*COMMUNICATION PROCESS*
Communication is simply the act of transferring information from advertiser to target audience. It is a process of exchanging verbal and nonverbal messages.

The Advertiser
The Message
The Target Audience
Advertiser -> Message -> Medium -> Target Audience -> Feedback
**Sender:**
The advertiser is the sender of the message. The advertiser could be the manufacturing, the retailer. The advertiser encodes ad messages.

**Message:**
The message is the idea or the them which the advertiser wants to convey to target audience i.e. the receiver.

**Media:**
Advertising media refers to the channel of communication. It is the means by which the advertising messages communicated. The advertiser uses the following media;

Print media
TV
News paper
Target audience:
The receiver of the advertising message is the consumer or the prospect i.e. the potential buyer of the product (target audience). Advertising messages are directed towards mass audience or class audience.

Feedback:
Feedback is the part of the target audience response that is communicated back to the advertiser and takes a variety of forms. Feedback provides the advertiser with the way of monitoring how the message is being decoded and received by the target audience.