

CCA-103: Communication & Soft Skills

Assignment

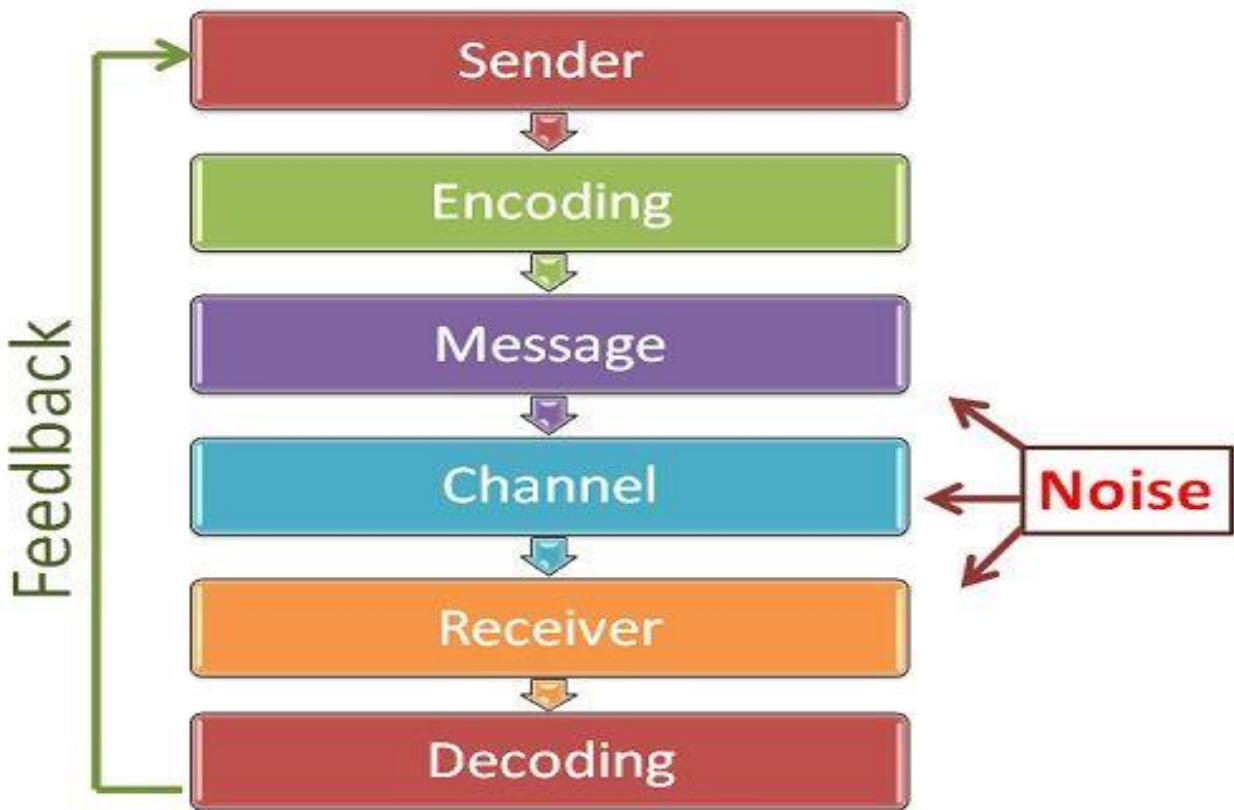
1. Elaborate the process & elements of Communication in detail through suitable examples.

Ans:

Definition: The Communication is a two-way process wherein the message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more persons with the intent of creating a shared understanding.

Communication Process and its elements:

The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame. Thus, there are Seven major elements of communication process.



1. *Sender*: The sender or the communicator is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.
2. *Encoding*: The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message.
3. *Message*: Once the encoding is finished, the sender gets the message that he intends to convey. The message can be written, oral, symbolic or non-verbal

such as body gestures, silence, sighs, sounds, etc. or any other signal that triggers the response of a receiver.

4. *Communication Channel*: The Sender chooses the medium through which he wants to convey his message to the recipient. It must be selected carefully in order to make the message effective and correctly interpreted by the recipient. Oral, virtual, written, sound, gesture, etc. are some of the commonly used communication mediums.
5. *Receiver*: The receiver is the person for whom the message is intended or targeted. He tries to comprehend it in the best possible manner such that the communication objective is attained.
6. *Decoding*: Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.
7. *Feedback*: The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the

effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.

Elements of the Communication Process

