

## CCA-103: Communication & Soft Skills

### Assignment

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

#### **Communication process**

- ✚ The Communication is a two-way process wherein the message in the form of ideas, thoughts, Opinions is transmitted between two or more persons with the intent of creating a shared understanding.
- ✚ It is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame.

#### **Eight major elements are used in communication process:**

1. Sender
2. Message
3. Encoding
4. Media
5. Decoding
6. Receiver
7. Feedback
8. Noise

#### **1. Sender**

- ✚ The person who sends his/her ideas or thoughts to another person. For example, if a manager wants to inform his/her subordinates about the information of a new product, the manager is the sender.

#### **2. Message**

- ✚ The idea, feeling, suggestion, guidelines, orders or any content which is intended to be communicated is the introduction of new product.

#### **3. Encoding**

- ✚ It is the process of converting the idea, thinking or any other component of message into symbols, words, actions, diagram etc. For example, message is connected in words and actions.

#### **4. Media**

- ✚ It is the medium, passage or route through which encoded message is passed by the sender to the receiver. There can be various forms of media-face communication, letters, radio, television, e-mail etc. For example manager inform about the introduction of a new product in a meeting through presentation.

#### **5. Decoding**

- ✚ It means translating the encoded message into language understandable by the receiver.

#### **6. Receiver**

- ✚ The person to whom the message has been sent. For example, subordinates are receivers.

#### **7. Feedback**

- ✚ It is the response by the receiver. It marks the completion of the communication process.

#### **8. Noise**

- ✚ It is the hindrance in the process of communication. It can take place at any step in the entire process. It reduces the accuracy of communication. E.g. Disturbance of the telephone lines, An inattentive receiver, Improper decoding of message etc.