

COMMUNICATION AND SOFT SKILLS

The elements and process of communication

1. **Sender:** The Sender or the communicator is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.
2. **Encoding:** The Sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures etc. to translate the information into the message. The Sender's knowledge, skills, perception, background, competencies etc. has a great impact on the success of the message.
3. **Message:**

Once the encoding is finished, the Sender gets the message that he intends to convey. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, signs, sounds etc. or any other signal that triggers the response of a receiver.
4. **Communication channel:**

The Sender chooses the medium through which he wants to convey his message effectively and correctly interpreted by the recipient. The choice of medium depends on the interpersonal relationship between the Sender and the receiver and also on the urgency of the message being sent. Oral, visual, written, sound, gesture, etc. are some of the commonly used communication mediums.

6) Receiver:

The receiver is the person for whom the message is intended or targeted. He tries to comprehend it in the best possible manner such that the communication objective is attained. The degree to which the receiver decodes the message depends on his knowledge of the subject matter, experience, trust in the message and relationship with the sender.

6. Decoding:

Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.

7. Feed Back:

The feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.