

CCA-103: Communication & Soft Skills

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

What is Communication Process?

Communication is the process of exchanging information between individuals, following a sender-receiver model. The sender initiates the communication by transmitting an idea, opinion, fact, or any other form of information to the receiver.

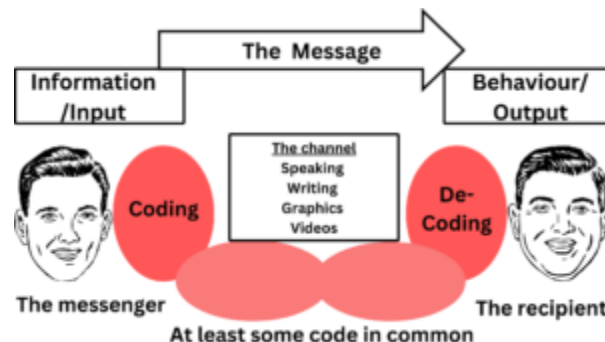
The receiver, in turn, responds by providing feedback on the received content and may also share their own ideas and opinions. This interactive exchange between the sender and receiver in communication enables both parties to understand and engage with each other's perspectives.

The communication process is a vital part of business communication. It ensures coordination, teamwork, and building relationships. Elements in the communication cycle include a sender, a receiver, a message, a channel, encoding, and decoding along with feedback, response, and noise.

In a company, sender and receiver communication can occur in:

- **Oral form:** business meetings, phone calls, face-to-face conversations, etc
- **Written form:** formal and informal business reports, short reports, emails, etc.

The sender and receiver communication may not necessarily involve only two parties. Two or more groups of people can be parts of the communication process.



Elements of the Communication Process

The basic elements of the communication cycle are as follows:

1) **Sender:** The sender is also known as the source of the information. They come first on the list of elements in communication. They share information which can be in various forms such as opinions, ideas, news, etc. with a person or group of persons.

The sender may be an individual person (sales representative or executive) or a non-personal entity such as the organization itself.

The elements of the sender in communication include:

1. **Intention:** The purpose or objective behind initiating communication.
2. **Knowledge:** Proficiency and knowledge of the sender in the subject matter.
3. **Attitudes and Beliefs:** Personal biases, values, and opinions that shape the communication of the sender.
4. **Communication Skills:** Verbal and written skills, active listening, and adaptability.
5. **Non-verbal Cues:** Body language, gesture, and tone of voice used by the sender.
6. **Emotional State:** The sender's emotions and their impact on communication.

7. **Cultural Background:** *Language, customs, and social norms influencing communication.*

8. **Perceptions and Assumptions:** *The sender's interpretations and assumptions about the receiver.*

These elements shape how the sender formulates and delivers their message, impacting effective communication.

2) Encoding: Encoding in the communication process refers to the means that the sender uses to communicate information. The sender uses words, pictures, symbols, etc. to put together thoughts and ideas in a way that would be easily understood by the receiver. The goal of the encoding process is to ensure a clear flow of information from sender to receiver.

3) Message: Once the encoding process is decided, the sender must develop the message that contains the information they wish to convey. The message may be written, symbolic, verbal, or non-verbal. It must be in a form that is transmittable for the appropriate channel in the communication process.

4) Channel: A channel is the means by which the sender communicates a message to the receiver. It is a form of communication that relies on a medium to deliver a message. For example, written communication is a channel of communication that relies on mediums such as letters, business reports, emails, etc. to convey information.

Channels in the communication process are divided into three broad categories:

1. Oral: *In oral communication, the sender directly interacts with the receiver in a face-to-face conversation. For example, a sales executive directly deals with customers. This allows the sender greater control over the interaction.*

=> Check out our detailed article on the merits and demerits of oral communication.

2. Written: *Messages are also transmitted in written format between sender and receiver. For example, letters, memos, business communication reports, emails, notices, manuals, etc.*

=> Check out our detailed article on the merits and demerits of written communication.

3. Audio/Video: *The audio channel involves video tapes, video conferences, video chats, etc.*

5) Receiver: The receiver acts as an essential element of communication, decoding the message. Simply put, the receiver is the intended party for the message. They can read, see, or hear the message, and can also actively participate in the communication process if the sender contacts them directly.

6) Decoding: Same as a sender encoding a message, the receiver must decode the message received. Decoding is the sixth element in the communication process that involves the receiver interpreting the message based on their individual backgrounds, experiences, and viewpoints

For effective communication, the encoding and decoding of the message must match. This refers to the receiver interpreting the message exactly how the sender intended.

7) Response: Once the receiver has seen, heard, or read the message, how they react to it makes up their response. The response of a receiver can vary from person to person.

A receiver may simply store the information in their memory or act immediately by replying or taking action. For example, a customer buys a product right after communicating with the salesperson.

8) Feedback: Feedback is one of the main components of the communication model. It is a form of reverse communication where the receiver encodes a message for the sender to decode.

In simple words, the receiver tells the sender how they interpreted the message and offer their own thoughts and ideas. Feedback in marketing can be in the form of personal communication, online customer reviews, ratings, etc.

Why is feedback important in communication?

- - Feedback allows the sender to collect information about the message from the receiver.
- - It completes the communication process as the sender and receiver interact with each other.
- - Depending on positive or negative feedback from the receiver is a good way to measure the effectiveness of communication and make future improvements.
- - Feedback helps in improving employee and management relations as it creates a congenial atmosphere in the workspace.

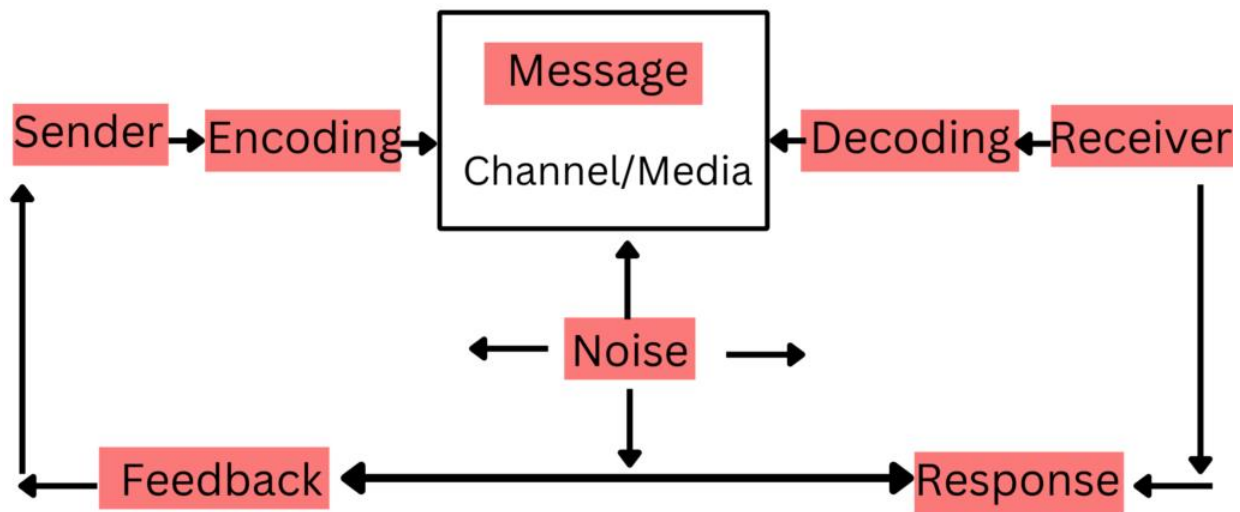
9) Noise: During the communication process, outside factors may distract or interfere with the reception of the message. This distortion of unplanned factors is referred to as the noise element of communication.

Noise can disrupt any and all elements of communication. For example, ineffective communication by an inexperienced sender can cause the message to be poorly interpreted by the receiver.

There are two types of noise:

1. **Channel Noise:** This covers mechanical failures, static, and technical problems such as the legibility of text, volume, etc.
2. **Semantic Noise:** This type of noise is related to problems in the message. Examples are grammatical errors, wrong punctuation, spelling mistakes, etc.

Example of elements of the communication with diagram



Example of how nine elements work in a communication process.

Importance of elements of communication

The elements of communication are fundamental components that collectively contribute to the success and effectiveness of the communication process. Each element fulfills a distinctive and crucial role in enabling the transfer of information among individuals or groups. Here is the importance of these elements:

1/ Effective Message Delivery: The clarity and accuracy of the message are essential for successful communication. The sender's ability to encode the message appropriately ensures that the intended information is conveyed clearly and without ambiguity to the receiver.

2/ Building Relationships: Effective communication establishes the cornerstone for building strong relationships, in both personal and professional environments. When messages are conveyed accurately and understood well, it fosters trust and mutual understanding between individuals or groups.

3/ Feedback and Confirmation: Feedback from the receiver allows the sender to confirm whether the message was received and understood as intended. It helps in identifying any misunderstandings and provides an opportunity for clarification and improvement.

4/ Problem-Solving: Clear communication facilitates problem-solving by ensuring that instructions, suggestions, or ideas are effectively transmitted and comprehended, leading to better outcomes.

5/ Enhancing Collaboration: Proper communication enhances collaboration and teamwork. When messages are delivered effectively, it promotes open communication and encourages individuals to share ideas, opinions, and feedback.