

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

### **Assignment**

**Q1. Elaborate the process & elements of Communication in detail through suitable examples.**

**Ans. Communication :-** Communication is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts feelings from one place, person or group to another. Communication is the key to the Directing function of management.

A manager may be highly qualified and skilled but if he does not possess good communication skills, all his ability becomes irrelevant. A manager must communicate his directions effectively to the subordinates to get the work done from them properly.

**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. The communication process refers to the way of sharing information verbally or non-verbally between the sender and receiver. Verbal communication means communication through spoken words. Nonverbal communication refers to nonverbal cues such as tone of voice, facial expression, movement, body language, eye contact nonverbal communication and so more.

**Communication Elements:** Communication elements refer to essential tools of communication on which the communication process is conducted. Elements of communication initiate and regulate the entire cycle of sharing information between the sender and receiver. Therefore, communication elements are essential and interconnected parts of the communication process.

**The nine elements of communication Context, Sender, Encoder, Message, Channel, Decoder, Receiver, Feedback, and Noise** are essential tools or components for effective communication between sender and receiver. Communication elements are also known as the components of communication.

- i. **Context in Communication:** Context refers to the environment of communication in which the interaction happens or takes place. Communication context is the prime element of every communication process that controls the communication process that controls the communication process among senders and receivers. The most common five communication contexts are intrapersonal, interpersonal, group, public, and mass communication settings. Additionally, this context may be historical, psychological, social,

chronological, or cultural. For example, you may feel comfortable sharing your personal information with close friends rather than colleagues. You will not speak to an unknown person as you talk to your wife. So, the context of communication sets the environment of the communication process.

**Example of Context in Communication-** Ela is talking to her husband informally, so she feels very comfortable. Therefore, the social context has been designed from this communication process. It is also interpersonal context as they communicate face to face.

- ii. **Sender in Communication:** A sender is a person who sends the message to the receiver. The sender is also known as the encoder of the message. The sender initiates the communication process and starts the procedure by sending a message or information. Therefore, the sender is a significant element of the communication process. A sender makes and uses symbols to convey the message and produce the required response. Therefore, a sender is a speaker, writer, or person who provides the information to share opinions, ideas, and messages.

**Example of Sender in Communication-** Ela is the sender and encoder who sends messages to communicate with her husband. The sender is the person who sends the message to share with others. So, Ela is the sender and also an element of the communication process.

- iii. **Encoding in Communication:** Encoding means transforming abstract opinions and idea into symbols such as words, pictures, signs, and marks. A symbol might represent or indicate opinions, statements, and actions. In contrast, decoding is the process of transforming the symbol into an idea or thought. Encoding is the process of transformation of the subject into symbols. The encoding process is related to the sender and receiver.

The message of any communication is always abstract and intangible. Transmission of the message requires the use of certain symbols.

**Example of Encoding in Communication-** Ela has converted his thought into words to convey the message to her husband, called encoding. Here, converting thought into words is the process of encoding. Words serve as the spoken communication symbol. She called her husband and uttered some words to share an opinion as well as send a message.

- iv. **Message in Communication-** The message refers to the information, ideas, feelings, opinion, thought, attitude, and view that the sender wants to deliver to the receiver. The message seems like a key element of any communication process. Any communication conveys the message, also known as sharing ideas, opinions, thoughts, and information. Always, the sender wants to convey the message or communicate with the receiver. So, senders need to ensure that the main objective of the message is clear and understandable.

Messages may convey through verbal and nonverbal cues. Verbal cues are the spoken language of the speaker, for instance, spoken words. On the other hand, the most common types of nonverbal communication are facial expression, eye contact, physical appearance, posture, gesture, etc.

**Example of Message in Communication-** Ela was speaking to convey a message that indicates verbal communication. She also showed her angry face to her son to reduce the TV volume, called non-verbal communication. In this regard, spoken words and facial expressions are examples of messages in communication. The most common examples of messages in communication are spoken words, written words, facial expressions, eye contact, phone call, video, email and text message.

- v. **Channel in Communication:** Channel is the way or tool of transmitting the message. It is also known as a medium in communication that conveys the message from sender to receiver. Communicators use different channels to communicate in a distinct context of communication. In face-to-face communication, the sender's senses, such as hearing, seeing, smelling, touching, and tasting, are the channel of transferring the information. It is also one of the crucial elements of the communication process.

On the other hand, organizations use Television, Newspapers, and radio to disseminate information. People use the computer and mobile phone to communicate with a person who lives far away from each other. Many people use free online meeting platforms to conduct virtual group meetings. Sometimes, people choose a written medium, such as a letter, to convey the message, while others prefer an oral medium when spontaneous feedback is required from the recipient.

**Example of Channel in Communication-** Ela has transmitted the message through a smartphone, so the smartphone is the channel of the communication process. She uses technology to convey messages; therefore, it is called mediated communication. The most common example of communication channels is TV, Radio, Newspapers, Social media, and the five human senses. For instance, Global Assistant is a renowned education consultancy firm in Asia that communicates with potential customers via official websites and social media platforms. So, the website and social media sites are channels of communication.

- vi. **Decoding in Communication:** Decoding is the process of translating an encoded symbol into the ordinary understandable language in contrast to the encoder. In this process, the receiver converts the symbols into thoughts received from the sender. Decoding is the opposite process of encoding to get the meaning of the message.

**Example of Decoding in Communication:** Ela has transformed his thought into words to convey the message to her husband called encoding. At the same time, her husband converts those words into thought to understand the message that is the process of decoding.

- vii. **Receiver In Communication:** A receiver is a person for whom the message is targeted in contrast to the sender. Therefore, the receiver is the audience of the communication process that decodes the message to perceive the meaning. The sender surely sends a message aimed at the receiver. Receiver can be one person or a group of people or a big amount of population. The degree to which the decoder understands the message depends on various factors such as knowledge of the recipient, their responsiveness to the message, and the reliance of the encoder on the decoder.

**Example of Receiver in Communication-** Ela has sent the message targeted at her husband to whom she wants to communicate. Hence, her husband is the receiver in this context of the communication.

- viii. **Feedback in Communication:** Feedback in communication refers to the response of the receiver or audience. One of the main elements of the effective communication process differentiates the communication models into linear and transactional. Feedback is an inevitable component of the transactional model. It also helps the sender in confirming the correct interpretation of the message by the decoder. Feedback may be verbal or non-verbal. It may take written form also in the form of memos, reports, etc. Feedback is also one of the important elements of the transactional communication process. Feedback differentiates the linear and transitional models of communication. Linear means one-way communication and transactional denotes two-way communication. The communication model is linear if there is no feedback in the communication process, for example, Aristotle's Model of Communication, Shannon and Weaver's model of communication, Lasswell's Model of Communication, and Berlo's SMCR Model of Communication. On the other hand, the communication model will be identified as an interactive and transitional communication model if the feedback is presented, for example, the Osgood-Schramm Model of Communication, Westley and Maclean Model of Communication, and Helical Model of Communication.

**Example of Feedback in Communication-** Ela's husband asked about paying the electricity bill due date. Additionally, feedback is demonstrated when the students reply lecture's questions.

- ix. **Noise in Communication:** Noise refers to the communication barrier or obstacles to effective communication noise or noise in communication. Noise is an unwanted element

of the communication process that communicators always want to avoid during the interaction.

Noise in communication is any barrier that obstacles the effectiveness of the communication process. Actually, noise exists in all kinds of communication, such as face-to-face communication, group communication, mediated communication, etc.

Communication will be more effective and interactive if there is no noise. Noise are unnecessary elements of communication that distract receivers from receiving the message.

**Example of Noise in Communication-** Ela's son watches a cartoon video on Television with the volume on high when talking to her husband. The sound of the cartoon video bars Ela from listening to her husband's speech, so it is an example of a communication barrier or communication noise or communication distraction.

The five types noise in communication are Physical noise, Physiological noise, Psychological noise, Semantic noise and Cultural noise.

**Conclusion:-** In conclusion, the nine elements of the communication process are context, sender, encoder, message, channel, decoder, receiver, feedback, and noise. These components are essential in the transactional communication process. The communication process might get faulty without any of these elements except noise because noise is the unwanted communication element. This article has presented the nine elements of the communication process with examples.