

CCA-103: Communication & Soft skills

Assignment

1. Elaborate the process & elements of communication in detail through suitable examples.

Communication process

The communication process refers to a series of actions or steps taken in order to successfully communicate.

It involves several components such as the sender of the communication, the actual message being sent, the encoding of the message, the receiver and the decoding of the message.

Elements of communication process

Seven major elements are in communication process. There are,

- i. Sender
- ii. Ideas
- iii. Encoding
- iv. Communication channel
- v. Receiver
- vi. Decoding
- vii. Feedback

i. Sender

The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

ii. Ideas

The passed ideas are the subject matter of this action. These can represent attitudes, opinions, views, feelings, suggestions, complaints or questions.

iii. Encoding

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.

iv. Communication channel

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc.

This information is transmitted to the receiver through certain channels which may be either formal or informal.

v. Receiver

Receiver is the person who receives the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

vi. Decoding

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he/she may extract its meaning to his/her complete understanding.

vii. Feedback

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.