

ASSIGNMENT-3

COMMUNICATION AND SOFT SKILLS

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

Communication is the process of expressing ideas and feelings or of giving people information. An effective communication helps to maintain productive relationship. We communicate to get information, Motivate, Praise someone, Get feedback, sell something etc.

The process of communication refers to the transmission or passage of information or message from the sender through a selected channel to the receiver overcoming barriers that affect its pace. The process of communication is a cyclic one as it begins with the sender and ends with the sender in the form of feedback. It takes place upward, downward and laterally throughout the organization. Communication process consists of certain steps where each step constitutes the essential of an effective communication. The different elements in the process of communication are

1. Sender
2. Message
3. Encoding
4. Channel
5. Receiver
6. Decoding
7. Feedback

1. Sender

The very foundation of communication process is laid by the person who transmits or sends the message. He is the sender of the message which may be a thought, idea, a picture, symbol, report or an order and postures and gestures, even a momentary smile. The sender is therefore the initiator of the message that need to be transmitted. After having generated the idea, information etc. the sender encodes it in such a manner that can be well-understood by the receiver.

2. Message

Message is referred to as the information conveyed by words as in speech and write-ups, signs, pictures or symbols depending upon the situation and the nature and importance of information desired to be sent. Message is the heart of

communication. It is the content the sender wants to convey to the receiver. It can be verbal both written and spoken; or non-verbal i.e. pictorial or symbolic, etc.

3. Encoding

Encoding is putting the targeted message into appropriate medium which may be verbal or non-verbal depending upon the situation, time, space and nature of the message to be sent. The sender puts the message into a series of symbols, pictures or words which will be communicated to the intended receiver. Encoding is an important step in the communication process as wrong and inappropriate encoding may defeat the true intent of the communication process.

4. Channel

Channel(s) refers to the way or mode the message flows or is transmitted through. The message is transmitted over a channel that links the sender with the receiver. The message may be oral or written and it may be transmitted through a memorandum, a computer, telephone, cell phone, apps or televisions.

Since each channel has its advantages and disadvantages, the choice of proper selection of the channel is paramount for effective communication.

5. Receiver

Receiver is the person or group who the message is meant for. He may be a listener, a reader or a viewer. Any negligence on the part of the receiver may make the communication ineffective. The receiver needs to comprehend the message sent in the best possible manner such that the true intent of the communication is attained. The extent to which the receiver decodes the message depends on his/her knowledge of the subject matter of the message, experience, trust and relationship with the sender.

The receiver is as significant a factor in communication process as the sender is. It is the other end of the process. The receiver should be in fit condition to receive the message, that is, he/she should have channel of communication active and should not be preoccupied with other thoughts that might cause him/her to pay insufficient attention to the message.

6. Decoding

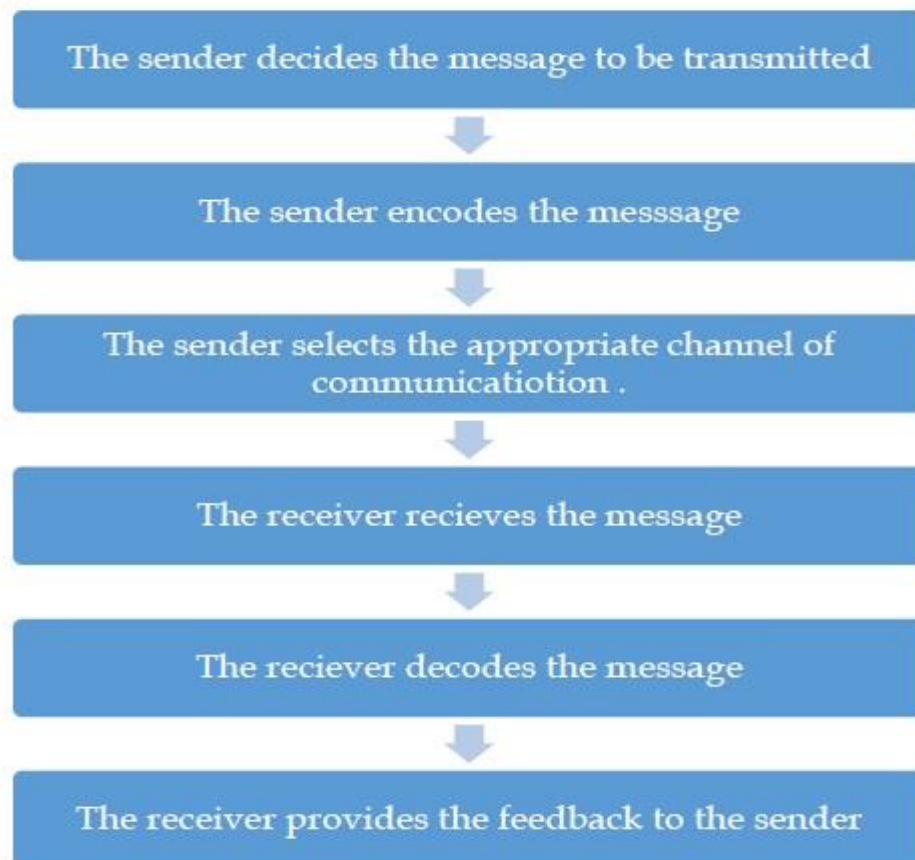
Decoding refers to interpreting or converting the sent message into intelligible language. It simply means comprehending the message. The receiver after receiving the message interprets it and tries to understand it in the best possible manner.

7. Feedback

Feedback is the ultimate aspect of communication process. It refers to the response of the receiver as to the message sent to him/her by the sender. Feedback is necessary to ensure that the message has been effectively encoded, sent, decoded and comprehended.

It is the final step of the communication process and establishes that the receiver has received the message in its letter and spirit. In other words, the receiver has correctly interpreted the message as it was intended by the sender. It is instrumental to make communication effective and purposeful.

The Model of Communication Process



1. The sender develops an idea to be sent

The beginning of the communication process involves the sender creating an idea that they plan to send to another person or group of people. Essentially, they're planning the overall subject matter or information they want to transmit.

2. The sender encodes the message

Once the sender develops an idea, they translate it into a form that can be transmitted to someone else. This means they transform the thoughts of the information they want to send into a certain format. For example, if you are writing a letter, you'll translate your idea into words. The message can also be nonverbal, oral or symbolic.

3. The sender selects the channel of communication that will be used

Next, the sender decides how the message will be sent. This involves selecting the most suitable medium for the message they're relaying. Some communication mediums include speaking, writing, electronic transmission or nonverbal communication. If you're communicating at work, make sure to select the proper and most professional channel of communication.

4. The message travels over the channel of communication

After the medium is chosen, the message then begins the process of transmission. The exact process of this will depend on the selected medium. In order for the message to be properly sent, the sender should have selected the appropriate medium.

5. The message is received by the receiver

Next, the message is received by the recipient. This step in the communication process is done by hearing the message, seeing it, feeling it or another form of reception.

6. The receiver decodes the message

The receiver then decodes the sender's message. In other words, they interpret it and convert it into a thought. After they've done this, they analyze the message and attempt to understand it. The communication process is performed effectively when the sender and receiver have the same meaning for the transmitted message.

7. The receiver provides feedback, if applicable

Lastly, unless it's a one-way communication, the receiver will provide feedback in the form of a reply to the original sender of the message. Feedback provides the recipient with the ability to ensure the sender that their message was properly received and interpreted. Between two people, this is two-way communication.