

CCA-103: Communication & Soft Skills Assignment

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

The aim of communication is to transmit information from one person to another so that the sender and receiver understand the message in the same way. The responsibility for clear communication usually falls on the sender. But the receiver is also responsible to confirm a clear understanding of the message. Communication is a dynamic and cyclical process.

Breaking down the communication cycle into its parts is helpful to understand the responsibilities of both the sender and receiver of communication, as well as to identify communication barriers.

The 5 Step Communication Process are:

Step 1: Idea Formation – The communication process begins when the sender has an idea to be communicated. The idea will be influenced by complex factors surrounding the sender. The sender must begin by clarifying the idea and purpose. What exactly does the sender want to achieve? How is the message likely to be perceived? Knowing this information provides a higher chance of successful communication

Step 2: Message Encoding – The idea must be encoded into words, symbols, and gestures that will convey meaning. Because no two people interpret information in the exact same way, the sender must be careful to choose words, symbols and gestures that are commonly understood to reduce the chances of misunderstanding. Therefore, a sender must be aware of the receiver's communication skills, attitudes, skills, experiences, and culture to ensure clear communication.

Step 3: Message Transmission: Choosing the medium to transmit the message is the next step in the communication process. Messages can be transmitted in a verbal, written, or visual manner (see Table 1). For clear communication to occur, the medium and message must match

Step 4: Decoding – When the message reaches the receiver, the message must be decoded into its intended meaning. Therefore, the receiver must translate the words, symbols, and gestures as the sender intended. Because no two people interpret information in the exact same way, incorrectly decoding a message can lead to misunderstanding. Successful decoding is more likely when the receiver creates a receptive environment and ignores distractions. Alert receivers strive to understand both verbal and nonverbal cues, avoid prejudging the message, and expect to learn from the communication.

Step 5: Feedback – A vital part of the communication process is feedback. Feedback occurs the sender and receiver check to ensure the message was understood as intended. Feedback is a shared responsibility between the sender and the receiver and can be verbal or non-verbal. For example, the sender can elicit feedback by asking, "Do you have any questions?" The sender can also improve the feedback process by only providing as much information as the receiver can handle. Receivers

can encourage clear communication by providing clear, timely, descriptive, and non-judgmental feedback. For example, the receiver can shake his/her head up and down to confirm “yes” I have a question.

Elements of Communication:

- Sender- Who sends information
- Receiver- Who receives information
- Message- The piece of information to be shared or transmitted
- Medium- The channel or the way to share information
- Feedback- Reply or result (It can be positive or negative)