

# CCA-103: COMMUNICATION & SOFT SKILLS

## ASSIGNMENT

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

ANSWER. PROCESS AND ELEMENTS OF COMMUNICATION

When a person decides to convey a fact, idea or emotions to others. He sets the communication process rolling. The process of communication has following elements:

- 1) SENDER: The person who sends the message is called sender. The message contains ideas, feelings and opinions etc of a sender.
- 2) ENCODING: It means to send a message by properly organising it.
- 3) MESSAGE: The idea or feeling which we want to convey to others is called message.
- 4) RECEIVER: The Person who receives the message is called receiver. It is important for him to receive the message properly by carefully listening to it.
- 5) DECODING: It means to understand the message properly.
- 6) FEEDBACK: It is the reaction or response of the receiver.

The process of communication gets completed when receiver gives feedback to the sender:

