

Assignment :- 3

Chapter $\div$ Communication AND
Soft skills

Elaborate the process and elements of communication in detail through suitable examples.

The Process of communication refers to the transmission or passage of information or message from the sender through a selected channel to the receiver overcoming barriers that affect its pace.

The Process of communication is such must be a cyclic one as it begins with the sender and ends with the sender in the form of feedback. It takes place upward, downward and laterally throughout the organization.

The Process of communication as such must be a continuous and dynamic interaction, both affecting and being affected by many variables.

Communication process consist of certain steps where each step constitutes the essential of an effective communication.

The following is a brief analysis of the important steps of the process of communication

The Different Elements in the Process of Communication

We will now learn about the different elements in the process of communication.

Sender :->

The very foundation of communication process is laid by the person who transmits or sends the message. He is the sender of the message which may be a thought, idea, a picture, a symbol, report or an order and posture and gestures, even a momentary smile. The sender is therefore the initiator of the message that need to be transmitted. After having generated the idea information etc. the sender encodes it in such a manner that can be well-understood by the receiver.

Message :->

Message is referred to as the information conveyed by words as in speech and write ups, signs, pictures or symbols depending upon the situation and the nature and importance of information desired to be sent. Message is the heart of communication. It is the content the sender wants to convey to the receiver. It can be verbal both written & spoken, or non-verbal i.e. pictorial or symbolic, etc.

Encoding! ->

Encoding is putting the targeted message into appropriate medium which may be verbal or non-verbal depending upon the situation, time, space and nature of the message to be sent. The sender puts the message into a series of symbols, picture or words which will be communicated to the intended receiver. Encoding is an important step in the communication process as wrong + inappropriate encoding may defeat the true intent of the communication process.

Channel! ->

Channel(s) refers to the way or model the message flows or is transmitted through. The message is transmitted over a channel that links the sender with the receiver. The message may be oral or written and it may be transmitted through a memorandum, a computer, telephone, cell phone, apps or television.

Since each channel has its disadvantages + advantage, the choice of proper selection of the channel is paramount for effective communication.

* Receiver :-

Receiver is the person or group who the message is meant for. He may be a listener, a reader or a viewer. Any negligence on a part of the receiver may make the communication ineffective. The receiver needs to comprehend the message to sent in the best possible manner such that the true intent of the communication is attained. The extent to which the receiver decodes the message depends on his/her knowledge of the subject matter of the message, experience, trust and relationship with the sender.

Decoding

Decoding refers to interpreting or converting the sent message into intelligible language. It simply means complex rehashing of the message. The receiver after receiving the message interprets it & tries to understand it in the best possible manner.

Feedback :

Feedback is the ultimate aspect of communication process. It refers to the response to the receiver as to the message.

sent to him/her by the sender. Feedback is necessary to ensure that the message has been effectively encoded, sent, decoded + comprehended.

It is the final step of the communication process and establishes that the receiver has received the message in its letter + spirit. In other words, the receiver has correctly interpreted the message as it was intended (~~the message~~) by the sender. It is instrument to make communication effective + purposeful.