

## **Assignment-3 Communication & Soft Skill**

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Q1. Elaborate the process and elements of Communication in detail through suitable examples.

Answer: Communication is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings from one place person or group to another. Communication is the key to the Directing function of management.

A manager may be highly and skilled but if he does not possess good communication skills, all his ability becomes irrelevant. A manager must communicate his directions effectively to the subordinate to get the work done for them properly.

### **Process of Communication**

Communication is a continuous process that mainly involves three elements viz. sender, message and receiver.

The elements involved in the communication process are explained below in detail:

- **Sender:** The sender of 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 symbolically such as in the form of words, picture, gestures, etc before it is conveyed.
- **Decoding:** It is the process of converting the symbol 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 it in proper perspective and acts according to the message , only then the purpose of communication is successful.

- Feedback: Once the receiver confirmed to the sender that he has received the message and understood it, the process of communication is complete.
- Noise: It may refer 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.
- Media: It is the manner in which encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone internet, post, fax, email, etc. The choice of medium is decided by the sender.