

CCA-103: Communication & Soft Skills Assignment

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

Communication process as such must be considered a continuous and dynamic interaction, both affecting and being affected by many variables.

(1) Sender:

The person intends to convey the message with intention of passing information and ideas to others is known as sender or communicator.

(2) Ideas:

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.

(3) Encoding

Since the subject matter of communication is theoretical and intangible, its further

passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into ~~these~~ these symbols is the process of encoding.

(4) Communication channel:

The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

(5) Receiver:

Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the possible manner in achieving the desired objectives.

(6) Decoding:

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

(7) Feedback:

Feedback is the process of ensuring that the receiver has received the

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message and understood in the same
sense as sender meant it.