

CCA- 103 Communication and Soft Skills

Assignment

Q1. Elaborate the process and elements of communication in details through suitable examples.

Ans: Communication is fundamental to the health and operation of an organization. A clear communication process creates a space and platform for people to share ideas, information, facts and feelings. It improves the reliability and coordination of information. As a result, key stakeholders can make informed decisions quickly and efficiently. We define the communication process, identify its major components and explain how a communication process works with an example.

The communication process is a dynamic framework that describes how a message travels between a sender and receiver using various communication channels. Its goal is to ensure the receiver decodes the message correctly and can provide feedback with ease

and speed. This is especially important for larger organizations that need to notify people in different areas and time zones about an event, problem or change. Technology in the workplace has made the no longer communicated just through voice or writing; it also shared through audio, video, email and social media. A communication process streamlines the flow of information and takes advantage of multiple channels in the best way possible.

Communication process need good management to sustain them in the long-run. Leaders in the workplace establish the style, tone and function of communication. If you are in a position of authority, it is especially important that you model good communication.

Key Components of the Communication Process.

Here are seven essential components that makeup the communication process:

1. **Sender:** The person who conceptualized the idea and wants it delivered to the recipient.
2. **Encoding:** The way the information is described or translated into a message.

3. **Message:** The idea, fact or opinion that the sender wants to communicate.
4. **Communication channel:** The method of delivering the message.
5. **Receiver:** The target audience of the message.
6. **Decoding:** The interpretation of the message.
7. **Feedback:** The response or action a receiver takes after decoding a message.

Types of noise during the Communication process

Reducing 'noise' or distractions can significantly increase your chances of successfully communicating your point. It ensures your message does not get misinterpreted or ignored, and the receiver takes it seriously instead. To effectively eliminate noise, senders should consider the receiver's personal beliefs and their physical environment. Here are the four types of noise you need to eliminate for smooth communication:

1. **Psychological noise:** This type of noise interferes with communication between the sender and receiver because of personal barriers. Managing psychological noise is a sign of respect. It helps

build trust and encourages people to speak up
some examples of psychology noise are:

- Preconceived beliefs
- Biases and prejudice
- Stereotypes
- Sarcasm

2. **Physical noise:** Physical noise describes external distractions in your workplace. Noise from colleagues speaking loudly or listening to music exemplifies how our surroundings can hamper us from understanding or decoding a message.

3. **Environmental noise:** Environmental noise makes it difficult to hear or concentrate on a message, for example, noise from a construction site or passing traffic. Noise can affect our emotions and, therefore, the way we perceive a message. That is why it is important to keep distractions to a minimum.

4. **Semantic noise:** Semantic noise is interference on the sender's end. This could be because of technical issues or poor communication skills. To communicate a message clearly, it is important to

avoid jargon, abstract ideas and ambiguous language when writing. Similarly, speaking clearly in a relaxed and confident tone can communicate your point more effectively.

When choosing a technological channel of communication, it is best to check the file size of your attachment and the audio quality of your video before sending it to the receiver.

Example:

- **Verbal communication.** Verbal communication occurs when we engage in speaking with others.
- **Non-verbal communication.** What we do while we speak often says more than the actual words...
- **Written communication....**
- **Listening...**
- **Visual communication.**