understanding. It enriches our knowledge of the universe and makes living worthwhile.
- ▶ The process of communication involves the sender, message, encoding, communication channel, receiver, decoding and feedback.

- ▶ **Communication Cycle:** The process of communication involves the sender, message, encoding, communication channel, receiver, decoding and feedback. The communication cycle revolves around its two major components: the **sender** and the **receiver**. The transmission of sender's ideas to the receiver and the receiver's feedback or reaction to the sender forms the **communication cycle**.

- ▶ **Elements of Communication Cycle:** The elements of the communication cycle are as follows:

Sender	The person from whom the message originates.
Message	The information that the sender wants to convey.
Encoding	How the sender chooses to code the message in an appropriate form for sending.
Channel	The medium by which the message is conveyed or sent.
Receiver	The person or entity to which the message is sent.
Decoding	How the receiver understands or interprets the message.
Feedback	The receiver's reply to the message.

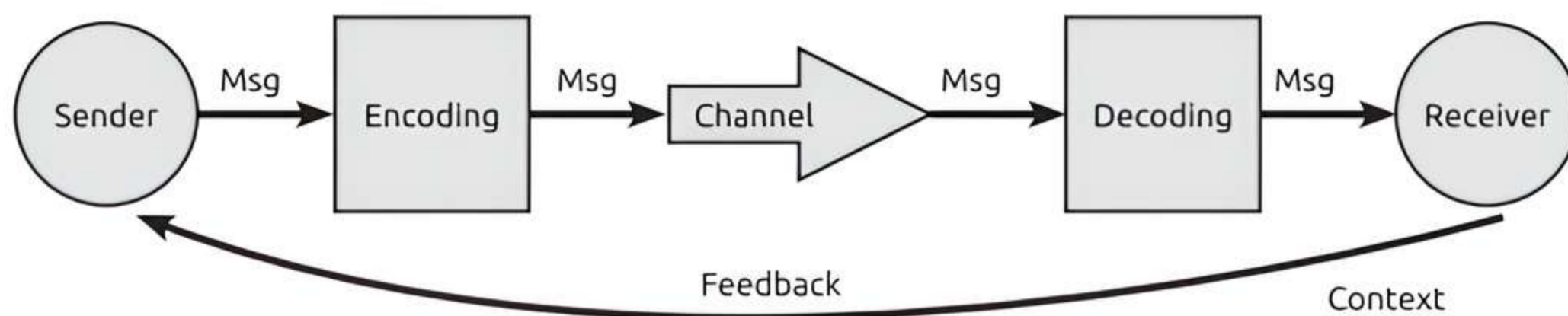


Fig. 1 Communication Cycle

- ▶ **Brain Drain:** In the entire process of communication, there is a possibility of misunderstanding at any level, which is called brain drain.
  - ▶ Brain drain may arise at the sender's side if inappropriate medium for delivery of message is chosen, or at the receiver's side if the message is not decoded, appropriately.
  - ▶ **Feedback:** It is an important part of the communication cycle. The response of the receiver is known as feedback.
  - ▶ Feedback is the transmission of evaluative information about an action, event, or process to the original or controlling source.
  - ▶ Feedback is the information given back to an individual or a group about their prior behaviour so that they may adjust the current and future behaviour to attain the desired results.

- ▶ For effective communication, it is important that the sender receives an acknowledgement from the receiver about getting the message across.
- ▶ A good feedback is always specific, helpful, kind and timely.
- ▶ Feedback can be positive or negative.

<b>Positive Feedback</b>	Examples: <ul style="list-style-type: none"> <li>• I noticed you finished the work perfectly. Great Job!</li> <li>• I really appreciate you taking that call. Can you please also share the details?</li> </ul>
<b>Negative Feedback</b>	Examples: <ul style="list-style-type: none"> <li>• You keep forgetting to smile at the hotel guests when you talk to them.</li> <li>• You take really long to reply to e-mails! Are you always so busy?</li> </ul>

► **Importance of Feedback:** Feedback is the final component and one of the most important factors in the process of communication since it is defined as the response given by the receiver to the sender. The certain reasons why feedback is important are:

- **It validates effective listening:** The person providing the feedback knows they have been understood (or received) and that their feedback provides some value.
- **It motivates:** Feedback can motivate people to build better work relationships and continue the good work that is being appreciated.
- **It is always there:** Every time you speak to a person, we communicate feedback so it is impossible not to provide one.
- **It boosts learning:** Feedback is important to remain focussed on goals, plan better and develop improved products and services.
- **It improves performance:** Feedback can help to take better decisions to improve and increase performance.
- **It makes us self aware:** Self awareness and monitoring provide a good platform but feedback from others informs us in ways that enriches our self knowledge.

► **Types of Feedback:** There are different types of feedback:

- **Descriptive Feedback:** It is an unambiguous information, in the written or verbal form which enables and helps the learner understand what she or he needs to do in order to improve.

Some important points to be kept in mind while giving the descriptive feedback are:

- Use descriptive feedback for comments that students need to be able to save and look over.
- Keep the feedback constructive, positive and concise.
- Always keep in mind to provide feedback in a sandwich format: reinforcing → correcting → reinforcing. Remember that a kind word leaves profound prints in our lives.
- Describe specific qualities of the work.
- Provide strategies that will help in figuring out how to improve.

- Avoid personal comments.

- **Oral Feedback:** Oral feedback is provided verbally. It is accompanied with interaction between feedback giver and receiver. Oral feedback usually occurs during a task. It is sometimes underestimated because it is less formal, but it can be a very powerful and effective tool as it can be provided easily in the 'teachable moment' and in a timely way. The feedback receiver can be notified of his/her deficiency instantly through interaction.
- **Written Feedback:** Written feedback is done through writing instead of speaking. Written feedback is usually given after a task. Effective written feedback provides a record of what we are doing well, what needs improvement and suggests next steps. Written feedback balances the evaluative process. Its main role in the assessment process is to smoothen the progress of learning.
- **Specific Feedback:** Specific feedback provides detailed and particular information on what the person did well or poorly. For example, 'the way you crafted these articles to fit together to take the client through the sales process is very good'.
- **Non-specific Feedback:** Non-specific feedback is very general, such as 'good job' or 'you did great.' It is usually not very helpful for receiver as it creates the impression that you have not thought in-depth about their work.

► **Feedback Constructive:** There are six following ways to make the feedback constructive:

- If you cannot think of a constructive purpose for giving feedback, do not give it at all.
- Focus on description rather than judgement.
- Focus on observation rather than inference.
- Focus on behaviour rather than the person. Refer to what an individual does rather than on what you imagine she or he is.
- Provide a balance of positive and negative.
- Be aware of feedback overload. Select two or three important points you want to make and offer feedback about those points.



## Practice Exercise



### Multiple Choice Questions

Q1. Which of the following is NOT an element of communication within the communication process cycle?

- a. Channel    b. Receiver    c. Sender    d. Time

Q2. Which of the following statements about the communication is incorrect?

- a. Communication is a learned skill.  
b. Communication helps in building relationship and promotes love and understanding.  
c. The process of communication involves only the sender and receiver.  
d. None of the above

Q3. Who is the receiver in the process of communication?

- a. The person who sends the message  
b. The person who receives the message  
c. Both of the above  
d. None of the above

Q4. What is feedback?

- a. The response of the sender  
b. The response of the receiver  
c. The output of the sent message  
d. All of the above



**Q 5. Which of the following are effective components of a good feedback?**

- a. Detailed and time consuming
- b. Direct, specific and honest
- c. Opinion-based
- d. None of the above

**Q 6. Which of the following things should be kept in mind while giving feedback?**

- a. Keep the feedback constructive, positive and concise.
- b. Provide strategies that will help in figuring out how to improve.
- c. Both a. and b.
- d. None of the above

**Q 7. Which of these are examples of positive feedback?**

- a. Excellent, your work has improved.
- b. I noticed your dedication towards the project.
- c. You are always doing it the wrong way.
- d. All of the above

**Q 8. Which of these are examples of negative feedback?**

- a. I hate to tell you this but your drawing skills are poor.
- b. You can surely improve your drawing.
- c. This is a good drawing but you can do better.
- d. None of the above

**Q 9. Which of the following types of feedback provides detailed and particular information to the sender?**

- a. Non-specific feedback
- b. Written feedback
- c. Oral feedback
- d. Specific feedback

### **Fill in the Blanks** Type Questions

**Q 10. Communication is an act of conveying messages through mutually understood .....**

**Q 11. Feedback results into effective .....**

**Q 12. One must avoid giving ..... comments in feedback.**

**Q 13. .... feedback does not include grades, marks, or coded symbols.**

**Q 14. .... feedback balances the evaluation process.**

**Q 15. .... feedback gives a vague response to the receiver.**

### **Assertion & Reason** Type Questions

**Directions (Q. Nos. 16-19):** In the questions given below, there are two statements marked as Assertion (A) and Reason (R). Read the statements and choose the correct option.

- a. Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of Assertion (A).
- b. Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A).
- c. Assertion (A) is true, but Reason (R) is false.
- d. Assertion (A) is false, but Reason (R) is true.

**Q 16. Assertion (A):** In the entire process of communication, there is a possibility of misunderstanding at any level, which is called brain drain.

**Reason (R):** Brain drain may arise at the sender's side if inappropriate medium for delivery of message is chosen, or at the receiver's side if the message is not decoded, appropriately.

**Q 17. Assertion (A):** Decoding is the transmission of evaluative information about an action, event, or process to the original or controlling source.

**Reason (R):** Feedback is the information given back to an individual or a group about their prior behaviour so that they may adjust the current and future behaviour to attain the desired results.

**Q 18. Assertion (A):** Oral Feedback is an unambiguous information, in the written or verbal form which enables and helps the learner understand what she or he needs to do in order to improve.

**Reason (R):** Always keep in mind to provide feedback in a sandwich format: reinforcing → correcting → reinforcing. Remember that a kind word leaves profound prints in our lives.

**Q 19. Assertion (A):** Specific feedback provides detailed and particular information on what the person did well or poorly.

**Reason (R):** Non-specific feedback is very general, such as 'good job' or 'you did great.' It is usually not very helpful for receiver as it creates the impression that you have not thought in-depth about their work.

### **Answers**

- 1. (d)    2. (c)    3. (b)    4. (b)    5. (b)
- 6. (c)    7. (d)    8. (a)    9. (d)
- 10. signs, symbols or semiotic rules
- 11. listening
- 12. personal
- 13. Descriptive
- 14. Written
- 15. Non-specific
- 16. (b)    17. (d)    18. (d)    19. (b)



## Very Short Answer Type Questions ↘

### Q 1. Define communication.

**Ans.** Communication has been defined as the act of giving, receiving or exchanging information, ideas and opinions so that the message is completely understood by both the involved parties, i.e. the sender and the receiver.

### Q 2. Define communication skill.

**Ans.** Communication skill means how do we communicate with each other. The way of presenting our information is very important. Communication skills include those areas which deal with our talking, writing and expressing our views.

### Q 3. Briefly discuss the role of the sender in the communication cycle.

**Ans.** The sender or the communicator creates the message and initiates the communication.

### Q 4. Define encoding.

**Ans.** Encoding means to change the message into a form suitable for sending. The factors which must be considered when encoding messages are language, cultural differences, etc.

### Q 5. Define decoding.

**Ans.** Decoding is the process in which the receiver interprets and understands the message. Sometimes error in decoding occurs if the receiver isn't sure that he understands the message but doesn't make the effort to ask for a clarification.

### Q 6. Communication skills are very important for any business. Explain any two elements of a communication process.

**Ans.** The two elements of a communication process are:  
(i) **Sender:** The person beginning the communication.  
(ii) **Message:** The information that the sender wants to convey.

### Q 7. Explain channel and receiver in the communication process.

**Ans. Channel:** The medium by which the message is conveyed or sent.  
**Receiver:** The person or entity to which the message is sent.

### Q 8. What do you understand by the term brain drain?

**Ans.** In the entire process of communication, there is a possibility of misunderstanding at any level, which is called brain drain.

### Q 9. Describe when the brain drain condition occur in communication process.

**Ans.** Brain drain condition may arise at the sender's side if inappropriate medium for delivery of message is chosen, or at the receiver's side if the message is not decoded appropriately.

### Q 10. What do you understand by the term feedback?

**Ans.** Feedback is the transmission of evaluative information about an action, event, or process of the original or controlling source.

### Q 11. Write the example of each positive feedback and negative feedback.

**Ans. Positive feedback example:** I noticed you finished the work perfectly. Great Job!

**Negative feedback example:** You keep forgetting to smile at the hotel guests when you talk to them.

### Q 12. Explain specific feedback.

**Ans.** Specific feedback is one that provides detailed and particular information on what the person did well or poorly.

### Q 13. Write the example of specific feedback.

**Ans. Specific feedback example:** 'The way you crafted these articles to fit together to take the client through the sales process is very good.'

## COMMON ERROR

*Students write about specific feedback instead of giving its examples.*

### Q 14. Explain non-specific feedback.

**Ans.** Non-specific feedback is very general, such as 'good job' or 'you did great'. It is usually not very helpful for receiver as it creates the impression that you have not thought in-depth about their work.

### Q 15. What do you understand by the term strategies?

**Ans.** Strategies is a plan of action designed to achieve a long-term or overall aim.

### Q 16. Explain the term evaluative.

**Ans.** To judge or calculate the quality, importance, amount, or value of something is defined as evaluative.



## Short Answer Type Questions ↘

### Q 1. What is the role of channel in communication?

**Ans.** The medium or channel is the means by which the message is sent. Some messages are more effective in written form, some may be more effective on the telephone, while others may be more effective, if sent via electronic means such as E-mail.

### Q 2. What are the basic principles of an effective communication?

**Ans.** The most basic principle for a communication to be effective is that the intended message of the sender and the interpreted message of the receiver are one and the same. Although this should be the goal in any communication, it is not always achieved. Thus, a set of principles need to be followed to ensure it. The most popular name of these basic principles is known as 7C's of effective communication.

**Q 3. Explain why effective feedback is important in communication process?**

**Ans.** Effective feedback is important because of the following reasons:

- (i) It helps people get on track. It serves as a guide to assist people to know how they and others perceive their performance.
- (ii) It makes us self-aware. Self awareness and monitoring provide a good platform but feedback from others informs us in ways that enriches our self knowledge.

**Q 4. Describe the importance of feedback.**

**Ans.** Feedback is the final step in the communication cycle. It is the receiver's response to the message, which enables the sender to evaluate the effectiveness of the message sent. Thus, feedback plays a very important role in communication cycle.

For example, if the receiver doesn't understand the meaning of the message, the sender can know this by the feedback received and can improve the message accordingly.

Thus, the sender must create an environment that encourages feedback.

**Q 5. What do you understand by the term Descriptive feedback?**

**Ans.** Descriptive feedback is explicit information, in the written or verbal form which enables and helps the learner understand what she or he needs to do, in order to improve. It is the most powerful tool for improving learning.

**Q 6. Write some important points to be kept in mind while giving the descriptive feedback.**

**Ans.** Some important points to be kept in mind while giving the descriptive feedback are as follows:

- (i) Use descriptive feedback for comments that students need to be able to save and look over.
- (ii) Keep the feedback constructive, positive and concise.
- (iii) Describe specific qualities of the work.
- (iv) Provide strategies that will help in figuring out how to improve.

**Q 7. Explain the term oral feedback.**

**Ans.** Oral feedback is provided verbally. It is accompanied with interaction between feedback giver and receiver. Oral feedback usually occurs during a task. It is sometimes underestimated because it is less formal, but it can be a very powerful and effective tool as it can be provided easily in the 'teachable moment' and in a timely way.

**Q 8. Define the term written feedback.**

**Ans.** Written feedback is done through writing instead of speaking. Written feedback is usually given after a task. Effective written feedback provides a record of what we are doing well, what needs improvement and suggests next steps. Written feedback balances the evaluative process. Its main role in the assessment process is to smoothen the progress of learning.

**Q 9. What are two primary ways in which written feedback helps to facilitate learning?**

**Ans.** The two primary ways in which written feedback helps to facilitate learning are as follows:

- (i) Written feedback provides concrete explanations for grades received. The person gets an opportunity to reflect on and understand the specific reason for their current level of achievement.
- (ii) It provides a bridge from current performances to future performance by understanding how they are performing now, and how they can improve their performance in their next assessment, whether in the same course or different course.

**Q 10. What are the different ways to make the feedback constructive?**

**Ans.** The different ways to make the feedback constructive are as follows:

- (i) If you cannot think of a constructive purpose for giving feedback, do not give it at all.
- (ii) Focus on description rather than judgement.
- (iii) Focus on observation rather than inference.
- (iv) Provide a balance of positive and negative.



## Chapter Test

### Multiple Choice Questions

**Q 1. What is feedback?**

- a. The response of the sender
- b. The response of the receiver
- c. The output of the sent message
- d. All of the above

**Q 2. Which of these are examples of negative feedback?**

- a. I hate to tell you this but your drawing skills are poor.
- b. You can surely improve your drawing.
- c. This is a good drawing but you can do better.
- d. None of the above



Q 3. Which of the following is NOT an element of communication within the communication process cycle?

- a. Channel    b. Receiver    c. Sender    d. Time

Q 4. Which of the following are effective components of a good feedback?

- a. Detailed and time consuming  
b. Direct, specific and honest  
c. Opinion-based  
d. None of the above

Q 5. Which of the following types of feedback provides detailed and particular information to the sender?

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d. Specific feedback

### Fill in the Blank type questions

Q 6. Communication is an act of conveying messages through mutually understood .....

Q 7. .... feedback does not include grades, marks, or coded symbols.

Q 8. .... feedback balances the evaluation process.

### Assertion and Reason Type Questions

Directions (Q. Nos. 9-11): In the questions given below, there are two statements marked as Assertion (A) and Reason (R). Read the statements and choose the correct option.

- a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)  
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Reason (R): Brain drain may arise at the sender's side if inappropriate medium for delivery of message is chosen, or at the receiver's side if the message is not decoded, appropriately.

### Very Short Answer Type Questions

Q 12. Define encoding.

Q 13. Explain non-specific feedback.

Q 14. Communication skills are very important for any business. Explain any two elements of a communication process.

Q 15. What do you understand by the term brain drain?

### Short Answer Type Questions

Q 16. Write some important points to be kept in mind while giving the descriptive feedback.

Q 17. What are the different ways to make the feedback constructive?

