

CCA-103 : Communication and Soft Skills

Assignment

1. Elaborate the process and elements of communication in detail through suitable examples.

Ans: Seven elements that are essential to successful communication.

1) Sender : The sender is the person who is trying to ~~communication~~ communicate a message. The sender wants the other person to receive and understand his/her message. The intent of the message is usually to get the other person to do or understand something.

2) Receiver : The receiver is the recipient of the message and must translate the words into thoughts, process the thoughts, and determine how to respond to the sender. The challenge is that since the receiver's education and experience may be very different from the sender, words often have different meanings.

3) Message: While you may carefully choose the word to speak, words alone represent a small percentage of what is received by the other person. In fact, according to the literature, words carry the least value in the message.

Hence, what is said is not nearly as communicative as body language and voice inflection. Even when no words are spoken, communication is taking place. If a person frowns, does not make eye contact, or looks at his/her watch a message is being sent and it may not be the intended message.

4) Channel: Channel is a medium used by a sender to send the message to the receiver. This may be in person, via telephone, e-mail, text message, written correspondence or a third-party. An important point to remember is that when communication is only verbal the most important element of communication body language is left out. If the communication is written, then both body language and voice inflection are left out.

5. Noise : Noise refers to interference that takes place during the communication process. Both the sender and receiver may be distracted by noise. Noise may come from internal or external sources.

When encountering a noise, take steps to reduce the distraction. If the noise is internal, take some time to refocus. Taking several deep breathes can help. Excusing yourself to get a drink of water may be the mental break needed to clear the mind.

6) Feedback: Feedback is the process of determining if the message has been properly received. This can be initiated by the sender or receiver. The sender, for example, may ask the receiver to repeat the message to confirm that the message was received as ~~intended~~ intended. On the other hand, a good listener will provide feedback to confirm that he/she correctly received the message.

7) Context: Context is another way of taking into consideration the setting. Example of context include:

- What is going through the other person's mind when you show up? Did they just have a blow-up with an employee or customer?
- What is the environment like? Is it noisy? Are there customers standard around?
- What cultural factors should be considered?

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