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Course Name : Communication and
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CCA-103: Communication and Life Skills: Assignment - 3:

Q no 1: Elaborate the process & elements of communication in detail through suitable examples.

Ans: The elements involved in the communication process are explained below in detail:

- Sender: The sender or the communication generates the message and conveys it to the receiver. He is the source and the one who starts the communication.
- Message: It is the idea, information, views, facts, feelings, etc. that is intended to be communicated further.
- 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.
- Media: It is the term media, which is the plural of medium & refers to the communication channels through which we disseminate news, music, movies, education, promotional messages and other data. It includes physical and online, newspapers and magazines, television, radio, billboards, telephone, the Internet and fax.
- 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.

Example: bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate advice.

