

### ASSIGNMENT 3

#### CCA-103: Communication & Soft Skills

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

Ans.            Communication process

The communication process refers to the way of sharing information verbally or non- verbal between the sender and receiver. Verbal communication means communication through spoken words.

Non-verbal communication refers to non-verbal cues such as tone of voice, facial expression, movement, body language, eye contact non verbal communication and so more. Communication means covering the message via written text, speech, signals, visual, or audience through communication elements.

#### Communication elements

Communication element refers to essential tools of communication on which the communication process is conducted. Elements of communication initiate and regulate entire cycle of sharing information between the sender and receiver. Therefore, communication elements are essential and interconnected part of the communication process. The nine elements of communication are essential tools or components for effective communication between sender and receiver. Communication elements are known as the components of communication.

The nine elements of communication are:

1. Context
2. Sender
3. Encoder
4. Message
5. Channel
6. Decoder
7. Receiver
8. Feedback
9. Noise

#### 1. Context Communication:

Context refers to the environment of communication in which the interaction happens or takes places.

Communication context is the prime element of every communication process that controls the communication process among sender and receiver. The most common five communication contexts are intrapersonal, interpersonal, group, public, and mass communication settings. Additionally, this context

may be physical, historical, psychological, social, chronology, or cultural. For example, you may feel comfortable sharing your personal information with close friends rather than colleagues. You will not speak to an unknown person as you talk to your wife. So the context of communication sets the environment of the communication process.

Example of context in communication are: Ela is talking to her husband informally, so she feels very comfortable. Therefore, the social context has been designed from this communication process. It is also interpersonal context as they communicate face to face.

## 2. Sender in communication:

A sender is a person who sends the message to the receiver. The sender is also known as the encoder of the message. The sender initiates the communication process and starts the procedure by sending a message or information. Therefore, the sender is a significant element of the communication process. A sender makes and uses symbols (words or graphics or visual aids) to convey the message and produce the required response. Therefore, a sender is a speaker, writer, or person who provides the information to share opinions, ideas and messages.

Example of Sender in communication:

For example, Ela is the sender and encoder who sends messages to communicate with her husband. The sender is the person who sends the message to share with others. So, Ela is the sender also an element of the communication process.

## 3. Encoding of sender in communication:

Encoding means transforming abstract opinions and ideas into symbols such as words, pictures, signs, and marks. A symbol might represent or indicate opinions, statements and actions. In contrast, decoding is the process of transforming the symbol into an idea or thought. Encoding is the process of transforming the subject into symbols. The encoding process is related to the sender and receiver.

Example of encoding in communication:

For example, Ela has converted his thought into words to convey the message to her husband called encoding. Here, converting thought into words is the process of encoding. Words serve as the spoken communication symbol. She called her and uttered some words to share an opinion as well as send the message.

## 4. Message in communication:

The message refers to the information, ideas, feelings, opinion, thought, attitude and view that the sender wants to deliver to the receiver. The message seems like a key element of any communication process. Any communication conveys the message, also known as sharing ideas, opinions, thoughts, and information. Always, the sender wants to convey the message to communication with receiver. So, sender need to ensure that the main objective of the message is clear and understandable.

Message may convey through verbal and nonverbal cues. Verbal cues are the spoken language of the speaker, for instance, spoken words.

Example of message in communication:

For example, Ela was speaking to convey a message that indicates verbal communication. She also showed her angry face to her son to reduce the volume of TV called non verbal communication. In this regard, spoken words and facial expressions are examples of messages in communication. The most common examples of message in the communication process are spoken words, written words, facial expression, eye contact, phone call video, email and text messages.

5.Channel in Communication:

Channel is the way or tool of transmitting the message. It is also known as a medium in communication that conveys the message from sender to receiver. Communication use different channels to communicate in distinct context of communication. In face to face communication, the sender's senses, such as hearing, seeing, smelling, touching and tasting are the channel of transmitting the information. It is also one of the crucial elements of the communication process.

On the other hand, organizations use Television, Newspaper, Radio as a channel to disseminate information. People use the computer and mobile phone to communicate with a person who lives far away from each other.

Example of Channel in communication:

For example, Ela has transmitted the message through a smartphone, so the smartphone is the channel of the communication process. She uses technology to convey messages; therefore, it is called mediated communication. The most common example of communication channel is TV, Radio, Newspaper, Social media and the five human senses. For instance, Global Assistant is a renowned education consultancy firm in Asia that communicates with potential customers via official websites and social media platforms. So, the websites and social media sites are channels of communication.

6.Decoding in Communication:

Decoding is “ the process of” translating an encoded symbol into the ordinary understandable language in contrast to the encoder. In this process, the receiver converts the symbols into thoughts received from the sender. Decoding is the opposite process of encoding to get the meaning of the message.

Example of Channel in communication:

For example, Ela has transformed his thought into words to convey the message to her husband called encoding. At the same time, her husband converts those words into thought to understand the message that is the process of decoding.

7.Receiver in communication:

A receiver is a person for whom the message is targeted in contrast to the sender. Therefore, the receiver is the audience of the communication process that decodes the message to perceive the meaning. The sender surely sends a message aimed at the receiver. Receivers can be one person or a group of people or a big amount of population. The degree to which the decoder understands the message depends on various factors such as knowledge of recipients, their responsiveness to the message and the reliance of the encoder on the decoder.

Example of Receiver in communication:

For example, Ela has sent the message targeted at her husband to whom she wants to communicate. Hence, her husband is the receiver in this context of communication.

8.Feedback in Communication:

Feedback in communication refers to the response of the receiver or audience. It is one of the main elements of the effective communication process that differentiates the communication models into linear and transactional. Feedback is an investable component of the transactional model. It also helps the sender in confirming the correct interpretation of the message by the decoder. Feedback may be verbal (through words) or no verbal (in the form of smiles, sighs, etc.). It may take written form also in the form of memos, reports, etc. Feedback is also one of the important elements of the transactional communication process.

9.Noise in communication:

It may refer to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, inattentive receiver, poor understanding of message due to prejudice or appropriate gestures, etc.

