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CCA-103: Communication & Soft Skills

Q No 1: → Elaborate the Process and elements of Communication in detail through suitable examples?

Ans: In the Process of Communication, at least two Persons are required: Sender and Receiver. The Process of Communication begins when a Sender wishes to convey some idea, facts, information or opinion to the receiver. The idea is conceived by the Sender and is put in such terms that can be conveyed. He decides the channel of communication and conveys the idea. The idea is received by the receiver, and after understanding the idea, action is taken according to the information or direction received from the source.

Process of Communication involves the following steps:

1. Sender is the person who conveys his thoughts, message or ideas to the receiver is known as the Sender. He is at the starting point of the communication system and represents the source of communication. e.g., in a classroom, a teacher is a sender.
2. Message → The subject matter of communication is termed as messages. It includes ideas, feelings,

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Suggestions, order, etc. which is sender wants to convey to the receiver.

3. Encoding → The process of converting messages into communication symbols, which may be understood by the receiver. It includes words, pictures, gestures, symbols, etc. Encoding translates the internal thought of the sender into a language which can be understandable.

4. Media → The path, channel or medium through which encoded message is transmitted to the receiver is known as media. It is the carrier of the message. It can be in written form, face to face, through telephone, letter, internet etc.

5. Receiver → The person who receives the message of the sender is known as the receiver.

E.g; Students are receiver in the classroom.

6. Feedback → In order to complete the process of communication, feedback is essential. The process of reversal of communication in which the receiver expresses his reaction to the sender of the message is known as feedback. Feedback ensures that the receiver has received and understood the message.