

ASSIGNMENT-3-COMMUNICATION AND SOFT SKILLS.

Q1.Ans: COMMUNICATION PROCESS

The communication refers to the way of sharing information verbally or non- verbally between the sender and receiver. Verbal communication means communication through spoken words. Nonverbal communication refers to nonverbal cues as tone of voice, facial expression, movement, body language, eye contact nonverbal communication and o more. Communication means conveying the message via written text, speech, signals, visuals, or behavior. It is also a process of exchanging opinions and imparting knowledge between speaker ang audience through communication elements.

COMMUNICATION ELEME

Communication elements refers to element tools of communication on which the communication process is conducted. Elements of communication initiate and regular the entire cycle of sharing information between the sender and receiver. Therefore, communication elements are essential and interconnected parts of communication process. The nine elements of communication are essential tools or components for effective communication between the sender and receiver. Communication elements are also known as the components of communication.

The nine components are:

- 1.context
- 2.sender
- 3.encoder
- 4.message
- 5.channel
- 6.decoder
- 7.reciever
- 8.feedback
- 9.nome

1.Context:

Contexts refers to the environment of communication in which the interaction happens to takes place. Communication context is the prime elements of every communication process that controls the communication process among senders and receivers. The most common five communication context are interpersonal, intrapersonal, group, public, and mass communication settings. Additionally, this context may be physical, historical, psychological, social, chronology, or cultural. For examples, you may feel comfortable sharing your personal information with close friends rather than colleagues. You will not speak to an unknown person as you talk to your wife. So, the context of communication sets the environment of the communication process.

Example: Rita is talking to her husband informally, so she feels very comfortable. Therefore, the social context has been designed from this communication process. It is also interpersonal context as the communicate face to face.

2. Sender:

A sender is a person who sends the message to the receiver. The sender is also known as the encoder to the message. The sender initiates the communication process and starts the procedure or information. Therefore, the sender is a significant element of the communication process. A sender makes and uses symbol to convey the message and produce the required response. Therefore, a sender is a speaker, writer, or a person who provides the information to share opinion, ideas and message.

Examples: Priya is the sender and encoder who sends messages to communicate with her husband. The sender is the person who send the message to share with the other. So, Priya is also an element of the communication system.

3. Encoding:

Encoding means transforming abstract opinions and ideas into symbols such as words, pictures, signs, and marks. A symbol might represent or indicates opinions, statement and actions. In contrast, decoding I the process of transforming the symbol into the idea or thought. Encoding is the process of transformation of the subject into symbol. The encoding process I related to the sender or receiver. The message of any communication is always abstract and intangible. Transmission of the message requires the use of certain symbols.

Examples: Rajesh has converted his thought into words to convey the message to his wife called encoding. Here, converting thought into words is the process of encoding. Words serve as the spoken communication symbol. She called her husband and uttered some words to share the opinions as well as the message.

4. Message:

The message refers to the information, ideas, feelings, opinion, thought, attitude, and view that the sender wants to delivered to the receiver. The message seems like a key element of any communication process. Any communication conveys the message, also known as sharing ideas, opinions, thought, and information. Always, the sender wants to convey the message to communicate with the receive. So, senders need to ensure that the main objective of the message is clear and understandable. Message may convey through verbal and nonverbal cues. Verbal cues are the spoken language of the speaker, for instance, spoken words. On the other hand, the most common types of nonverbal communication are facial expression, eye contact, physical appearance, posture, gesture, etc.

Examples: Geeta was speaking to convey a message that indicates verbal communication. She also showed her angry to her son reduce the volume of tv called non-verbal communication. In this regard, spoken words and facial expression are examples of message in communication. The most common examples of message in the communication process are spoken words, written, facial expression, eye contact, phone call, email, and text message.

5. Channel:

Channel is the way or tool of transmitting the message. It is also known as a medium in communication that conveys the message from the sender to receiver. Communication use different channels to communicate in distant context of communication. In face to face communication, the sender's sense, such as a hearing, seeing, smelling, touching and tasting are the channel of transferring the information. It is one of the crucial elements of the communication process.

On the other hand, organization use televisions, newspapers, radio, as a channel to disseminate information. People use the computer and mobile phone to communicate with a person who lives far away each other. Nowadays, many people use online meeting platforms to conduct virtual group meetings. Sometimes, people choose a written medium, such as a letter, to convey the message, while others prefer an oral medium when spontaneous is required from the recipient.

Examples: Nikita has transmitted the message through a smartphone, so the smartphone is the channel of the communication process. She uses technology to convey the message; therefore, it is Cal mediated communication. The most common examples of communication channel is tv, radio, newspaper, social -media, and the five human senses. For instance, Global Assistant is a renowned education consultant firm in Asia that communicates with potential customers via official websites and social media sites are channels of communication.

6. Decoding:

Decoding is the process of translating an encoded symbol into the ordinary understandable language in contrast to the encoder. In this process, the receiver converts the symbols into thoughts received from the sender. Decoding is the opposite process of encoding to get the meaning of the message.

Examples: maya has transformed his thought into words to convey the message to her husband called encoding. At the same time, her husband converts those words into thought to understand the message that is the process of decoding.

7. Reciever:

A receiver is a person for whom the message id targeted in contrast to the sender. Therefore, the receiver is the audience of the communication process that decodes the message to perceive the meaning. The sender surely sends a message aimed at the receiver. Receivers can be one or a big amount of population. The degree to which the decoder understands the message depends on various factors such as knowledge of the recipient, their responsiveness to the message and the reliance of the encoder on the decoder.

Example: Jonny has sent the message targeted at his wife to whom he wants to communicate. Hence, his wife is the receiver in this context of the communication.

8. Feedback:

Feedback in communication refers to the response of the receiver or audience. It is one of the main elements of the effective communication process that differentiates the communication models into linear and transactional. Feedback is an inevitable component of the transactional model. It also helps the sender in confirming the correct interpretation of the message by the decoder. Feedback may be

verbal or non-verbal. It may take written form also in the form of memos, reports, etc. Feedback is one of the important elements of the transactional communication process.

Feedback differentiates the linear and transitional models of communication. Linear means one-way communication and transactional denotes two – way communication. The communication model is linear if there is no feedback in the communication process, for examples, Aristotle's model of communication, Shannon and Weaver's model of communication, Laswell's model of communication and Berol's SMCR model of communication.

On the other hand, the communication model will be identified as an interactive and transitional communication model if the feedback is presented, for examples, the Osgood-Schramm model of communication, Westley and Maclean model of communication, and Helical Model of communication.

Examples: Rani's husband asked about the due of paying the electricity bill. Additionally, feedback is demonstrated when the students reply lecturer's question.

9.Noise:

Noise refers to the communication barrier or obstacle of effective communication. It is also known as communication noise or noise in communication. Noise is an unwanted element of the communication process that communication always want to avoid during the interaction.

Noise in the communication as any barrier that obstacles the effective of the communication process. Actually, noise exists in all kinds of communication, such as face- to face communication, group communication, mediated communication, etc. Communication will be more effective and interactive if there is no noise. Noise is unnecessary elements of communication that distract receivers from receiving the message.

Example: Laxmi's son watches a cartoon video on Television with the volume on high when talking to her husband. The sound of the cartoon video bars Laxmi from listening to her husband's speech, so it is an example of a communication barrier of communication noise or communication distraction.

The five types of noise in communication are physical noise, Psychological noise, Physiological noise, Semantic noise and cultural noise.