

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

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

**Ans.** Communications 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, etc. among the people to reach a common understanding. Communication is the key to the Directing function of management.

**Elements of Communication Process:**

Communication process involves elements like sender, receiver, encoding, decoding, channel/ media, voice and feedback. These elements are explained below:

**The different elements of communication are as under:**

**1. Sender:**

He is the person who sends his ideas to another person. For example, if a manager wants 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 example, 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 example, message is connected 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, e-mail etc. For example manager

inform about the introduction of a 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 example, 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.

