

# **CCA communication & soft skills**

## **Communication process**

Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements process is explained below in detail.

### **Sender:**

The sender or the communicator generates 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, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

### **Encoding:**

The message generated by the sender is encoded symbolic such as in the form of words, pictures, gestures, etc

**Media:**

It is the manner in which the encoded message is transmitted. The message may be transmitted oral or in writing.

**Decoding:**

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

**Receiver:**

He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands in proper perspective.

**Feedback:**

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

## Noise:

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication.

