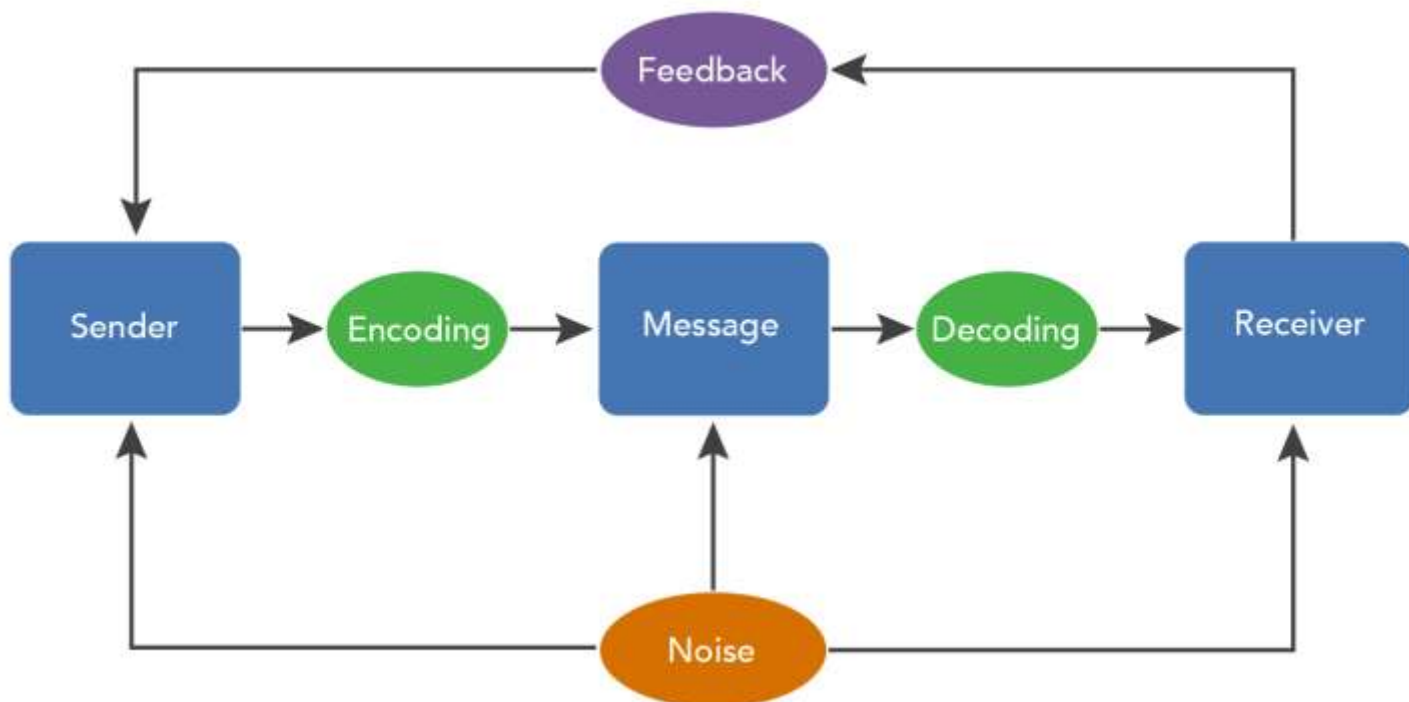


CCA-103: Communication & Soft Skills

Assignment-3

Ans1: **Communication-** The process of exchange of ideas, views, facts, feelings, etc., between two or more persons in order to reach a common understanding is known as Communication.

“Communication is the sum of all things, a person does when he wants to create an understanding in the minds of another. It involves a systematic and continuous process of telling, listening and understanding”



The process of communication involves the following steps:

- **Sender:** The person who conveys his thoughts, message or ideas to the receiver is known as the sender. He is at the starting point of the communication system and represents the source of communication.

- **Encoding:** The process of converting messages into communication symbols, which may be understood by the receiver. It includes words, pictures, gestures, symbols, etc. Encoding translates the internal thought of the sender into a language which can be understandable.

- **Message:** The subject matter of communication is termed as messages. It includes ideas, feelings, suggestions, order, etc., which a sender wants to convey to the receiver

- **Decoding:** The process of translating the encoded message into an effective language, which can be understood by the receiver is known as decoding. In this, the encoded symbols of the sender are converted.

- **Receiver:** The person who receives the message of the sender is known as the receiver.

- **Feedback:** In order to complete the process of communication, feedback is essential. The process of reversal of communication in which the receiver expresses his reaction to the sender of the message is known as feedback. Feedback ensures that the receiver has received and understood the message.

- **Noise:** Any construction or hindrance which hampers the communication process is known as noise. The hindrance may be caused to the sender, message or receiver. It acts as a barrier to effective communication and because of this message is interpreted differently by the receiver. Disturbance in the telephone line, inattentive receiver, faulty decoding, poor internet connection, improper gestures and postures, etc., are some examples of noise.