

AN
ASSIGNMENT
ON
COMMUNICATION AND
SOFT SKILLS
CCA-103

- 10) The message is received by the receiver.
- 11) Received message is decoded by the receiver so that the receiver can draw the meaning of the message.
- 12) The receiver sends his response to the sender. In case of any confusion, the same is conveyed and necessary clarification sought.

The elements of communication are as follows:

1. Sender:

He is the person who sends his ideas to another person. For example, if a manager wants to inform his subordinates about the introduction of a new product, he is the sender.

2. Message:

The idea, feeling, suggestion, guidelines, orders or any content which is intended to be communicated is message. For example,

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

Ans.

Communication is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings, etc. among the people to reach a common understanding.

Communication process consists of following steps:

- i) The sender formulates the message that he wants to convey to the receiver.
- ii) He encodes or translates his message. He may take the help of symbols, words, actions, diagrams, pictures, etc.
- iii) He selects an appropriate channel or medium through which the message is to be transmitted. It can be face to face communication, letters, radio, television, e-mail, etc.

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message is the introduction of new product.

3. Encoding:

It is the process of converting the idea, thinking or any other component of message into symbols, words, actions, diagrams etc. For example, message is converted in words 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 to face communication, letters, radio, television, e-mail etc. For example, manager inform about the introduction of a new product in a meeting through presentation.

5. Decoding:

It means translating the encoded message into language understandable by the receiver.

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6. Receiver:

He is the person to whom the message has been sent. For example, subscribers are receivers.

7. Feedback:

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. Examples
1) Disturbance in the telephone lines 2) An inattentive receiver 3) Improper decoding of message, etc.