

CCA-103: Communication & Soft Skills

Assignment

1. Elaborate the process and elements of communication in detail through suitable example.

Communication

- Communication is the art of transmitting knowledge, ideas, information and thoughts from one person to another person.
- The transfer should be such that the receiver understands the meaning and the intent of the message give proper feedback.

Communication process

- Communication process is a dynamic framework that describes how a message travel 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.
- Communication processes need good managment to sustain them in the long-run.
- Leader in the workplace establish the style, tone and function of communication. If you are in a possition of authority, it is especially important that you model good communication.
- Essential components of communication process are
 - Swnder – The person who conceptualised the idea and wants it delivered to the recipient.
 - Encoding – The way the informationis described or translate into a message.
 - Message – The idea, fact or opinion that the sender wants to commucate.

- Communicational channel – The method of delivering the message.
 - Receiver – The target audience of the message.
 - Decoding – The interpretation of the message.
 - Feedback – The response or action a receiver takes after decoding a message.
- Types of noise during the communication process :-
- Reducing noise or distractions can significantly increase your chances of successfully communicating your point.
 - It ensures your message does not get misinterpreted or ignored, and the receiver takes it seriously instead.
 - To effectively eliminate noise, sender should consider the receiver's personal beliefs and their physical environment.
- Four type of noise you need to eliminate for smooth communication :-
- Physical noise :- Physical noise describes external distractions in your workplace.
 - Physiological noise:- This type of noise interferes with communication between the sender and receiver because of personal barriers.
 - Environmental noise:- This type of noise makes it difficult to hear or concentrate on a message for example, noise from a construction site or passing traffic.
 - Semantic noise:- This type of noise is interference on the sender's end. This could be because of technical issues or poor communication skill.

Communication process example:-

- Priya is a sales manager who wants to request a larger department-wide budget for next fiscal year. To get her budget approved, she needs to go through the proper communication process.
- ❖ Step 1:: Priya needs to develop her budget idea before she can send it out.

Priya identifies the key stakeholders that need to approve her budget. They include the CEO and the investors of the company.

Next, she outlines key information she needs to share to convince her boss about her message:

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

❖ Step 2:: Priya encodes the message.

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

❖ Step 3:: Priya needs to select the channel of communication that she will use.

Priya decides that the best way to get her budget approved is via a face-to-face presentation.

❖ Step 4:: Priya's message travels over the channel of communication.

Priya delivers her presentation at the company's monthly board meeting.

❖ Step 5:: Priya's CEO receives her budget request during their meeting.

❖ Step 6:: Priya's CEO decodes the message.

The executives on the board ask her questions about her additional budget request. They review her statistics and discuss her presentation amongst themselves.

❖ Step 7:: Priya's CEO provides feedback.

After the presentation, Priya looks over the comments made and thinks about how she can use their input in future budget proposals.

