

ASSIGNMENT

Course: Certificate in Computer Application

Course Code: CCA-103

Topic: Communication & Soft skills

Centre: Unify CSC Academy, Demthring, Shillong

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CCA-103: Communication & Soft Skills

Assignment

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

Ans:- The elements of communication are as follows:-

1. **Sender:-** He is the person who sends his ideas to another person. For eg, if a manager want 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 eg., 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 eg, message is converted 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, email etc. For eg., manager inform about the introduction of new product in a meeting through presentation.
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 eg., 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.