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Assignment -3

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CCA-103 - 'Communication and Soft Skills' (1)

Assignment

Q1. Elaborate the process and elements of communication in detail through suitable examples.

Ans. Communication is the act of transferring any information, idea etc. from one person, group or place to another.

There are 8 types of elements involved in communication process. Each element plays an important role in effective transmission of message from one person to another. These are discussed as:

a) Sender:. The communicator generates the message and imparts it to the receiver. Sender is the first source of process in communication.

b) Message:. It is the information, view, topics, idea, feelings etc. that is produced by the sender and is intended to be communicated.

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

d) Media/Channel:. It is the middle part of communication

process. The message may be transmitted orally or in writing. Example:

Some important communication media include telephone, internet, fax, e-mail etc.

- e) Decoding: It is the process of converting the symbols encoded by the sender into the intended message. After decoding, message is received by the receiver.
- f) Receiver: It is the person for whom the message was sent by the sender. Receiver is the person who is last in chain of communication. Once the receiver receives the message and understands it properly, only then the communication process is successful.
- g) Feedback: Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.
- h) Noise: Noise is any type of disruption that interferes with the interpretation of message sender has generated. Example:
Bad telephone connection, faulty encoding, poor understanding level, inattentive receiver, prejudice

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Block-Diagram of Communication Process:

