

CCA- 103: Communication & Soft Skills

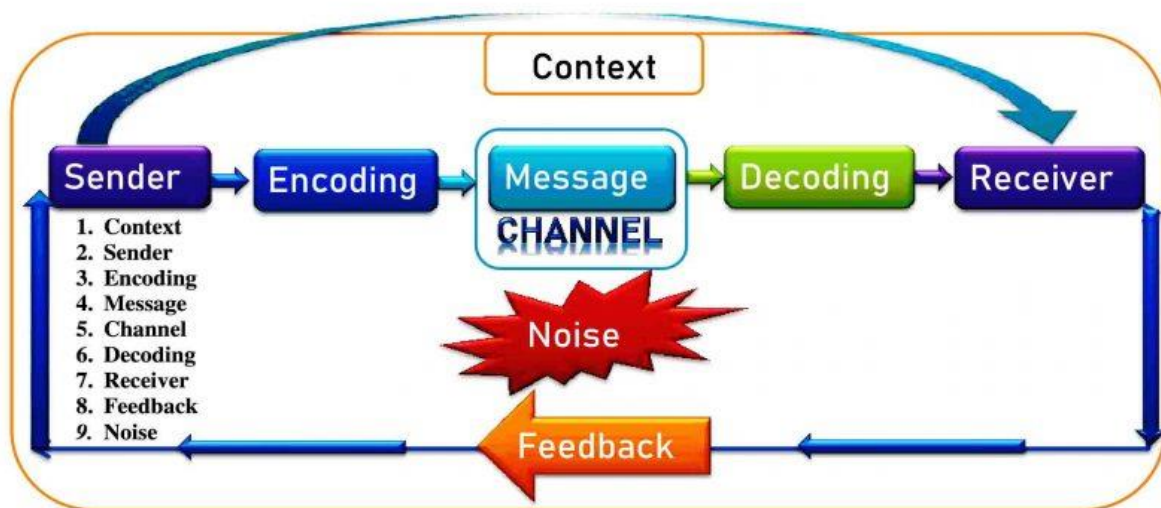
Assignment-3

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

Answer: Communication process refers to sharing and instructing information, ideas, views, queries, and facts, feelings between two or more people (sender to receiver) through a medium or channel of communication such as verbal or non-verbal communication. Such communication becomes successful if the information shared is accurate and comprehensive in nature.

Furthermore, communication process is the process or method by which a message travels from a sender (encoder) to a receiver (decoder) through a medium/channel and lastly feedback is given to the sender by the receiver when the message sent is understandable.

The following diagram show the process by which communication takes place:-



The main purpose of communication process is to make sure the message is delivered to the receiver and how the receiver decodes it correctly and can provide feedback with ease and speed. This message is decoded possibly in today's modern age, with the help of technology where communication is more effective, using the different medium or channels such as audio, video, email and social media available for fast and accurate sharing of information. Hence, a message is no longer communicated through voice or writing.

This communication process is divided into three basic components: A sender transmits a message through a channel to the receiver. The sender first develops an idea, which is composed into a message and then transmitted to the other party, who interprets the message and receives meaning. Developing a message is known as encoding. Interpreting the message is referred to as decoding.

When a person receives a message, she responds to it by giving a reply.

A communication process works through the following elements of communication:

1. **SENDER:** The process of communication starts with the sender. This is the entity that will use the means of communication to share her/his thoughts. The sender starts the communication cycle by deciding to convey her/his thoughts and chooses the format to use.

The sender manages her/his thoughts, seeks clarity and decides what exactly she/he wants to put forth. The sender needs to gather the required information and relevant ideas in order to communicate. For example, a writer begins with an idea and transforms it into a book.

ENCODING

Encoding is the step in the process of communication where the sender decides how she/he wants to convey her/him thoughts. Selecting the right words, associated symbols in verbal communication or gestures, tones and sounds in nonverbal communication are ways of encoding a thought.

To make encoding easier, it is imperative to know who the receiver is.

2. **RECEIVER**

The process of communication is incomplete without a receiver to 'lend an ear'. Whenever a sender writes, or says or sings or expresses anything, it's meant to be read, or experienced. The receiver is a crucial part of this process.

The receiver gathers the information presented or broadcasted by the sender and begins to understand it. We take turns between being a sender and being a receiver. You are a receiver when you watch a movie and a sender when you tell your friends how the movie was.

DECODING

No matter how well the message is crafted (or encoded), it will fail to make an impact if the receiver does not possess the tools to decode the message. For instance, a nine-year-old may not understand the point of Harari's book.

3. **MESSAGE**

A message is formed after the sender decides what she wants to put forth and how she wants to convey it. It's also known as encoding. The nature of the message can change depending on the medium you use and the audience for which it is meant. Always remember that for communication to be successful, it is important that the listener or reader understands the message.

4. **CHANNEL OR MEDIUM**

In order to better explain the process of communication, one has to pay close attention to one crucial wheel of this cycle, which is the medium. This screen that you're reading this article on, the newspaper that slides in every morning through your door, the television you watch your favorite movies on are all mediums. It's

imperative to consider the medium used for information transmission while encoding the message or it fails to reach the audience effectively.

5. FEEDBACK

The process of communication is a long one. Communication does not stop after a thought or idea is expressed or a sentence or a word is uttered. It creates ripples through time, like a stone slung in a peaceful lake. Feedback is one of the last stages of communication.

After a message is encoded, sent over a medium received, and decoded, there is a need for the communication to keep moving. Through feedback, the receiver becomes the sender, broadcasting the views about the information received.

Another important aspect that is present in this cycle is noise. This refers to the obstructions people face while following the entire communication process. This can mean actual physical noise, preoccupying thoughts of the sender or the receiver, and barriers such as language, comfort, and cognitive precision.

In order to eliminate noise, one has to clear their minds, and senders have to make sure that the message they broadcast is easy to understand for the intended receiver.