

Assignment - 03

Communication & Soft Skill

Elaborate the process & Elements of communication
Elements of Communication Process.

- Sender He is the person who sends his idea to another person.
- Message: The idea, feeling, suggestion or, guidelines or order or any content which is intended to be communicated is message....
- Encoding
- Media ----
- Decoding
- Receiver
- feedback
- Noise ----

Elements of Communication Process:-

Communication process
Encoding Channel / Media, voice and feedback these elements are explained below.

Elements are Importance of Communication process
Business ---- management.

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The different element of communication are as under

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1. Sender :- He is the person who sends his ideas to another person. Example of the manager wants to inform his subordinates about his the introduction of a new product he is the sender.

2. Message :- The idea, telling, suggestion, guidelines order or any content which is intended to be communicated is message. Example, message is the introduction of new product.

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3. Encoding - It is the process of converting the idea thinking any other component of message into symbols, words, actions, diagram etc. for example message is connected in word 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 communication, letter, radio, television, e-mail etc. For example manager informs about the introduction of new product in meeting through presentation.

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5. Decoding → It means translation of the encoded

message it has been sent for example. Subordinates are receiver.

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7) Feed back ÷ 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 line 2) An inattentive receiver's improper decoding of message etc.

Communication process consists of following steps ÷

The sender formulates the message that he wants to convey to the receiver.

1) He encodes or translates his message. He may take the help of symbols, word, actions, diagram, pictures etc.

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(i) He selects an appropriate channel or medium through which the message is to be transmitted. It can be face to face communication, letter, radio, television, e-mail etc.

- (iv) The message is received by the receiver.
- (v) Received message is decoded by the receiver so that the receiver can draw the meaning of the message.
- (vi) The receiver sends his response to the sender. In case of any confusion the same is conveyed and necessary clarification.

Importance of Communication -

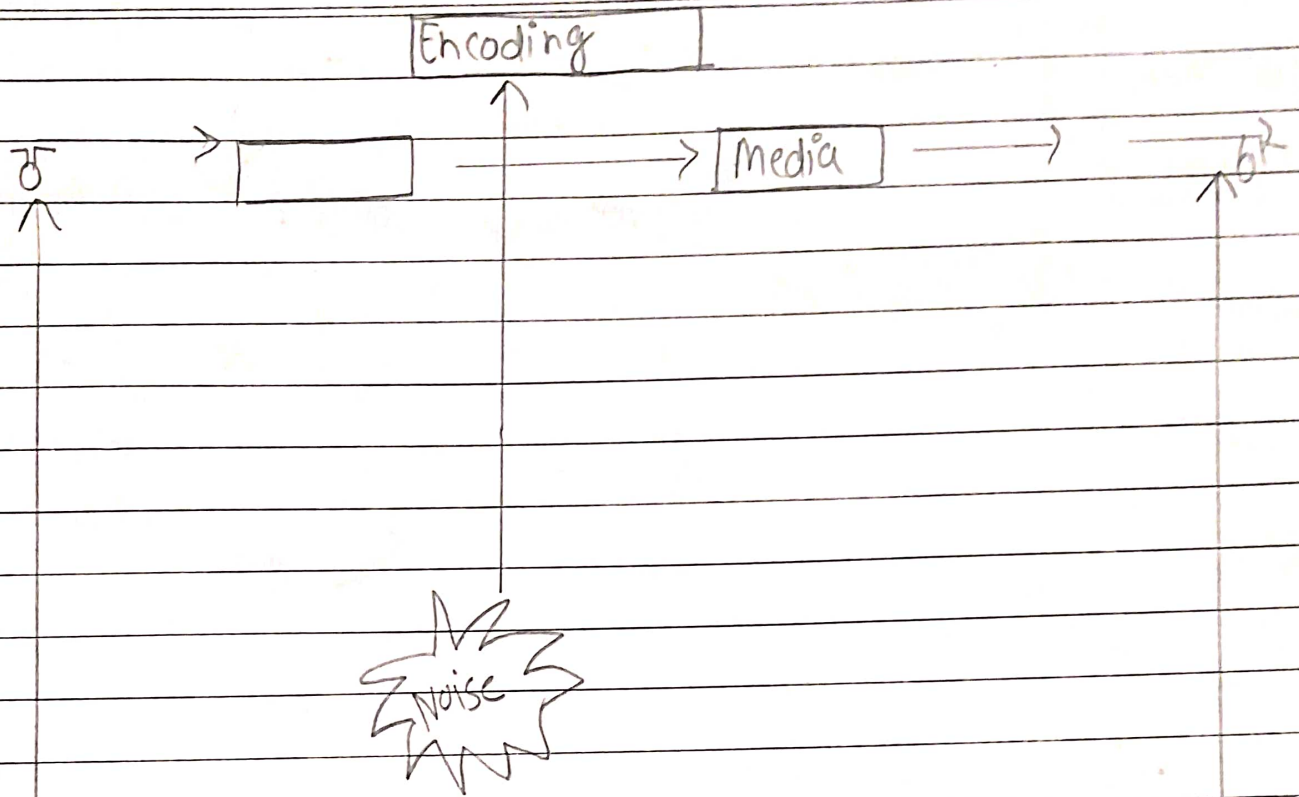
Communication is the organization as blood is to the body. The success of all the functions of management depends upon the effective communication.

Significance of Communication can be understood from the following points

- 1) Act as Basis of Coordination - Communication helps in coordinate the activities of various departments and person in an organisation goals and objectives of them. Interpersonal relationship among person etc. Hence communication act as basis for coordination.

- (ii) Help in smooth working of an enterprise -

Communication ensures smooth functioning of an enterprise. Existence of an organisation depends totally on communication.



(11) Acts as Basis of Decision making:-

Communication help in the process of decision making by providing all the necessary information. In the absence of communication of relevant information, one cannot take any meaningful decision.

4. Increases managerial Efficiency:

a) Providing information regarding the goals objectives of an enterprise.

b) providing instructions.

c) all locating jobs and responsibilities.

d) Overseeing the career of the worker.

All these functions involve communication. Thus communication is essential for effective performance of managerial function.

5. Promotes Cooperation and Industrial Peace:-

To ensure smooth and efficient functioning of an organisation is the main aim of the management this is possible only when there is peace and harmony between the management and the worker the two way communication help in establishing same.

6. Establishes effective Leadership:-

A good must closer efficient communication serves for influencing

the behavior of the subordinates their communication is the basis of leadership.

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