

CCA-103 : COMMUNICATION & SOFT SKILLS

ASSIGNMENT

- 1). Elaborate the process & elements of Communication in detail through suitable examples.

Communication is the process of exchanging information, ideas, thoughts, feelings & emotions between two or more people. It is a two way process that involves both the sender & the receiver.

The process of communication consists of several elements, which includes:

* **Sender**: The person sending the message, who can be an individual, a group, or an organization.

* **Messenger**: The information being sent by the sender. This can be verbal, written or non-verbal communication.

* Channel: The medium used to send the message. This can be a telephone, email or other electronic means.

* Receiver: The person or the group receiving the message.

* Feedback: The response to the message from the receiver. This can be verbal, written, or non-verbal.

For - Example, if you wanted to communicate with a friend via email, the process would look something like this:

Sender: You

Message: Your email

Channel: Email

Receiver: Your friend

Feedback: Your friend's response to your email.

The same process applies to any type of communication, such as face-to-face conversations, telephone calls.

The outcome or effect of the receiver is the impact that the message has on the receiver identifying whether he or she has received & was able to comprehend the message. Effective communication occurs when the effect of the receiver has met the expectations of the sender. Addressing the measures that one can implement to improve his or her communication, it is significant to note that the speaker should focus on the impact of the conveyed message on the receiver. To ensure the ultimate result, one needs to study the needs of the audience & adapt the speaking style & communicational approach to the needs of the recipient. To illustrate, if a nursing professional aims to educate a patient suffering from acute bronchitis about the measures that would help him improve his condition, this specialist will need to reflect on the patient's

educational background. For instance, if the patient is a high school graduate & has no background in medicine, the nurse will strive to use only the general terms & simple language without the specific concepts implemented in health care. ④

Health care professionals should be concerned about the communicational process because the patient's outcomes depend on education to a large extent. Ultimately, health care is an integrative process including medication & lifestyle modification.



