

Assignment3- communication and soft skills

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Q1 Elaborate the process and element of communication and details through suitable example.

Answer. Communication process: The communication process refers to the way of sharing information verbally or nonverbally between the sender and receiver. Verbal communication means communication through spoken words. Nonverbal communication refers to nonverbal cues such as tone of voices, facial expression, movement body language, eye contact nonverbal communication and so more. Communication means conveying the message via written text, speech signals, visuals or behavior. It is also a process of exchanging opinions and imparting knowledge between speaker and audience through communication elements.

Communication Element: communication element refers to essential tools of communication on which the communication process is conducted. Element of communication initiate and regulate the entire cycle of sharing information between the sender and receiver. Therefore, communication elements are essentials and interconnected parts of the communication process. The nine elements of communication are essential tools or components for effective communication between sender and receiver. Communication essentials are known as the components of communication.

The nine elements of communication are:

1 CONTEXT COMMUNICATION: Context refers to the environment in which the interaction happens to takes place. Communication context is the prime element of every communication process that control the communication among the sender and receiver. The most common five communication context are intrapersonal, interpersonal, group public, and mass communication setting. Additionally, this context may be physical historical, psychological, social, chronological, or cultural. For example, you may feel comfortable sharing your personal information with close friend rather than colleague. You will not speak to an unknown person as you talk to your wife. So, the context of communication sets the environment of the communication process.

Example: Ela is talking to her husband informally, so she feels very comfortable. Therefore, the social context has been designed from this communication process. It is also interpersonal context as they communicate face to face.

2 SENDER IN COMMUNICATION; A sender is a person who sends the message to the receiver. The sender is also known as the encoder of the message. The sender initiates the communication process and starts the procedure by sending a message or information. Therefore, the sender is a significant element of the communication process. A sender makes and uses symbols (word or graphics or visuals) to convey the message and produce the required response. Therefore, a sender is a speaker, writer or a person who provides the information the share option ideas and message.

Example: for Example, Ela is the sender encoder who send message to communicate with her husband. The sender is the person who sends to the message to share with others. So, Ela is the sender also an element of communication process.

3Encoding in communication: Encoding means transforming abstracts opinions and idea into symbols such as words, pictures, signs and marks. A symbol might represent or indicate opinions statement and

action. In contrast decoding is the process of transforming the symbol into an idea or thought. Encoding is the process of transforming the subject into symbols. The encoding process is related to the sender and receiver.

Example: for example, Ela is converted his thought into word to convey the message to her husband called encoding. Here, converting thought into word is the process of encoding. Word serves as the spoken communication symbol. She called her husband and uttered some words to share and option as well as send the message.

4 Message in communication: The message refers to the information, ideas, feelings opinions, thought, attitudes, and view that the sender want to delivers to the receiver. The message seems the keys element of any communication process. Any communication conveys the message also known as sharing ideas, opinions thought, and information. Always the wants to conveys the message is clear and understandable.

Example: for example, Ela was speaking to convey a message that indicates verbal communication. She also shown her angry face to her son to reduce the volume of tv called non- verbal communication. In this regard, spoken words an facials expressions are of message communication. The most common example of message communication process spoken words, written notes, facial expression eye contact, phone call, video.

5 Channel in communication: Channel is the way or tools of transmitting the message. It is also known as a medium of communication that conveys the message from sender to receiver. Communication used different channel to communicate in a distinct context of communication. In face-to- face communication, the sender senses such as hearing, seeing, smelling, touching and tasting are the channel of transferring the information. It is also one of the crucial elements of communication process.

Example; Ela has transmitted the message through a smartphone, so the smartphone is the channel of the communication process. She uses technology to convey the message; therefore, it is called mediated communication. The most common example of communication channel is TV, RADIO, NEWSPAPER, SOCIAL MEDIA AND the five human senses.

6 Decoding in communication; Decoding is the process of translating an encoding symbol into the ordinary understandable language and contrast to the encoder. In this process, the receiver converts the symbol into thought received from the sender. Decoding is the opposite process of encoding to get the meaning of the message.

Example: example Ela has transformed his thought into words to convey the message to her husband called encoding. At the same time, her husband converts those word into thought to understand the message that is the process of decoding.

7 Receiver in communication: A receiver is a person for whom the message is targeted in contrast to the sender. Therefore, the receiver is the audience of the communication process that decode the message to perceive the meaning. The sender surely sends a message aimed at the receiver. Receiver can be one person or a group a people or a big amount of population. The degree to which the decoder understands the message depend on various factors such as knowledge of the recipient, their responsiveness to message and the reliance of the encoder on the decoder.

EAMPLE: For example, Ela has sent the message targeted at her husband to whom she wants to communicate. Hence, her husband is the receiver in this context to the communication.

Feedback in communication: Feedback in communication is refers to the response of the receiver or audience. It is the one of the main elements of the effective communication process that differentiate the communicate models into linear and transactional. Feedback is an inevitable component of the transactional model. It also helps the sender in confirming the correct interpretation of the message by the decoder. Feedback may be verbal or non- verbal. It may take written form also in the form of memos, report etc. feedback is also one of the important elements of the transactional communication process.