

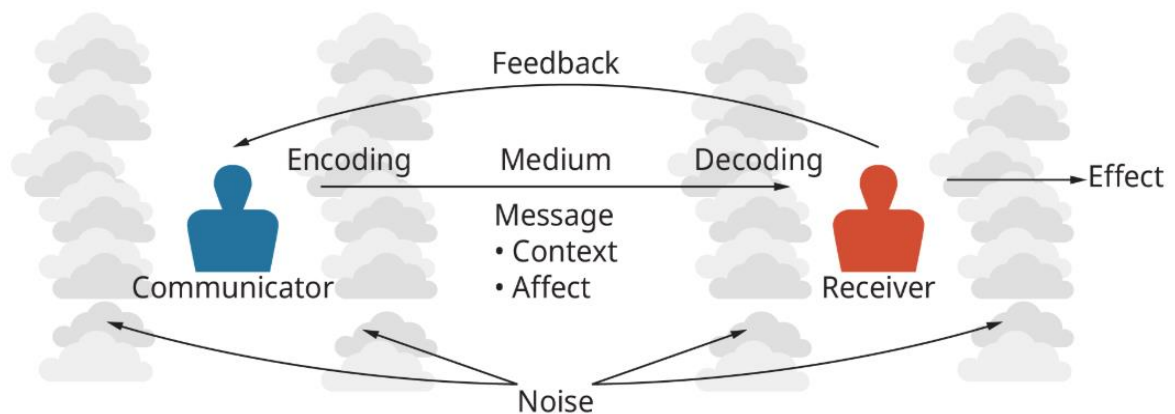
CCA- 103: Communication & Soft Skills

Assignment 3

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

Answer: *Communication process* is the exchange of information or message between two or more people. A communication that is successful involves people sharing and exchanging of information and understand each other. Communication is possible only if there are no barriers that will block people from sharing and understanding the message or information passed. The process of communication is a cyclic one as it begins with the sender and ends with the sender in the form of feedback. It takes place upward, downward and laterally throughout the organization. The process of communication as such must be a continuous and dynamic interaction, both affecting and being affected by many variables. Communication process consists of certain steps where each step constitutes the essential of an effective communication.

Furthermore, a communication process describes how a message travels between a sender and receiver using communication channels. Below is a diagram to understand the communication process where a message is send from a sender and the receiver decodes the message that is being sent.



The main purpose of communication process is to make sure the message is delivered to the receiver and how the receiver decodes it correctly and can provide feedback with ease and speed. This message is decoded possibly in today's modern age, with the help of technology where communication is more effective, using the different medium or channels such as audio, video, email and social media available for fast and accurate sharing of information. Hence, a message is no longer communicated through voice or writing.

A communication process works through the following elements of communication:

1. *Sender*: the process begins with the sender who is also known as the communicator or source. The sender has information in the form of a command, request, question or idea that he/she wants to share with others. For that message to be received, he/she must first encode the message in a form that can be understood, such as by the use of a common language and then transmit it.
2. *Receiver*: the person who receives a message and also interprets or decodes it. In order to understand the message send by the sender, the receiver must be able to receive the information of the sender and then decode or interpret it.
3. *Message*: This is the information that is transmitting from the sender to the receiver. This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.
4. *Medium/channel*: This is the means by which a message travels from the sender to the receiver. For example, text messages are transmitted through the medium of cell phones.
5. *Feedback*: when the message has been successfully transmitted from the sender to the receiver through a medium, the process reaches its final stage where the message has been understood and the receiver sends feedback or response to the sender that can be direct such as verbal or written response or indirectly through non-verbal response.
6. *Noise*: Noise is an unwanted signal which interferes with the original message signal and corrupts the parameters of the message signal. This alteration in the communication process, leads to the message getting altered. It is most likely to be entered at the channel or the receiver.

The communication process can be understood clearly through a suitable example of a husband and wife.

Lena wants to remind her sister, Sara, to stop by the store after work and buy bread for dinner. She forgot to ask her in the morning. So, Lena texts a reminder to Sara. Sara texts back and then show up at home with the milk bread. But something is wrong: Sara bought milk bread when Lena wants brown bread.

In this example, the sender is Lena. The receiver is Sara. The medium is a text message. The code is the English language and the message is “Remember the bread!” in

this case, the feedback is both direct and indirect. Sara texts a photo of bread at the store (direct) and then came home with it (indirect). However, Lena did not see the photo of the bread because the message did not transmit (noise) and Sara did not think to ask what kind of bread (context).

The process of communication, however, is not as smooth or barrier-free as it seems. From its transmission to receipt, the message may get interfered or disturbed with at any stage by many factors which are known as barriers to effective communication. One of the factors is poor choice of communication method. In addition to a poor choice of communication method, other barriers to effective communication include noise and other physical distractions, language problems, and failure to recognize nonverbal signals.