

## ASSIGNMENT -3

### CCA-103:COMMUNICATION & SOFTSKILL

1. Seven major elements of communication process are: (1) sender (2) ideas (3) encoding (4) communication channel (5) receiver (6) decoding and (7) feedback.

Communication may be defined as a process concerning exchange of facts or ideas between persons holding different positions in an organisation to achieve mutual harmony. The communication process is dynamic in nature rather than a static phenomenon.

Communication process as such must be considered a continuous and dynamic inter-action, both affecting and being affected by many variables.

#### (1) SENDER:

The person who intends to convey message with the intention of passing information and ideas to others knows as sender or communicator.

#### (2) IDEAS :

This is the subject matter of communication. This may be an opinion, attitude, feelings, view, orders or suggestion.

#### (3) ENCODING :

Since the subject matter of communication is the theoretical and intangible, its further passing requires use of certain symbol such as

words, action or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

#### (4) COMMUNICATION CHANNEL :

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

#### (5) RECEIVER :

Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

#### (6) DECODING :

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

#### (7) FEEDBACK:

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.