



ASSIGNMENT -3

TOPIC : COMMUNICATION  
AND SOFT SKILLS

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## 1) COMMUNICATION

Communication is the imparting or exchanging of information by speaking, writing or using some other medium

### PROCESS OF COMMUNICATION



### MEDIUM

Which transmitted information between a speaker or writer and an audience

### RECEIVER

A receiver is a person appointed as custodian of a person property, finances, general assets or business operations

## SENDER

A sender is someone who caused something to be sent to a recipient

## FEEDBACK

It is about information of reactions to a product, a person's performance of a task etc. Which is used as a basis of improvement

## EXAMPLE

The sender could deliver the message by speaking or recording to the receiver by face-to-face or by online or by record.

## ELEMENTS OF COMMUNICATION

### ① SENDER

A sender is someone who caused something to be sent to a recipient

### ② IDEAS

This may be an opinion, attitude, feelings, views, orders or suggestions.

### ③ ENCODING

Conversion of subject matter into symbols is the process of encoding.

### ④ COMMUNICATION CHANNEL

A person who is interested in communicating has to choose communication channel for sending the required information, ideas etc.

### ⑤ RECEIVER

A receiver is a person appointed as custodian of a person's property, finances, general assets or business operations.

### ⑥ DECODING

A person who receives the message from the communicator tries to convert it in such a way so that he may extract its meaning to his complete understanding.

### ⑦ FEEDBACK

Feedback is the process of ensuring that the receiver has received the message and understood it in the same sense as the sender meant it.