

CCA103: COMMUNICATION AND SOFT SKILLS

Assignment

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

Ans. Elements of Communication Process:

Communication process involves elements like sender, receiver, encoding, decoding, channel/ media, voice and feedback. These elements are explained below:

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 converted into 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, 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.

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.

Communication process consists of following steps:-

- (i) The sender formulates the message that he wants to convey to the receiver.
- (ii) He encodes or translates his message. He may take the help of symbols, words, actions, diagrams, pictures etc.
- (iii) He selects an appropriate channel or medium through which the message is to be transmitted. It can be face to face communication, letters, radio, television, e-mail etc.
- (iv) The message is received by the receiver.
- (v) Received message is decoded by the receiver so that the receiver can draw the meaning of the message.
- (vi) The receiver sends his response to the sender. In case of any confusion, the same is conveyed and necessary clarification sought.

Types of Communication:-

1. Formal Communication-

Formal communications are the one that flows through the official channels designed in the organizational chart. It may take place between a superior and a subordinate, a subordinate and a superior or among the same cadre employees or managers. These communications can be oral or in writing and are generally recorded and filed in the office.

Formal communication may be further classified as Vertical communication and Horizontal communication.

Vertical Communication-

Vertical Communications as the name suggests flows vertically upwards or downwards through formal channels. Upward communication refers to the flow of communication from a subordinate to a superior whereas downward communication flows from a superior to a subordinate.

Application for grant of leave, submission of a progress report, request for loans etc. are some

of the examples of upward communication. Sending notice to employees to attend a meeting, delegating work to the subordinates, informing them about the company policies, etc. are some examples of downward communication.

Horizontal Communication-

Horizontal or lateral communication takes place between one division and another. For example, a production manager may contact the finance manager to discuss the delivery of raw material or its purchase.