

CCA-103: Communication & Soft Skills
Assignment 03

The communication process involves a sender, a message, a receiver, and feedback. The sender is the person who initiates the communication process by encoding the message and sending it to the receiver. The message is the information that is being communicated. The receiver is the person who receives the message and decodes it. Feedback is the response of the receiver to the message sent by the sender¹.

There are different types of communication such as verbal communication (face-to-face discussion), written communication (letters, memos), nonverbal communication (body language), and visual communication (charts, graphs).

For example, if you are sending an email to your colleague, you are the sender and your colleague is the receiver. The message is the content of your email. Once your colleague receives your email, they will decode it and provide feedback if necessary.