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Course name : communication and soft skills.

CCA - 103 : Communication and soft skills.

Assignment - 3

1) Elaborates the process & 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 generation 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, views fact, feelings etc, that intended to the 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 term media which is the plural of medium, refers to the communication channels through which we disseminate news, music, movies, education, promotional messages and other data. It includes physical and online newspapers and magazines, television, radio, billboards, telephone.

Decoding : It is the process of converting

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(113-252)

9 am the symbols encoded by sender.
After decoding the message is received
10 am by the receiver.

Receiver: He is the person who is
11 am last in the chain and for whom
the message was sent by the

12 noon sender. Once the receiver receives
the message and understands it in

1 pm proper perspective and acts according
to the message. Only then the

2 pm purpose of communication is successful.

Feedback: Once the receiver confirms to
3 pm the sender that he has received the
message and understood it, the

4 pm process of communication is complete.

Noise: It refers to any obstruction
5 pm that is caused by the sender,

message or receiver during the
6 pm process of communication.

E.g: bad telephone, faulty encoding,
7 pm faulty decoding, misinterpretation, receiver,
poor understanding of message due
24 SUNDAY to prejudice or inappropriate advice.

