

# ASSIGNMENT: 3

## CCA 103: Communication & Soft Skills.

### Introduction :

Having knowledge, i.e. itself is not enough, we need to communicate it to others effectively. In fact effective communication is one of the keys to success. By successfully getting our message across, we convey our thoughts and ideas effectively. The message is the essential to be technically sound, but we should also have the ability to express and communicate our ideas clearly and effectively to others in the simplest possible manner. Effective communication and soft skills not only improve our work with others, but they also improve our efficiency.

## Types of Soft Skills

A large number of soft skills are known today. However, a different set of soft skills is required for a specific type/nature of work. For our purpose these may include the following:-

- Communication Skills
- listening skills
- presentation skills
- team skills
- leadership skills
- etiquette
- cross-cultural skills
- language skills, etc.

What are Soft Skills?

: Soft Skills or Social Skills (also called non-technical skills) are those personal values and interpersonal skills that determine a person's ability to work well with others in ~~good~~ a project team. Soft skills are needed to deal with the external world and to work in a collaborative manner with one's colleagues. These skills include effective communication, leadership and teamwork skills; demonstrating problem solving abilities, initiative, and motivation skills; displaying honesty and strong work ethics.

Soft skills play a vital role for academic and professional success; they help us excel in the workplace and their importance cannot be denied in the emerging information or knowledge society. Soft skills are needed to deal with the external world and to work in a collaborative manner with one's colleagues.



## Sender:

As the source of the message, we need to be clear about why we are communicating, and what we want to communicate. We also need to be confident that the information we are communicating is useful and accurate.

## Encoding:

(This/ the/ source of the message, we need to/ be clear about) -

• This is the process of transferring the information we communicate into a form that can be sent and correctly decoded at the other end. One must be careful about cultural issues, mistaken assumptions, missing information, etc.

## Channel:

Messages are conveyed through channels which may be verbal, including face-to-

## Communication Process

The process of communication involves effort from both the sender and receiver of the message. Else the process can be fraught with error, with messages often misinterpreted by the recipient. When the error is not detected, it can cause tremendous confusion, wasted effort and missed opportunity.

Problems with communication can pop-up at every stage of the process. To be an effective communicator and to get our point across without confusion, our goal should be to lessen the frequency of these problems at each stage. This can be done through clear, concise, accurate, and well-planned communications.

The communication process consists of basic components like sender, encoding, channel, decoding, receiver, and feedback and the context.



face meetings, telephone and Videoconferencing and written, including letters, e-mails, memos and reports. Different channels have different strengths and weaknesses. For example, it is not effective to give a long list of direction verbally.

### Decoding:

Just as successful encoding is a skill, so is successful decoding (for example, taking the time to read a message carefully, or listen actively). Confusion can arise from errors in encoding as well as decoding. This is particularly the case if the decoder does not have enough knowledge to understand the message.

### Receiver:

Our message is delivered to individual members of our audience. No doubt, we

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to be aware of the actions or reactions we hope our message will get from them. We need to bear in mind, though, that each of these individuals enters into the communication process with his or her own ideas and feelings that will undoubtedly influence their understanding of our message, and thereby, their response. To be a successful communicator, we should consider this before delivering our message, and act appropriately.

### Feedback:

Feedback is obtained by monitoring response of the receiver to the message. Our audience will provide us with the feedback, may be in the form of verbal and non-verbal reactions to our communicated message. Pay close attention always to feedbacks. If we could find that there has been a misunderstanding, at least we have the

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opportunity to send message a second time.

### Communication through E-mail :

With e-mail, we cannot assume anything about a sender's location, time, frame of mind, profession, interests or future value to us. This means, among other things that we have to be very, very careful about giving our receivers some context. This section will give specific strategies for doing so.

### Information:

We should eliminate the word "information" from the subject lines (and may be from the body of the message as well) since it may be misleading to the reader. An example to explain the point: Page 78



Subject: information

Please send me information about Indian Institute of Technology (IIT)

This gave the reader very little clue as to what the person wanted to know: admission, application or deadlines? The number of students? The numbers of buildings? Was the reader supposed to send paper documents or give URL's? The only thing one could do with an e-mail like this was ask for further context. Mail like this would have been much better as:

Subject: Indian Institutes of Technology  
Admissions Process (IIT)

Are there any web pages about admission process to IITs?

## Removing Barriers at All These Stages.

To deliver our message effectively, we must commit to breaking down the barriers that exist in each stage of the communications process. Let us begin with the message itself. If our message is too lengthy, disorganised, or contains errors, we can expect the message to be misunderstood and misinterpreted.

Barriers in context tend to stem from senders offering too much information too fast. It is best to be mindful of the demands on other people's time, especially in today's ultra-busy society. Once we understand this, we need to work to understand our audience's culture making sure we can converse and deliver our message to people of different backgrounds and cultures within our own organisation, in our country and even abroad.



## Writing Skills:

Many people are intimidated by writing. Even so, there are ~~at~~ times when writing is the best way to communicate, and often the only way to get our message across. While writing, remember that once something is sent in written form, it cannot be taken back. This presents written communicators with additional challenges, including spelling, grammar, punctuation, even writing style and actual wording.

Thankfully, today's technology makes memo, letter and proposal writing much easier by providing reliable tools like word processors that check and even correct misspelled words and incorrect grammar.

Thankyou!