

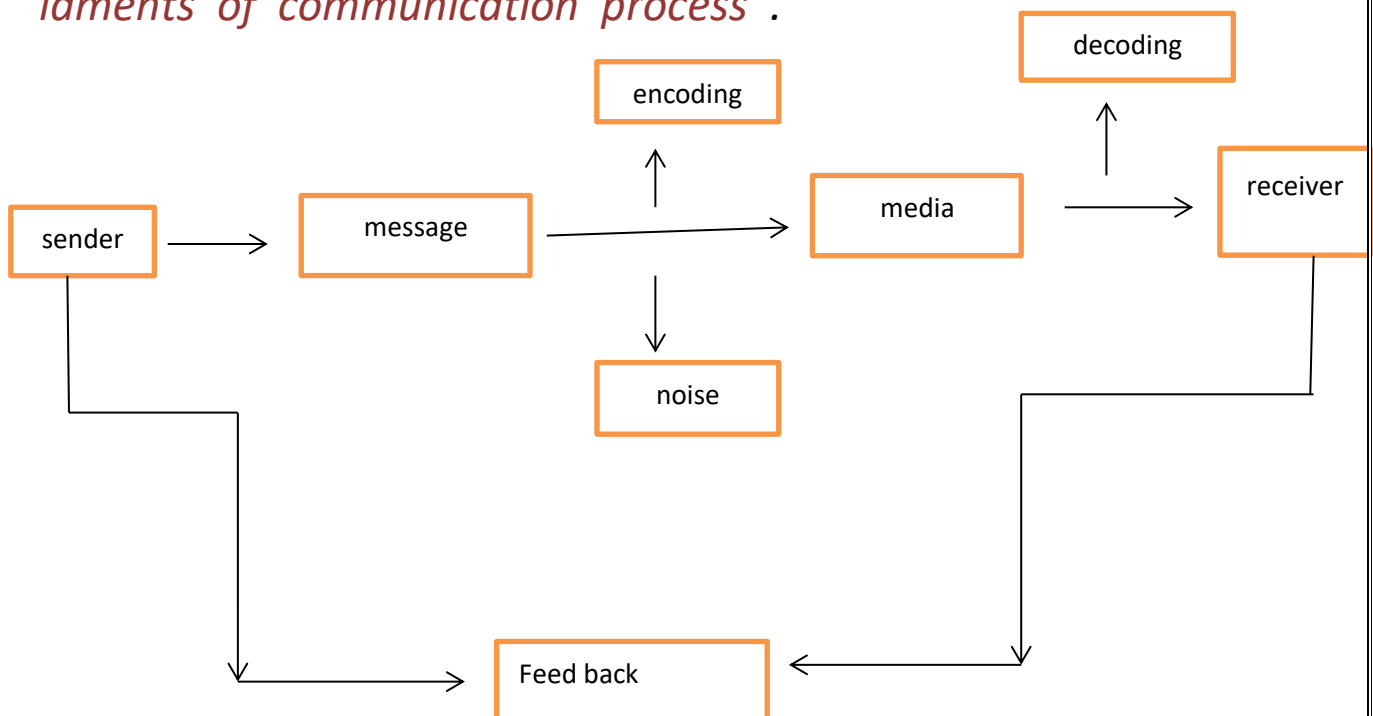
ASSIGNMENT-3-COMMUNICATION & SOFT SKILLS

1.ELA ROATE THE PROCESS & ELEMENTS OF COMMUNICATION IN DATAIL THROUGH SUITABLE EXAMPLES :

**THEPROCESS OF EXCHANGE OF IDEAS VIEWS FACT FEELING S
ECT BET WEN TWO OR MORE PERSONS IN ORDER TO REACH
A COMMON UNDER Standing is known as communication**

- Communication is the sum of all things a person does when he wants to create an understanding in the minds g in the minds of another it involves a systematic and continuous process of telling listening and understanding - Louis Allen
- Communication is a process by which people create and share information with one another in order to reach common understudying- rogers

lements of communication process .



Elements of communication process;

In the process of communication at least two persons are required sender and receiver the process of communication begins when sender wishes to convey some idea facts information or opinion to the receiver the idea is conceived by the sender and in such terms that can be conveyed he decides the channel of communication and conveys the idea the idea is received by the receiver and after understanding the idea action is taken according to the information or direction received from the source

The process of communication involves the following steps.

1; sender :

The person who conveys his thoughts message or ideas to the receiver is known as the sender he is at the starting point of the communication system and represents the source of communication e. g in a classroom a teacher is a sender

2. message;

The subject matter of communication is termed as messages it includes ideas feelings suggestions order act which a sender wants to convey to the receiver

Encoding ;

The process of converting messages into communication symbols which may be understood by the receiver it includes words pictures gestures symbols etc. encoding translates the internal thought of the sender into a language which can be understandable

4. media ;

The path channel or medium through which encoded message is transmitted to the receiver is known as media it is the carrier of the message it can be in written form face through telephone letter internet etc

5. decoding

The process of translating the encoded message into an effective language which can be understood by the receiver is known as decoding in this the encoded symbols of the sender are converted

6; the person who receives the message of the sender is known as the receiver e. g students are receivers in the classroom .

7, feedback

In order to complete the process of communication feedback is essential the process of reversal of communication in which the receiver his reaction to the sender of the message is known as feedback ensures that the receiver has understood the message

8.noise

Any construction or hindrance which hampers the communication process is known as noise the hindrance may be caused to the sender message or receiver it acts as a barrier to effective communication and because of this message is interpreted differently by the receiver disturbance in the telephone line inattentive receiver faulty decoding poor internet connection improper gestures and postures etc. are some examples of noise

Why is feedback important in communication ?

- *Feedback allows the sender to collect information about the message from the receiver*
- *It completes the communication process as the sender receiver interact with each other*
- *Deepen on positive or negative feedback from the receiver is a good way to measure the effectiveness of communication and make future improvements*
- *Feedback helps in improving employee and management relations as it creates a congenial atmosphere in the work*

Noise:

Communication noise means any disturbance or interruption that might happen while communicating hampering the accurate transmission and reception of a message several types of communication noise

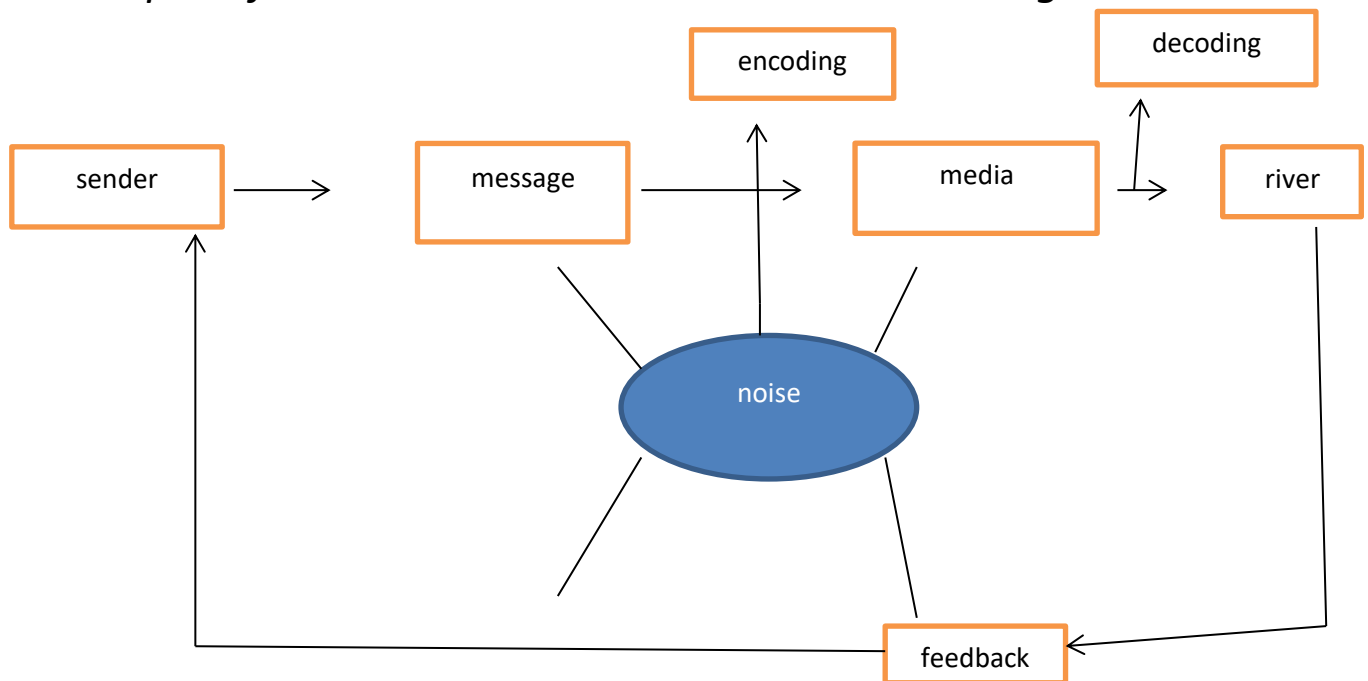
can affect the clarity and effectiveness of communication

Some common types of communication noise include :

- 1. Semantic noise; this type of noise occurs when word and symbols used in communication are not understood in the same way by the sender and receiver*
- 2. Environmental noise; environmental noise includes any external factors that interfere with communication such as loud background noises or physical barriers that disturb the communication process .*
- 3. Psychological noise ; psychological noise relates to the mental and emotional state of both the sender and receiver it can includes stress or emotional that impact the ability to process and understand the message*
- 4. Physical noise ;physical noise refers to tangible obstructions such as a poor quality phone line or written text that is difficult to read*

Related reading : sender and receiver oriented barriers to communication

Example of elements in communication with diagram



Importance of elements of communication

The elements of communication are fundamental components collectively that collectively contribute to the success and effectiveness of the communication process each fulfils a distinctive and crucial role in enabling the transfer of information among individuals or groups here is the importance of these elements;

1. Effective message delivery;

The clarity and accuracy of the message are essential for successful communication the sender's ability to encode the message the message appropriately ensures that the intended

information is conveyed clearly and without ambiguity to the receiver

2. Building relationships ;

Effective communication establishes the cornerstone for successful communication the sender s clearly and without ambiguity to the receiver

3. Feedback and confirmation .

Feed back form the race ever allows the sender to confirm whether the message was received and understood as intended it helps in identify any misunderstandings and provides an opportunity for clarification and improvement

4. Problem solving; clear communication facilitates problem solving by ensuring that instructions suggestions or ideas are effectively transmitted and comprehended leading to better outcomes

5. Enhancing collaboration ;proper communication enhances collaboration and teamwork when messages are, delivered effectively it promotes open communication and encourages individuals to share ideas opinions and feed back

How elements of the communication process are used for the marketing communication process ?

Business and organizations communication processes to effectively convey their marketing messages to their intended audience subsequently the consumer responds to these messages by providing feedback and expressing their likes or dislikes

towards the products or services being offered teleprocess begins with the organization action acting as the sender formulating a marketing message specifically tailored for their target audience this message is then converted into understandable symbols a process known as encoding these symbols are closely aligned with the marketing messages developed by the organization .

The encoded message is transmitted to the target consumer through a channel or medium this enables organizations to effectively deliver third marketing message to potential customers the medium used can be direct such as sales executives making phone calls to prospects or indirect utilizing various forms of media like newspapers magazines brochures television radio the next stage involves the consumer responses to the organization s message this feed back stage provides the organization with valuable regarding the perception of its product or service directly from consumers feedback can be positive or negative depending on how the consumers perceive the product the process concludes with the element he element of noise in this context noise refers to cultural differences that exist bet wean the targeted region and the organizations marketing message such differences can hinder the acceptance of the product in the market leading to lower levels of success.

Explanation of communication cycle with diagram

- The communication cycle involves different elements working together to transmit a message
- It start with a sender acting as the source encoding information into words or pictures

- The encoded information forms a message transmitted through a channel to the receiver
- The receiver decodes the information and responds with a reply action or inaction
- Feedback from the receiver completes the stages of the communication cycle

Communication cycle diagram

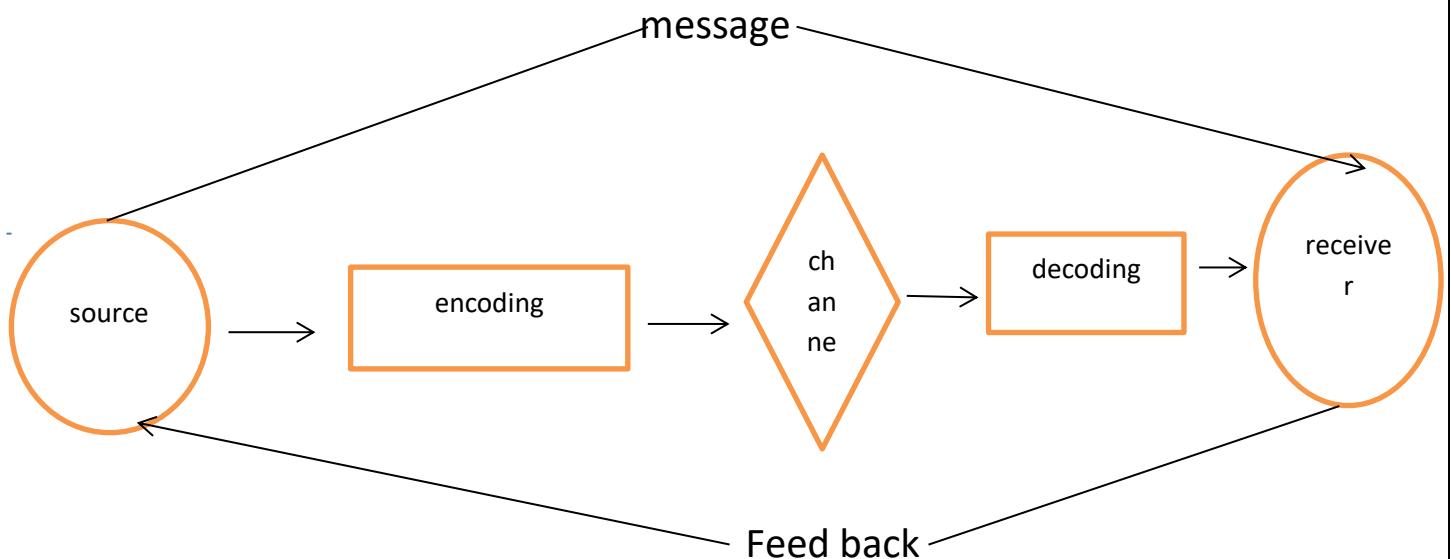


Diagram including components of a communication cycle

Communication cycle example;

The communication cycle starts with the sender the sender and ends with the receiver similarly the above diagram shown can be explained with the following example ;

- **Sender;** Sara wants to share information about an upcoming project with her colleague John
- **Encoding;** Sara processes the information in her mind and translates it into a message using words tone of voice and body language

- **Message**; Sara verbally communicates the details of project to John explaining its objectives, timeline and tasks involved
- **Channel**; channel; Sara delivers the message through a face-to-face conversation with John
- **Reception**; John receives the message paying attention to Sara's words, tone of voice and nonverbal cues.
- **Decoding**; John mentally processes the message interpreting its meaning based on his own knowledge and experiences.
- **Feedback**; John responds to Sarah asking clarifying questions or providing his thoughts and suggestions on project.
- **Channel**; John conveys his feedback through verbal communication continuing the conversation
- **Reception**; Sara receives John's feedback paying attention to his words, tone and nonverbal cues
- **Decoding**; Sara mentally processes John's feedback understanding his perspective and incorporating his suggestions if applicable
- **Response**; Sarah replies to John's feedback addressing any queries or concerns and discussing further steps.

Feedback elements of the communication in the communication cycle the element of feedback refers to the receiver's response or reaction to the message sent by the sender. Here are the key elements of feedback in the communication cycle ;

- *Receivers response* : feed back involves the receiver providing a response or reaction to the message they have received ,
- *Understanding*; feedback indicates what the receiver has understood the message correctly
- *Clarity*; if the receiver provides feedback that found the message unclear or confusing it prompts the sender to reconsider their communication approach and improve the clarity of the message
- *Confirmation*; positive feedback or confirmation from the recipient indicates successful reception and comprehension of the message
- *Questions and queries* : feedback can include question or queries from the receiver seeking clarification or more information ;
- *Action or response* ;in certain situations feedback may involve the receiver taking specific actions or responding to the message in some way indicating engagement with the communication
- *Improvement and adaptation*; feedback helps the sender to improve future communication by learning from the receiver's response .