

CCA-103: Communication & Soft
Skills Assignment

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

Communication process involves elements like sender, receiver, encoding, decoding, channel/ media, voice and feedback.

1 Sender:

He is the person who sends his ideas to another person. For example, if a manager wants to inform his subordinates about the introduction of a new product, he is the sender.

2. Message:

The idea, feeling, suggestion, guidelines, orders or any content which is intended to be communicated is message. For example, message 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 to face communication, Privacy - Terms 12/24/2020
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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: He is the person to whom the message has been sent. For example, subordinates are receivers. ADVERTISEMENTS:

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. 1) Disturbance in the telephone lines, 2) An inattentive receiver 3) Improper Decoding of Message etc.