

Encoding is the process of turning thoughts into communication. The encoder uses a 'medium' to send the message — a phone call, email, text message, face-to-face meeting, or other communication tool. The level of conscious thought that goes into encoding messages may vary. The encoder should also take into account any 'noise' that might interfere with their message, such as other messages, distractions, or influences.

The audience then 'decodes', or interprets, the message for themselves. **Decoding** is the process of turning communication into thoughts. For example, you may realize you're hungry and encode the following message to send to your roommate: "I'm hungry. Do you want to get pizza tonight?" As your roommate receives the message, they decode your communication and turn it back into thoughts to make meaning.