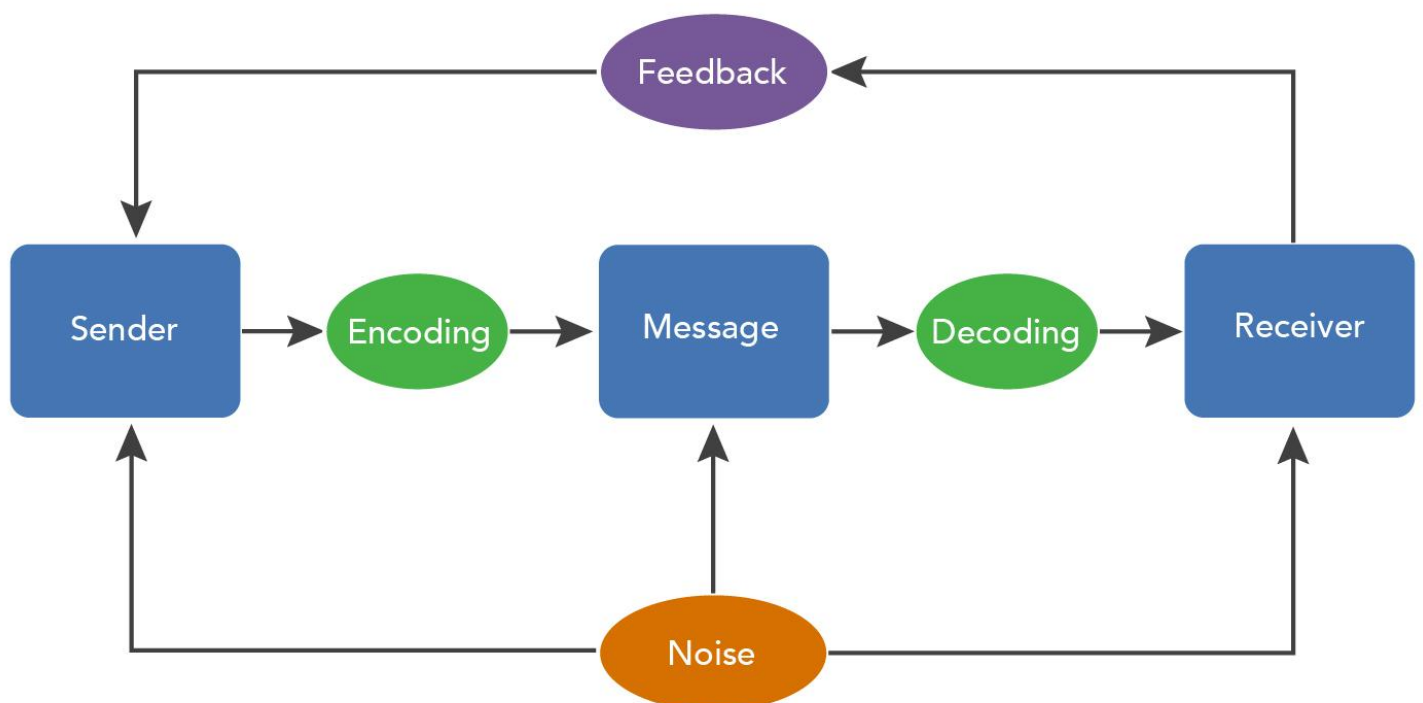


CCA-103: Communication & Soft Skills

Assignment-3

Ans1: Communication-Communication is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, Facts, feelings from one place, person or group to another. Communication is the key to the Directing function of management.



❖ **Types of communication is-**

- **Sender** -The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication
- **Encoding**-The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.
- **Message**- It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.
- **Decoding**-It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver
- **Receiver**: He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective

and acts according to the message, only then the purpose of communication is successful.

- **Feedback**-Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

- **Noise**- It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.