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Page :

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Course Code - CCA 103
Course Name - Communication and Soft Skills

CCA - 103 : Communication and Soft Skills Assignment - 3

Q. no 1 Elaborate the process and elements of Communication in detail through suitable examples?

Ans The elements involved in the Communication process are explained below in detail.

- 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.

- Message

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

- 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.

- 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, email etc. The choice of medium is decided by the sender.

• Decoding

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

• 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.

• Feedback

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

• Noise

It refers to any obstruction that is caused by the sender, messenger or receiver during the process of communication.

e.g. bad telephone connection, faulty encoding, faulty decoding in attentive receiver, poor understanding of message due to prejudice or inappropriate gestures.

