

COMMUNICATION AND SOFT SKILLS

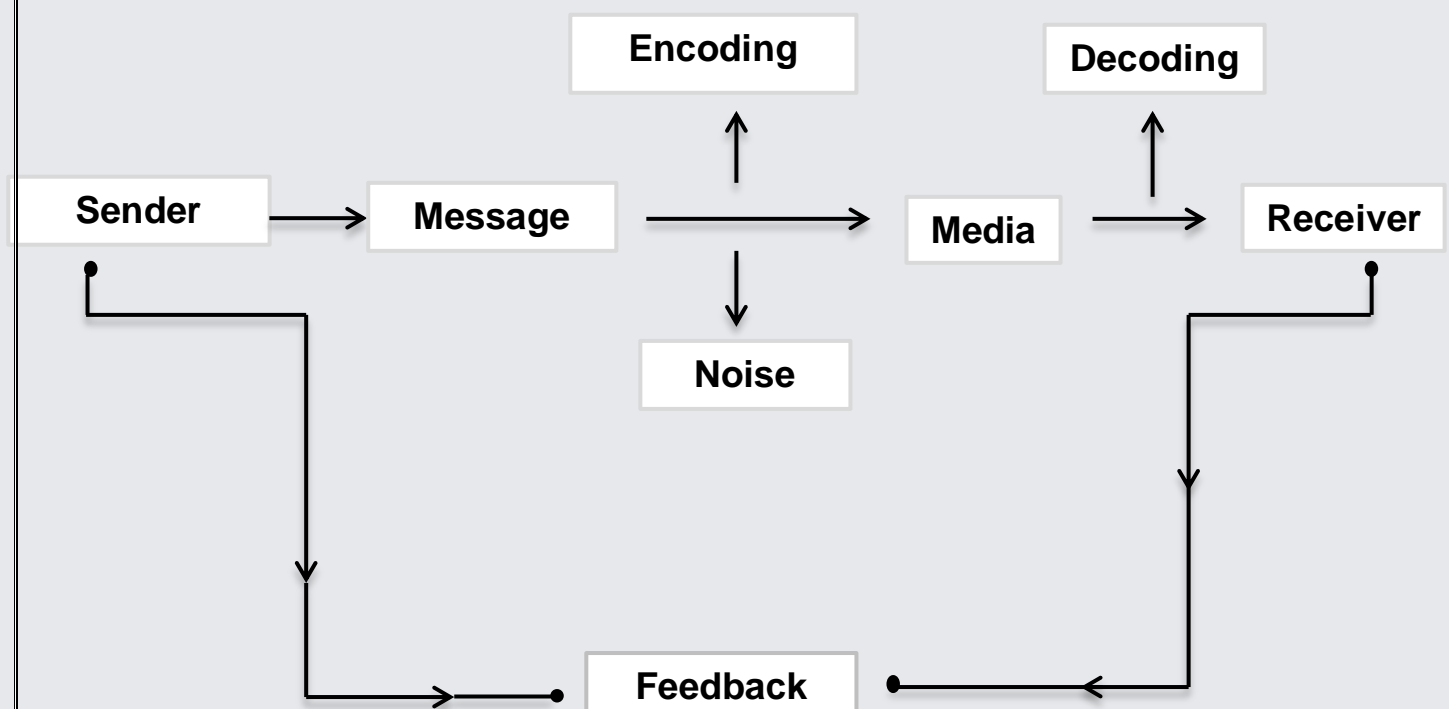
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1. Elaborate the process¹ & elements of Communication in detail through suitable examples.

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**.

- "Communication is the sum of all things, a person does when he wants to create an understanding 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 understanding"-**Rogers**

Elements of Communication Process



ELEMENTS OF COMMUNICATION PROCESS

In the process of communication, at least two persons are required: Seder and Receiver. 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 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 idea 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 in a sender.

2. Message:

The subject matter of communication is termed as message. It includes ideas, feelings, suggestions, order, etc., which a sender wants to convey to the receiver.

3. Encoding:

The process of converting messages into communication symbols, which may be understood 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 is transmitted to the receiver is known as media. It is the carrier of the message. It can be in written form, face to 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, encoded symbols of the sender are converted.

6. Receiver:

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 expresses his reaction to the sender of the message is known as feedback. Feedback ensures that receiver has received and 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 example 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 and receiver interact with each other.
- Depending 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 workspace.

Noise:

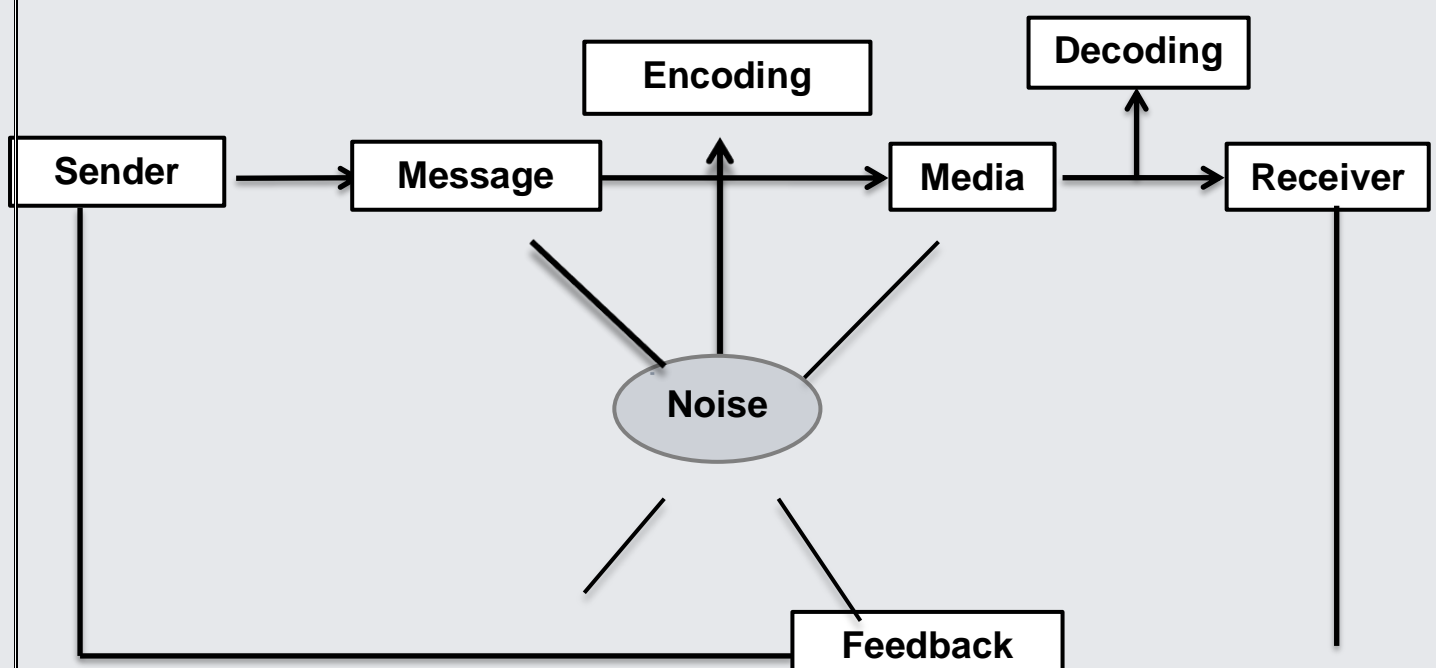
Communication noise means any disturbance or interruption that might happen while communicating, hampering the accurate transmission and reception of a message. Several types of communication noise can affect the clarity and effectiveness of communication.

Some common types of communication noise include:

1. **Semantic Noise:** This type of noise occurs when words 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 include stress or emotional reactions 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 components that collectively contribute to the success and effectiveness of the communication process. Each element fulfills a distinctive and crucial role in enabling the transfer of information among individuals or groups. Here is the importance of the element:

1. Effective Message Delivery:

The clarity and accuracy of the message are essential for successful communication. The sender's ability to encode the message appropriately ensures that intended information is conveyed clearly and without ambiguity to the receiver.

2. Building Relationships:

Effective communication establishes the cornerstone for building strong relationships, in both personal and professional environments. When messages are conveyed accurately and understood well, it fosters trust and mutual understanding between individuals or groups.

3. Feedback and confirmation:

Feedback from the receiver allows the sender to confirm whether the message was received and understood as

intended. It helps in identifying 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 affectively transmitted and comprehended, leading to better outcomes.

5. Enhancing collaboration:

Proper communication enhances collaboration and teamwork. When messages are delivered affectively, it promotes open communication and encourages individuals to share ideas, options, and feedback.

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

Businesses and organizations utilize communication processes to effectively convey their marketing message to their intended audience. Subsequently, the consumer responds to these message by providing feedback and expressing their likes or dislikes towards the products or services being offered. The process begins with the organization, 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 encoding message is transmitted to the target consumer through a channel or medium. This enables organization to effectively deliver their marketing message to potential consumers. The medium can be used be direct, such as sales executives making phone calls to prospects, or indirect, utilizing various forms of media like newspapers, magazines, brochures, television, and radio.

The next stage involves the consumer's response to the organization's message. This feedback stage provides the organization with valuable insights 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.

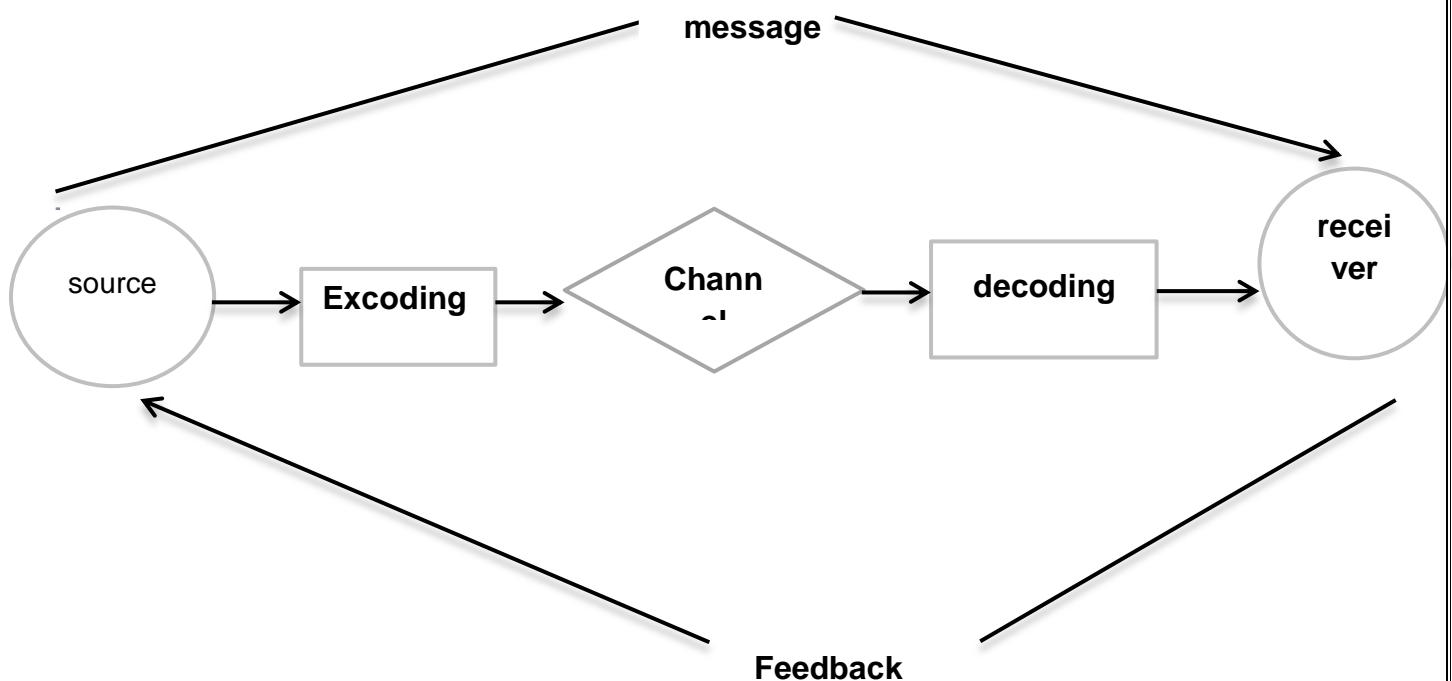
The process concludes with the element of "Noise." In this context, noise refers to cultural differences that exist between the targeted region and the organization's marketing message. Such differences can hinder the acceptance of the product in the market, leading levels of success.

Explanation of communication cycle with diagram

- The communication cycle involves different elements working together to transmit a message.
- It starts 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.

Diagram including components of a communication cycle



the receiver. Similarly, the above diagram shown can be explained with the following example:

- **Sender:** Sarah wants to share information about an upcoming project with her colleague, John.

- **Encoding:** Sarah processes the information in her mind and translates it into a message using words, tone of voice, and body language.
- **Message:** Sarah verbally communicates the details of the project to John, explaining its objectives, timeline, and tasks involved.
- **Channel:** Sarah delivers the message through a face-to-face conversation with John.
- **Reception:** John receives the message, paying attention to Sarah's words, tone of voice, and nonverbal cues.
- **Decoding:** John mentally processes the message, interpreting its meaning based on his own knowledge and experiences.
- **Channel:** John conveys his feedback through verbal communication, containing the conservation.
- **Reception:** Sarah receives John's feedback, paying attention to his words, tone, and nonverbal cues.
- **Decoding:** Sarah 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 discussing further steps

Feedback elements of the communication cycle:

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:

- **Receiver's Response:** Feedback indicates whether the receiver providing a response or reaction to the message they have received.
- **Understanding:** Feedback indicates whether the receiver has understood the message correctly.
- **Clarity:** If the receiver provides feedback that they 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 questions 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 communications.
- **Improvement and Adaption:** Feedback helps the sender to improve future communication by learning from the receiver's response.