

**CERTIFICATE IN COMPUTER
APPLICATION(CCA)**

**CCA -103 : DATA COMMUNICATION &
SOFT SKILLS
ASSIGNMENT**

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Communication & soft skills Assignment

Q. 1.) Elaborate the process & elements of communication in detail through suitable example.

Ans:→ Element of communication :-

Sender :-

Who sends information.

Message :-

The piece of information to be shared or share information transmitted.

Receiver :-

Who receives information.

Medium :-

The channel or the way to share information.

Feedback :-

Reply or result (It can be positive or negative).

Process of communication :-

SENDER

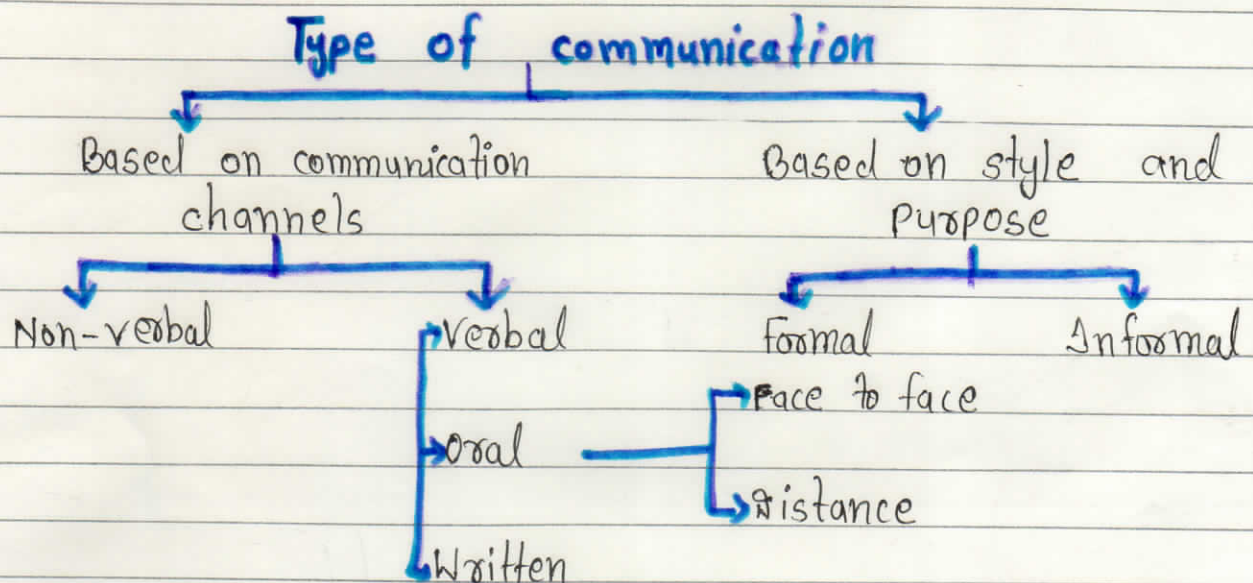
RECEIVER

BARRIERS

MESSAGE

FEEDBACK

studies tell 70% of mistakes in the workplace are a direct result of poor communication-----



Forms of communication :-

Formal

Downward communication
Upward communication
Horizontal communication

Informal

Gossiping
Casual
Gathering
Lunch Time
Gathering

Formal communication :-

Downward communication : It involves the transfer of information, instruction, advice, request, feedback and ideas to subordinate staff.

Upward communication :- communication from subordinate to superiors. Its main purpose is to provide feedback on several areas of organizational functioning.

Horizontal or lateral communication :- It takes place between professional peers or group of people working on the same level of hierarchy.

Formal vs Informal communication :-

Formal	Informal
1. purely practical Motives	1. Artistic, aesthetic aim
2. Involve intellect	2. Can be an affair of heart
3. precise and direct	3. Inflated and roundabout
4. Always impersonal	4. Can be personal
5. Deals with facts	5. Deals with emotions & fancy.

E.g. :- Report, proposal, novel etc.

E.g. :- Poetry, novel, short story etc.

Human communication takes place at various levels:-

- Extrapersonal level
- Interpersonal level
- Intrapersonal level
- Mass level
- Organizational level

- Extrapersonal level :- communication between human being and non-human entities.

for e.g. :- your pet dogs came to you wagging its tail.

- Intrapersonal level :- within the individual.
for e.g. :- you came home annoyed after a meeting with your boss.
- Interpersonal level :- sharing of information among two or more people.
- Organization level :- It takes place at different hierarchical levels.

This can be divided into :-

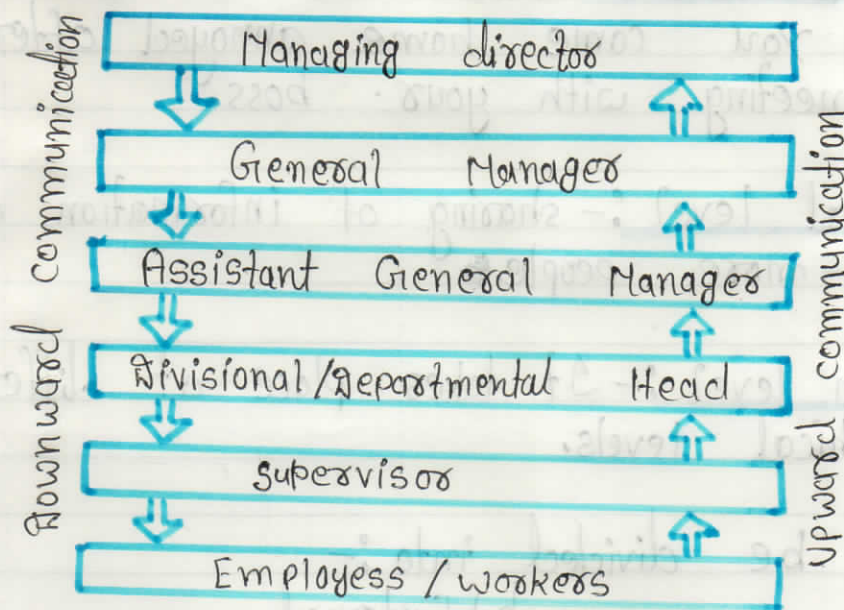
- a) Internal
- b) External

- Mass level :- communication that reaches the audience scattered over a wide geographical area.
for e.g. :- Journals, books, Television, Newspapers.

In an organization, communication flows in different directions, which are as follows :-

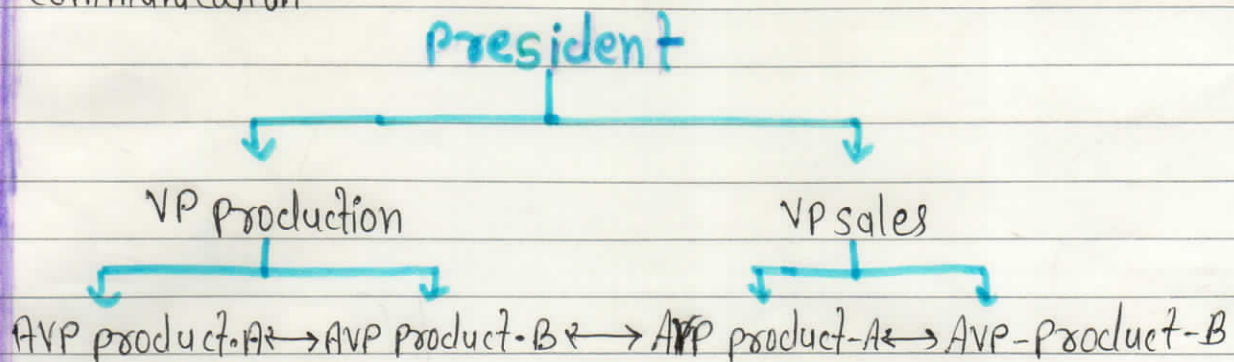
- Vertical :-
 - a) Downward
 - b) Upward
- Lateral / Horizontal
- Diagonal / spiral

Figure :- The flow of vertical communication :-



Upward flow of communication :- communication that flows from junior level to a higher level is called upward.

Lateral/Horizontal flow of communication :- communication that takes place at some level is called lateral communication.



Diagonal flow of communication :- communication that takes place between a manager (senior) of one department with employees (junior) of other department is called diagonal communication.

Diagonal communication :-

