Assignment 3

Communication and Soft Skills

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Process and Elements of Communication (Detailed Explanation with Example)

Communication is a **dynamic process** where information, ideas, or feelings are exchanged between a sender and a receiver through a medium. The process involves multiple elements working together to ensure effective transmission and understanding.

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1. Elements of Communication

(1) Sender (Source)

- ❖ The person who initiates the communication.
- ❖ Encodes (converts) the message into words, symbols, or gestures.
- ❖ **Example:** A manager drafting an email to employees about a new policy.

- ❖ **(2) Message**

- ❖ The actual content (idea, information, or emotion) being communicated.
- ❖ Can be verbal (spoken/written) or non-verbal (gestures, visuals).
- ❖ **Example:** The email content explaining the new work-from-home policy.

- ❖ **(3) Encoding**

- ❖ The process of converting the message into a communicable form (words, signs, etc.).
- ❖ **Example:** The manager writes the email in clear, professional language.

(4) Channel (Medium)

- ❖ The medium through which the message is transmitted.
- ❖ Can be **oral** (face-to-face, phone), **written** (email, memo), or **digital** (video call, chat).
- ❖ **Example**: The email is sent via the company's internal mailing system.

- ❖ **(5) Receiver**

- ❖ The person(s) for whom the message is intended.
- ❖ Decodes (interprets) the message.
- ❖ **Example**: Employees reading the manager's email.

- ❖ **(6) Decoding**

- ❖ The receiver interprets the message based on their understanding.
- ❖ Miscommunication occurs if decoding differs from the sender's intent.
- ❖ **Example**: An employee misinterprets the policy due to unclear wording.

(7) Feedback

The receiver's response to the sender.

Confirms whether the message was understood correctly.

Example: Employees reply with questions or acknowledgment.

(8) Noise (Barrier)

❖ Any disturbance that disrupts communication.
❖ Can be **physical** (loud
  noise), **psychological** (stress),
  or **semantic** (language barriers).
❖ **Example:** Poor internet delays the email delivery.

(9) Context

❖ The environment/situation in which communication
  occurs.
❖ Includes **cultural, social, physical, and
  psychological** factors.
❖ **Example:** A formal company policy requires a
  professional tone.

**2. Process of Communication (Step-by-Step with
Example)**

Scenario: A team leader (sender) informs team members
(receivers) about an urgent project deadline via a
WhatsApp group (channel).

1. **Sender (Team Leader)**
❖ Thinks: *"The project deadline has been moved to
  tomorrow."*
2. **Encoding**
❖ Converts the thought into a message:
  *"Urgent: Submit the project report by 5 PM
  tomorrow!"*

3. **Channel (WhatsApp Group)**
   - ❖ Sends the message via WhatsApp.

1. **Receiver (Team Members)**
   - ❖ Receive and read the message.

2. **Decoding**
   - ❖ Interpret the message: *"We must finish the report by tomorrow."*

3. **Feedback**
   - ❖ Some reply: *"Understood, we'll complete it."*
   - ❖ One member asks: *"Is the client's feedback included?"*

4. **Noise (Possible Barriers)**
   - ❖ A member's phone was on silent (missed the message).
   - ❖ Another misread *"tomorrow"* as *"next Monday."*

5. **Context**
   - ❖ Professional urgency in a work group.

Conclusion

For communication to be effective:

- ❖ The **sender** must encode clearly.
- ❖ The **channel** should be appropriate (e.g., urgent messages via call, not email).
- ❖ The **receiver** must decode accurately.

- ❖ **Feedback** ensures clarity.
- ❖ **Noise** should be minimized.

Example Recap:

- **Poor Communication:** Vague message → Misunderstood deadline → Project delayed.
- **Effective Communication:** Clear message + Feedback → Deadline met successfully.

This structured process ensures smooth information flow in personal, professional, and digital interactions.