

CCA-103: Communication & Soft Skills

1) Process and Elements of Communication in detail through suitable examples.

The Communication Process involves elements like sender, receiver, encoding, decoding, channel/media, noise and feedback. These elements are explained below.

Sender:

The person who sends his/her ideas to another person. For example: if a manager wants to inform his subordinates about the introduction of a new product.

Receiver:

The person to whom the message has been sent, for example, subordinates are receivers.

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 converted in words and actions.

Decoding;

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

media;

It is the medium, passage or route through which encoded message is passed by the sender to receiver. There can be various forms of media face to face, letters, radio, television, email etc.

example;

A manager inform about the introduction of a new product in a meeting through presentation.

Feedback

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

The Process of Communication:

- i) The sender formulates the message that he wants to convey to the receiver.
- ii) The receiver encodes his message. He may take the help of pictures, action words and diagram etc.
- iii) He selects an appropriate channel or medium through which the message is to be transmitted.
- iv) The message is received by the receiver.
- v) Received message is decoded by the receiver so that receiver can understand the message.
- vi) The receiver sends his response to the sender, the same is conveyed.