

## **CCA-103: Communication & Soft Skills**

### **ASSIGNMENT**

Q1. Elaborate the process and elements of communication in detail through suitable examples.

Communication is simply the act of transferring information from one place, person or group to another. Every communication involves (at least) one sender, a message and a recipient.

#### **PROCESS OF COMMUNICATION:**

In order to successfully communicate, it's important to understand how the process works. Here are the seven steps in the communication process:

1. The sender develops an idea to be sent.
2. The sender encodes the message.
3. The sender selects the channel of communication that will be used.
4. The message travels over the channel of communication.
5. The message is received by the receiver.
6. The receiver decodes the message.
7. The receiver provides feedback, if applicable.

#### **1. The sender develops an idea to be sent**

The beginning of the communication process involves the sender creating an idea that they plan to send to another person or group of people. Essentially, they're planning the overall subject matter or information they want to transmit.

#### **2. The sender encodes the message**

Once the sender develops an idea, they translate it into a form that can be transmitted to someone else. This means they transform the thoughts of the information they want to send into a certain format. For example, if you are writing a letter, you'll translate your idea into words. The message can also be nonverbal, oral or symbolic.

#### **3. The sender selects the channel of communication that will be used**

Next, the sender decides how the message will be sent. This involves selecting the most suitable medium for the message they're relaying. Some communication mediums include speaking, writing, electronic transmission or nonverbal communication. If you're communicating at work, make sure to select the proper and most professional channel of communication.

#### **4. The message travels over the channel of communication**

After the medium is chosen, the message then begins the process of transmission. The exact process of this will depend on the selected medium. In order for the message to be properly sent, the sender should have selected the appropriate medium.

#### **5. The message is received by the receiver**

Next, the message is received by the recipient. This step in the communication process is done by hearing the message, seeing it, feeling it or another form of reception.

#### **6. The receiver decodes the message**

The receiver then decodes the sender's message. In other words, they interpret it and convert it into a thought. After they've done this, they analyze the message and attempt to understand it. The communication process is performed effectively when the sender and receiver have the same meaning for the transmitted message.

#### **7. The receiver provides feedback, if applicable**

Lastly, unless it's a one-way communication, the receiver will provide feedback in the form of a reply to the original sender of the message. Feedback provides the recipient with the ability to ensure the sender that their message was properly received and interpreted. Between two people, this is two-way communication.

### **ELEMENTS OF COMMUNICATION:**

In order to better understand the communication process, we can break it down into a series of eight essential components:

1. Source
2. Message
3. Channel
4. Receiver
5. Feedback
6. Environment
7. Context
8. Interference

#### **1. Source**

A source or sender is one of the basic concepts of communication and information processing. Sources are objects which encode message data and transmit the information, via a channel, to one or more observers.

#### **2. Message**

A **message** is a discrete unit of communication intended by the source for consumption by some recipient or group of recipients. A message may be delivered by various means, including courier, telegraphy, carrier pigeon and electronic bus. A message can be the content of a broadcast. An interactive exchange of messages forms a conversation.

### **3. Channel**

In a nutshell, communication channels are mediums through which you can send a message to its intended audience.

For example, phone calls, text messages, emails, video, radio, and social media are all types of communication channels. In a company, communication channels keep information flowing efficiently.

### **4. Receiver**

In the communication process, the "receiver" is the listener, reader, or observer—that is, the individual (or the group of individuals) to whom a message is directed. The receiver is also called the "audience" or decoder.

The receiver is the destination of the message. The receiver's task is to interpret the sender's message, both verbal and nonverbal, with as little distortion as possible. The process of interpreting the message is known as decoding. - The receiver is close-minded and unreceptive to new and different ideas.

### **5. Feedback**

Feedback completes the process of communication and ensures that there has been no miscommunication. If appropriate feedback is not given or if the feedback clearly indicates that the message has not been understood, then the process of communication has failed.

### **6. Environment**

Environmental communication is "the dissemination of information and the implementation of communication practices that are related to the environment. Environmental communication also includes human interactions with the environment.

### **7. Context**

Humans communicate with each other across time, space, and contexts. Those contexts are often thought of as the particular combinations of people comprising a communication situation. For example, theories of interpersonal communication address the communication between dyads (two people).

### **8. Interference**

In telecommunications, an interference is that which modifies a signal in a disruptive manner, as it travels along a communication channel between its source and receiver. The term is often used to refer to the addition of unwanted signals to a useful signal.