

“Soft Skills and Communications.”

Project work submitted in partial fulfilment of the

Requirement for the

Certificate in Computer Application {CCA}

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Soft Skills and Communications

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

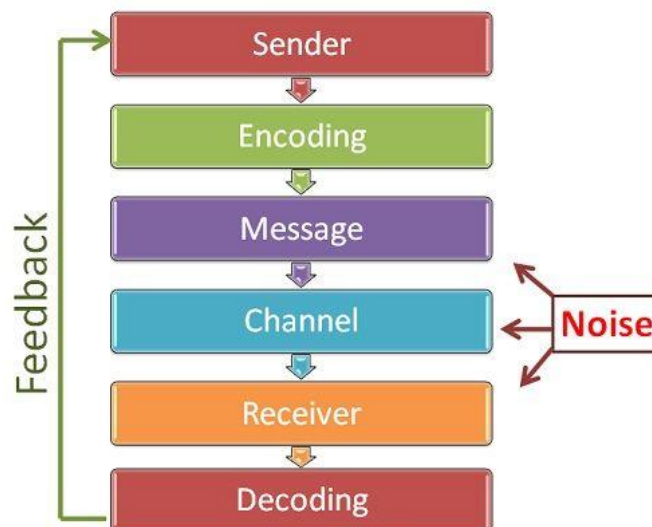
Ans. Communication is the sending and receiving of information and can be one-on-one or between groups of people, and can be face-to-face or through communication devices. Communication requires a sender, the person who initiates communication, to transfer their thoughts or encode a message. This message is sent to the receiver, a person who receives the message, and finally, the receiver must decode, or interpret the message. The term communication is derived from the Latin word "*Communis*" which means to share. Effective communication is when the message conveyed by the sender is understood by the receiver in exactly the same way as it was intended.

The communication process is a dynamic framework that describes how a message travels between a sender and receiver using various communication channels. Its goal is to ensure the receiver decodes the message correctly and can provide feedback with ease and speed. This is especially important for larger organisations that need to notify people in different areas and time zones about an event, problem or change. Technology in the workplace has made the communication process more effective. A message is no longer communicated just through voice or writing; it is also shared through audio, video, email and social media. A communication process streamlines the flow of information and takes advantage of multiple channels in the best way possible. Communication processes need good management to sustain them in the long-run. Leaders in the workplace establish the style, tone and function of communication. If you are in a position of authority, it is especially important that you model good communication.

The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame. Thus, there are seven major elements of communication process:

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

We shall discuss about these processes in detail with the help of a diagram;



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. A sender is the main source of the communication process who generates the message for the receiver after appropriate sources from the front.

The sender of the message in the communication process makes it successful on the basis of two major factors such as communicator attitude. Communicator attitude has a direct impact on the receiver of his message. The communicator should always keep his mood in relax which effectively and directly communicated the message to the receiver. The second major factor that makes communication successful, communicator selection symbols that are used by him for communicating the message.

2. Encoding: Encoding is the process where the targeted message is put 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. In the communication process, the sender of the message starts with the encoding process and under this process, he used various types of written words and non-verbal methods such as symbols, signs, body language and body gestures to convert the business through the communication process into a meaningful and understandable message.

In the encoding process the sender skills, knowledge, ideas, thoughts, background and competencies have a great effect on the communication of the business message to receivers. Encoding is an important step in the communication process as wrong and inappropriate encoding may defeat the true intent of the communication process.

3. 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. 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. In the communication process, some various personal factors of sender and receiver may sometimes distort this element of communication is not obtained. Message in the communication process has some effective and some quick results for sender and receiver.

Message is the main body of the communication process. It is considered incomplete without a message. The message of the communication process is written in symbolic form, signs, words, written form and gestures. So, the message is actually a descriptive or symbolic form of the subject matter that the sender wants the other party to understand.

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 transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc.

The choice of medium is decided by the sender. The sender should select an appropriate medium for the message. This will depend on your relationship with the receiver, the purpose of your writing and the urgency of the message. Technology has made it faster than ever to share important information. However, in the business environment, formal written communication, such as contracts and legal documents, continues to exist to safeguard the interests of an organisation and its employees.

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. He has complete skills for decoding of the message. He has accurate communication skills for effective and easy communication of the messages. The receiver has more brilliant verbal and non-verbal skills for decoding of the messages.

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. The receiver receives the message and then tries to understand it in the best possible manners through the reader of message easily and understands it. In the decoding process, the receiver decodes the actual subject matter that the sender wants the receiver to know or have knowledge about.

The success of the communication process depends on when the receiver exactly receives the message in the same way in which the sender wants to send to the receivers.

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. Successful communication is a two-way process where one person sends a message to another. The ability to effectively communicate at work, home and at any walk of life is considered that the sender and receiver must have a set of best

communication skills that a person requires. So feedback is the basic acknowledgement mechanism with which the sender gets to know what the receiver perceives with the sent message.

8. Noise: It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.

The above process can further be understood by the following *example*,

Henry is a sales manager who wants to request a larger department-wide budget for the next fiscal year. To get her budget approved, she needs to go through the proper communication process. She takes the following steps:

Step 1: Henry needs to develop his budget idea before he can send it out. Henry identifies the key stakeholders that need to approve his budget. They include the CEO and investors of the company. Next, he outlines key information he needs to share to convince his boss about his message:

- He needs the extra funds to remain competitive.
- The additional budget will elicit a strong return on investment.

Step 2: Henry encodes the message. Henry knows the receiver of this information, his CEO, very well. He prefers information that relates to the big-picture organisational goals. Her boss is also a very busy man; therefore, he needs to schedule a suitable time where he will not be distracted by other operational matters. To convince him of the importance of his budget request, he needs to provide him with valid statistics and data.

Step 3: Henry needs to select the channel of communication that he will use. Henry decides that the best way to get his budget approved is via a face-to-face presentation.

Step 4: Henry's message travels over the channel of communication. Henry delivers his presentation at the company's monthly board meeting.

Step 5: Henry's CEO receives his budget request during their meeting.

Step 6: Henry's CEO decodes the message. The executives on the board ask his questions about his additional budget request. They review his statistics and discuss his presentation amongst themselves.

Step 7: Henry's CEO provides feedback. After the presentation, Henry looks over the comments made and thinks about how he can use their input in future budget proposals.
