

CCA-103: Communication & Soft Skills

Assignment

Q1. Elaborate the process & elements of Communication in detail through suitable examples?

Ans: communication: Most of the time communication gets confused with conversation. Latin Word 'Communicare' means sharing.

Oxford Dictionary Says: It's the process of expressing ideas and feelings or of giving people information.

What is Technical/Managerial/Business Communication ?

The transmission of facts, figures, ideas, and all sorts of scientific and technical information.

Communications is fundamental to the existence and survival of humans as well as to an organization. Communication is the key to the Directing function of management.

Importance of Communication

1. The Basis of Co-ordination
2. Fluent Working
3. The Basis of Decision Making
4. Increases Managerial Efficiency
5. Increases Cooperation and Organizational Peace
6. Boosts Morale of the Employees

Communications Process: Communication is a continuous process which mainly involves three elements viz. sender, message, and receiver.

1. Sender

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

2. Message

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

3. Encoding

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

4. Media

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

5. Decoding

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

6. Receiver

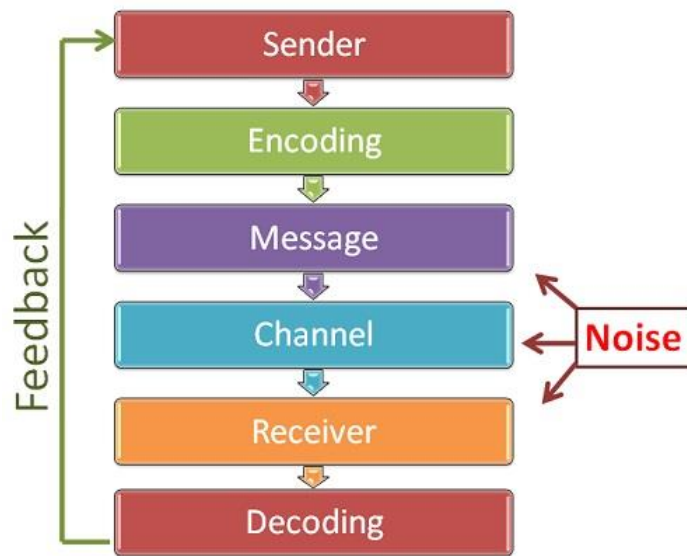
He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

7. Feedback

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

8. Noise

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.



Studies tell 70 % of mistakes in the workplace are a direct result of poor communication.....

Forms of Communication

Formal

Downward Communication

Upward Communication

Horizontal Communication

Informal

Grapevine

Casual Gathering

Lunch Time Gathering

Formal Communication.

1. Downward Communication: It involves the transfer of information, instruction, advice, request, feedback and ideas to subordinate staff.

2. Upward Communication: Communication from subordinate to superiors. Its main purpose is to provide feedback on several areas of Organizational functioning.

3. Horizontal or Lateral Communication: It takes place between professional peer or group of people working on the same level of hierarchy.

Diagonal Communication occurs between sub ordinate of one department with the senior person of another department.

Formal vs Informal Communication.

Formal Communication

1. Purely Practical Motives
2. Involve intellect
3. Precise and direct
4. Always impersonal
5. Deals with facts
6. Objective Style
7. Related to specific purpose

E.g. Report, proposal, novel etc. Informal Communication

Informal Communication

1. Artistic, aesthetic aim
 2. Can be an affair of heart
 3. Inflated and roundabout
 4. Can be personal
 5. Deals with emotions & fancy
 6. Subjective Style
 7. Related to life in General
- E.g. Poetry, novel, short story etc

Grapevine is an informal system of information flow which feeds on rumour and gossip.

Levels of Communication

Human Communication takes place at various levels:

Extrapersonal Level

Interpersonal Level

Mass Level

Intrapersonal Level

Organizational Level

Flow of Communication

In an organization, communication flows in different directions, which are as follows:

- Vertical:
 - a. Downward
 - b. Upward
- Lateral/ Horizontal • Diagonal/ Spiral

Barriers to Communication

The communication barriers may prevent communication or carry incorrect meaning due to which misunderstandings may be created.

Therefore, it is essential for a manager to identify such barriers and take appropriate measures to overcome them. The barriers to communication in organizations can be broadly grouped as follows:

1. Semantic Barriers

These are concerned with the problems and obstructions in the process of encoding and decoding of a message into words or impressions. Normally, such barriers result due to use of wrong words, faulty translations, different interpretations, etc.

2. Psychological Barriers

Emotional or psychological factors also act as barriers to communication. The state of mind of both sender and receiver of communication reflects in effective communication. A worried person cannot communicate properly and an angry recipient cannot understand the message properly.

Thus, at the time of communication, both the sender and the receiver need to be psychologically sound. Also, they should trust each other. If they do not believe each other, they cannot understand each other's message in its original sense.

3. Organizational Barriers

The factors related to organizational structure, rules and regulations authority relationships, etc. may sometimes act as barriers to effective communication. In an organization with a highly centralized pattern, people may not be encouraged to have free communication. Also, rigid rules and regulations and cumbersome procedures may also become a hurdle to communication.

4. Personal Barriers

The personal factors of both sender and receiver may act as a barrier to effective communication. If a superior thinks that a particular

communication may adversely affect his authority, he may suppress such communication.

7 C's: Ingredients of Professional Communication

Clarity

Completeness

Correctness

Consideration

Conciseness

Courtesy

Credibility