

Assignment

On

CCA-103: COMMUNICATION AND
SOFT SKILLS.

By,

Shemsyahlin L. Marbaniang

ASSIGNMENT

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

Ans: Elements and process of communication:

Introduction: Communication is a process of transferring information from one entity to another. Communication processes are sign-mediated interactions between at least two agents which share a repertoire of signs and semiotic rules.

Communication is the process of exchanging information, usually through a common system of symbols. It takes a wide variety of form over the global telecommunication networks. Common forms of communication include speaking, writing, gesturing and broadcasting. Therefore, communication means to inform, tell, show, or spread information. When a person communicates, he/she establishes a common ground of understanding. In the organizational context, it brings about a unity of purpose, interest and effort.

Communication is a process whereby information is enclosed in a package and is channelled and imparted by a sender to a receiver via some medium. The receiver then

decodes the message and gives the sender a feedback. All forms of communication require a sender, a message, and an intended recipient. Communication requires that all parties have an area of communicative commonality. There are auditory means, such as speech, song, and tone of voice, and there are nonverbal means, such as body language, sign language, paralinguistics, touch, eye-contact, through media, i.e., pictures, graphics and sound, and writing.

According to Berelson and Steiner, 1964: Communication is the transmission of information, idea, emotion, skills, etc. by the use of symbols—words, pictures, figures, graphs, etc. It is the act or process of transmission that is usually called communication.

Communication can also be defined in the following ways:

- The process by which information and feeling are shared by people through an exchange of verbal and non-verbal messages.
- The successful transmission of information through a common system of symbols, signs, behaviour, speech, writing or signals.
- The creation of shared understanding through interaction among two or more agents.

Communication is usually described along a few major dimensions: message (type of what things are communicated), source/emisor/sender/encoder (by whom), form (in which form), channel (through which medium), destination/receiver. Wilbur Schram (1954) also indicated that we should also examine the impact that a message has both desired and undesired on the target of the message. Between parties, communication includes acts that confer commands and ask questions. These acts may take many forms, in one of the various manners of communication. The form depends on the abilities of the group communicating. Together, communication content and form make messages that are sent towards a destination. The target can be oneself, another person or being another entity. Communication requires that the communicating people share an area of common interest and ideal.

The process of communication and elements of communication:

According to Harold D Lasswell elements are mainly in 5 basic, they are -

- 1) Source
- 2) message
- 3) channel
- 4) Receiver
- 5) Effect.

4

The communication process involves the sender, the transmission of a message through a selected channel and the receiver. Although the process of communication is more than the sum total of these elements, understanding them can help to explain what happens when one person tries to express an idea to others.

According to R.C. Bhatia the elements are on 7 basis, they are;

a) Sender: The process of communication begins with a sender, the person who transmits a message. The sender is also called the 'encoder' because 'to encode' is to put a message into words or images. The branch manager explaining new product lines to the sales force, a computer programmer explaining a new program to a co-worker, an accountant giving financial report to its superior are all senders of communication.

b) Message: The message is what the sender wants to convey to the receiver. A message is any signal that triggers the response of a receiver. Messages could be verbal (written or spoken) or non-verbal (such as appearance, body language, silence, sounds, yawn, sighs etc.).

c) Encoding: The sender must choose certain

words or non-verbal methods to send an international message. This activity called encoding. While encoding a message, one needs to consider what contents to include, how the receiver will interpret it and how it may affect one's relationship. A simple "thankful" message will be relatively easy. In contrast to inform employees of a bad news about salary cut or bid on engineering plans to construct a 50 crore industrial building will require much more complicated, carefully planned message.

d) Channel: How will you send your message?... Should it be sent via an electronic word processing system to be read on the receiver's screen or through the printed word or through graphic symbol on paper, or via the medium of sound?

The choice of channel or medium is influenced by the inter-relationships between the sender and the receiver. It also depends upon the urgency of the message being sent. Besides, one may consider factors such as importance, number of receivers, costs and amount of information. Generally, it has been observed that if message requires an immediate answer, an oral channel may be the better choice. For communication to be efficient and effective, the channel must

be appropriate for the message. oral communication may be staff meeting reports, face to face discussions, speeches, teleconferences.

External written communication media may be letters, reports, proposals, telegrams, faxes, electronic mails, telexes, postcards, contracts, ads, brochures, catalogues, news release etc. You may communicate orally face to face, by telephone, or by speeches in solo or in panel situations personally before groups or via teleconferences or television.

e) Receiver: Receiver is the person or group for whom the communication is intended. A receiver is any person who notices and attaches some meaning to a message. In the best circumstances, a message reaches its intended receiver with no problems. In the confusing and imperfect world of business, however, several problems can occur.

f) Decoding: There is no guarantee that it will be understood as the sender intended it to be. The receiver must still decode it. Attaching meaning to the words or symbols. It may be noted that decoding is not always accurate. It depends upon individual experiences. The problem is that all of us do not have identical experiences with the subject or symbols chosen by the sender. Even attitude, abilities, opinions, communication skills

and cultural customs vary. There are greater chance of misinterpretation; personal biases may intervene, as each receiver tries to perceive the intended meaning of the sender's idea in his or her own receptor mechanism.

g) Feedback; Ultimately the receiver reacts or responds to the communication sent by the sender. It is the reaction of receiving the message. The response could be based on clear interpretation of the symbols sent or it could be based on misunderstanding or misinterpretation of the symbols sent. Whatever the response of a receiver to a sender is, it is called feedback. Some feedback is non verbal smiles, sighs, nods, and so on. Sometimes it is oral as when we react to a colleague's ideas with questions or comments.

The whole process is straight forward the sender encodes the message and transmits it through the most appropriate channel to the receiver who decodes it and sends the corresponding feedback.

Conclusions

Communication is sharing of thoughts and feelings at different levels. Weaving relationship that are more or less healthy, requiring

8
various skills.

Communication is everywhere and always.
It is a continuous process.

All the elements are SENDER - who says,
MESSAGE - what he says, CHANNEL - In which
channel, RECEIVER - to whom, EFFECTS - with what
effect.
