

Assignment - 3

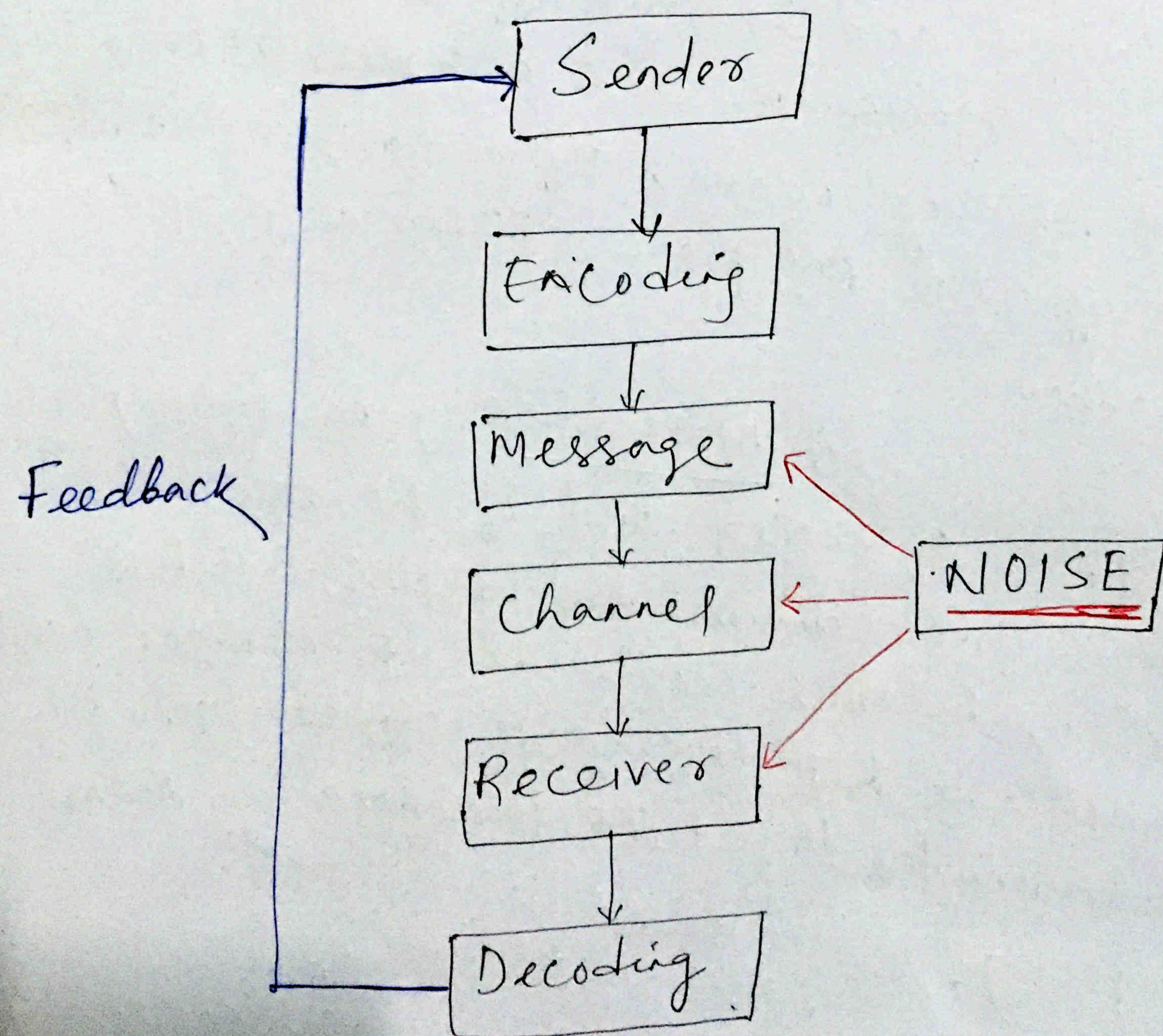
① Elaborate the process and elements of Communication is detail through suitable examples?

Ans 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.

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

Process of Communication

The Communication is a Continuous process that mainly involves three elements i.e. Sender, message, and receiver. The elements involved in the communication process are explained below in detail:



① Sender

The sender or the Communicator generates the message and conveys it to the receiver. He is the source & the one who starts the communication.

② Message

It is the idea, information, view, fact, feeling, etc. that is generated by the sender & is then intended to be communicated further.

③ Encoding

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

④ Media

It is the manner in which the encoded message is transmitted. 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.

⑤ Decoding

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

⑥ 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.

⑦ Feedback

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

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.

Example

Pooja 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

Parya needs to develop her budget idea before she can send it out.

Step-2

Parya encodes the message.

Step-3

Parya needs to select the channel of communication that she will use. Parya decides that the best way to get her budget approval is via a face-to-face presentation.

Step-4 Parya's message travels over the channel of communication. Parya delivers her presentation at the company's monthly board meeting.

Step-5 Parya's CEO receives her budget request during her meeting.

Step-6 Parya's CEO decodes the message. They review her statistics & discuss her presentation amongst themselves.

Step-7 Parya's CEO provides feedback. After the presentation, Parya looks over the comments made and thanks her.

Can use these inputs in future budget proposals.