

CCA - 103 : Communication & Soft Skills.

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

Communication Process :

The Communication process is a dynamic framework that describes how a message travels between a Sender and receiver using various communication channels. Its goal is to ensure the receiver decodes the message correctly and can provide feedback with ease and speed.

Communication Processes need good management to sustain them in long-run. Leaders in the workplace establish the style, tone and function of communication.

- * Sender : The person who conceptualised the idea and wants it delivered to the recipient.
- * Encoding : The way the information is described or translated into a message.

- * Message - The idea, fact or opinion that the sender wants to communicate.
- * Communication channel - The method of delivering the message.
- * Receiver - The target audience of the message.
- * Decoding - The interpretation of the message.
- * Feedback - The response or action a receiver takes after decoding a message.

Elements of Communication.

The process of exchange of ideas, views, facts, feelings, etc., between two or more persons in order to reach a common understanding is known as communication.

The process of communication begins when a sender wishes to convey some idea, facts, information or opinion to the receiver. The idea is conceived by the sender and is put in such terms that can be conceived.