

**CSC - 103 COMMUNICATION & SOFT SKILL**  
**ASSIGNMENT**

Q1 Elaborate the process & element of communication in detail through suitable example.

ans: Communication is a process whereby information is enclosed in a package and is

channeled and imparted by a sender to a receiver via some medium. The receiver then

decodes the message and gives the sender a feedback. All forms of communication require

a sender, a message, and an intended recipient, however the receiver need not be present or

aware of the sender's intent to communicate at the time of communication in order for the

act of communication to occur. Communication requires that all parties have an area of

communicative commonality. There are auditory means, such as speech, song, and tone of

voice, and there are nonverbal means, such as body language, sign language, paralanguage,

touch, eye contact, through media, i.e., pictures, graphics and sound, and writing.

(<http://en.wikipedia.org/wiki/Communication>)

The elements of communication

Communication is a two-way process that results in a shared meaning or common

understanding between the sender and the receiver.

An understanding of how communication works can help us to understand and improve our

communication.

The basic communication model consists of five elements of communication: the sender,

the receiver, the message, the channel and feedback.

Sender

The sender plays the specific role of initiating communication. To communicate

effectively, the sender must use effective verbal as well as nonverbal techniques. Speaking

or writing clearly, organizing your points to make them easy to follow and understand,

maintaining eye contact, using proper grammar and giving accurate information are all

essential in the effectiveness of your message. You will lose your audience if it becomes

aware of obvious oversights on your part. The sender should have some understanding of

who the receiver is in order to modify the message to make it more relevant.

## Receiver

The receiver means the party to whom the sender transmits the message. A receiver can be one person or an entire audience of people. In the basic communication model, the receiver, is directly across from the speaker. The receiver can also communicate verbally and nonverbally. The best way to receive a message is to listen carefully, sitting up straight and making eye contact. Don't get distracted or try to do something else while you're listening. Nodding and smiling as you listen to the sender speak demonstrate that you understand the message.

## Communication skills

This competency means that the sender is able to express his ideas and reflections clearly, make contacts with people quickly and to maintain them, provide feedback, be tolerant to different customs and cultures. Communication competency means that the sender is able to look for, find and transfer different, information, coordinate all inner and outer

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information that reaches the organization.

## How to be a good communicator

- express own reflections and ideas clearly
- develop relationships
- provide feedback (answers, reacts)
- be open to others' feedback (accept others answer without prejudice, references etc.
- respect attitudes and opinions of others
- be tolerant to different customs and cultures
- Give full attention to people while they are talking to you.
- Encourage other people to talk, and ask appropriate questions.
- Present your ideas so that others are receptive to your point of view.
- Treat people fairly and let others know how you want to be treated.
- Value teamwork and know how to build cooperation and commitment.
- Strive to understand other people and to be empathetic.
- Be able to easily win people's trust and respect.
- Check to make sure you have understood what other people are trying to communicate.
- Follow through on your commitments.

- Be able to work with people you have difficulties with without becoming negative yourself.

## Intercultural communication:

Communication between people from different cultural groups is one of the most complex areas of human communication.

Culture are defined as the lifestyle of a group, and includes the values, beliefs, ways of behaving and communicating of that group. Culture is aquired or learnt – no one is born with a particular culture.

Some people eat grasshoppers, while others by insecticides to destroy them. Some people adorn their entire bodies with paint and decoration, while others spend a fortune painting just their faces. Some people speak English and others, Finnish. What is the reason for these differences? The answer is that peoples thoughts, feelings, beliefs, behaviour and goals are all moulded by what their culture consider appropriate.

Intercultural communication refers to communication between people who belong to

different cultures who thus have different values, beliefs, behaviours and ways to

communicating. Because shared or common meaning is essential for communication to

occur successfully, people from different cultures need to establish some common ground

and cultivate an open, positive attitude towards one another.

The importance of cultivating a sensitivity towards different rules and expectations of

people from other cultural groups cannot be overemphasised. The culturally aware person

will benefit not only from improved communication but also from bonds formed with

people from a wide range of backgrounds

Openness to the differences existing among people is a vital ingredient for successful

intercultural communication. An awareness of different values, attitudes and beliefs, must

be cultivated. Empathy by putting oneself in the other person's shoes enables a

communicator to see the world from another perspective. Active listening and recognition

that each person has an important role to play in the interaction are important in all

communication, but especially so when people from different cultures communicate.

Final tips:

- Pay attention to your body language, it can communicate more than you think.

- do not try to get too many messages across. People do not retain more than three

ideas from a presentation or a discussion.

- Use face-to-face communication as much as possible as people generally prefer that

type of communication.

- Be aware of the danger of misinterpretation or misunderstanding while

communicating in a multicultural environment.

- Effective communication is timely and open.

- Share the thinking not just the conclusion.

- If there are no bad news or issues, it does not mean there is nothing to communicate.

- Communication is a process not a product (information needs interaction).

( "Let us give you a hand in communicating effectively" ABB Lunmus Global B.V, The

Hague, The Netherlands).