

CCA-103: Communication & Soft Skills

Assignment 3

Q.1-: Elaborate the process & elements of Communication in detail through suitable examples.

ANS.-: The 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. There are also various channels of communication to consider within the communication process. This refers to the way a message is sent. This can be through various mediums such as voice, audio, video, writing email, fax or body language. The overall goal of the communication process is to present an individual or party with information and have them understand it. The sender must choose the most appropriate medium in order for the communication process to have worked successfully.

Elements of Communication Process:

Communication process involves elements like sender, receiver, encoding, decoding, channel/ media, voice and feedback. These elements are explained below:

The different elements of communication are as under:

1. Sender:

He is the person who sends his ideas to another person. For example, if a manager wants to inform his subordinates about the introduction of a new product, he is the sender.

2. Message:

The idea, feeling, suggestion, guidelines, orders or any content which is intended to be communicated is message. For example, message is the introduction of new product.

3. Encoding:

It is the process of converting the idea, thinking or any other component of message into symbols, words, actions, diagram etc. For example, message is connected in words and actions.

4. Media:

It is the medium, passage or route through which encoded message is passed by the sender to the receiver. There can be various forms of media-face to face communication, letters, radio, television, e-mail etc. For example manager inform about the introduction of a

5. Decoding:

It means translating the encoded message into language understandable by the receiver.

6. Receiver:

He is the person to whom the message has been sent. For example, subordinates are receivers.

7. Feedback:

It is the response by the receiver. It marks the completion of the communication process.

8. Noise:

It is the hindrance in the process of communication. It can take place at any step in the entire process. It reduces the accuracy of communication e.g. 1) Disturbance in the telephone lines, 2) An inattentive receiver 3) Improper Decoding of Message etc.

