

COMMUNICATION AND SOFT SKILLS

- 1) Elaborate the process and elements of communication in detail through suitable examples?

Communication is fundamental to the health and operation of an organization. The communication is a dynamic framework that describes how a message travels between a sender and receiver using various communication channels. Technology in the workspace has made the communication process more effective. There are seven essential processes in the key components of the communication process.

- Sender: sender is a person who gathers an idea to be delivered by the receiver. The concept of the message should consider, to whom? For what? What should the receiver do with the information?
- Encoding: the message should be presented in a coherent structure. To understand the receiver's communication style, know the receiver's knowledge about the topic, if he prefers detailed information, any additional resources to be provided, and any distractions.
- Message: the communication channel you use should organize your information in a way that enhances your point. The four main types of communication channels when making your decision:
 - a. Verbal: face-to-face, telephone, video conferences, presentations and visual media.
 - b. Non-verbal: eye contact, facial expressions, body language and dress code.

c. Written: emails, newsletters, press releases, text messages, social media posts, records, proposals and other business documents.

d. Visual: graphs, charts and drawings.

- Communication channel: the sender should select an appropriate medium for the message. This will depend on your relationship with the receiver, the purpose of your writing urgency of the message. Technology has made it faster to share important information. But still in businesses they use contract, legal documents etc. to safeguard the interests of an organization.
- Receiver: the receiver receives the message and will process the message according to the communication channel the sender uses. For example: the sender may communicate face-to-face. To be formal the sender may present the message during a board meeting.
- Decoding: the receiver then decodes the sender's message. In this stage, the receiver processes the information. This is one of the crucial stages in the communication process. If the receiver can successfully decode the message that implies the effectiveness of the communication process.
- Feedback: feedback is the most important step in the communication process. To improve your communication collect feedback, give the receiver an opportunity to ask questions, pick-up non-verbal cues to understand how the message has been received and try differently to achieve a better result.