

# **ASSIGNMENT – 3**

**CCA-103**

**COMMUNICATION & SOFT SKILLS**

BY

KONETI PRASANTHI

## **Declaration**

I Koneti Prasanthi **Registration no: CCA/2021/86101 (CSC id – 272443730011)** hereby declare that the assignment submitted on the entitled “**CCA-103: Communication & Soft Skills**” is a bonfires work done by me.

### Question: 01

Q Elaborate the process and elements of communication in details through suitable examples?

Answer:- The communication process is a dynamic framework that describes how a message travel between a sender and receiver using various communication channels its goal is to ensure the receiver decodes the message correctly and can provide feedback with ease and speed. This is especially important for larger organization that need to notify people in different areas and time zone about an event, problem or change.

Communication process need good management to sustain them in the long run leaders in the work place establish the style, tone and function of communication. If you are in the position of authority it is especially important that you model good communication.

Process of Communication:- The process of communication refers to the transmission or passage of information or message from the sender through a selected channel to the receiver overcoming barriers that affect its pace.



The process of communication is a cyclic one as it begins with the sender and ends with the sender in the form of feedback. It takes place upward, downward, and laterally throughout the organization.

### Key Components of Communication process :-

Here are several seven essential components that make up the communication process:

1. Sender :- The person who conceptualised the idea and wants it delivered to the recipient.
2. Encoding :- The way the information is described or translated into a message.
3. Message :- The idea, fact or opinion that the sender wants to communicate.
4. Communication channel :- The method of delivering the message.
5. Receiver :- The target audience of the message.
6. Decoding :- The interpretation of the message.
7. Feedback :- The response or action a receiver takes after decoding a message.



### Example for Communication process :-

Priya is a sales manager who wants to request a large department-wide budget for the next fiscal year to get her budget approved. She needs to go through the proper communication process. She takes the following steps.

Step:1 ⇒ Priya needs to develop her budget idea before she can send it out.

⇒ Priya identifies the key stakeholders that need to approve her budget. They include the CEO and investors of the company.

⇒ Next, she outlines key information she needs to share to convince her boss about her message.

⇒ She needs the extra funds to remain competitive.

⇒ The additional budget will ensure a strong return on investment.

Step:2 Priya encodes the message.

Priya knows the receiver of the message, the CEO very well. He prefers information that relates to the big-picture organizational goals. Her boss is also a very big man, therefore she needs to be distracted by other



Schedule a suitable time where he will not be distracted by other operational matters. To convince him of the information of her budget request. She needs to provide him with valid statistical data.

Step:3 Priya need to select the channel of communication that she will use.

Priya decides that the best way to get her budget approved is via face to face presentation.

Step:4 Priya's message travel over the channel of communication and priya delivers her presentation at the company's monthly board meeting.

Step:5 Priya's CEO receives her budget request during their meeting.

Step:6 Priya's CEO decodes the message.

The executives on the board ask her questions about her additional budget request. They review her statistical and discuss her presentation amongst themselves.

Step:7 Priya's CEO provide feedback.



After the presentation, Priya looks over the comments made and think about how she can use their input in future budget proposals.

### Elements of Communication :-

There are seven elements that are essential to successful communication.

1. Sender :- The sender is the person who is trying to communicate a message. The sender want 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.

Unfortunately in the transference of information, the other person may not understand the message the way the sender intended. In fact, it is not uncommon for the other persons to respond in some affirmative manner.

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 receivers education and experience may be very different from the sender words often have different meaning.

3. Message :- While you may carefully choose the words to speak word 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 shows, does not make eye contact or look at his/her watch or message is being sent and it may not be the intended message.

Consequently, it makes sense to pay attention to body language and voice inflection. This takes more than casual watching and listening. It takes our full attention to be most effective. An effective message includes congruency meaning and emotion.



4. Channel :- Channel is the medium used by the sender to send the message to the receiver. This may be in process via - Telephone, e-mail, text message, written correspondence or third party.

Therefore, depending on the nature of the message to be sent a sender will want to consider which medium to use more critical message may require face-to-face meetings while less critical message may be approximately sent via a verbal or written message.

5. Noise :- Noise is 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.

If the noise is external, then try to find a quieter location for the meeting. If necessary consider rescheduling the meeting for a time when there are fewer distractions.



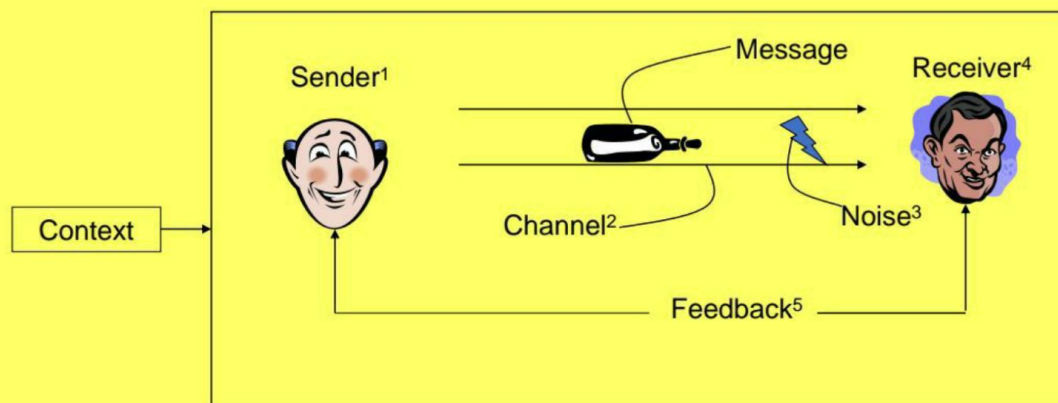
6. Feedback:- Feedback is the process of determining if the message has been properly received. This can be initiated by the sender or receiver. The sender, for example, may ask the receiver to repeat the message to confirm that the message was received as intended. On the other hand, a good listener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

7. Context:- Context is another way to 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 standing around?
- What was the nature of the last contact and how did that go?
- What cultural factor should be considered?
- Are there notes or helpful information from the person who took initial call?



### Communication Process Diagram Example



1 – The sender must decide and articulate the message he/she wants to send.

2 – The sender must decide what is the best channel through which to send the message, such as written, verbal, and face-to-face.

3 – The message is often degraded due to sound, internal and/or external.

4 – Did the receiver interpret the message as the sender intended?

5 – The sender and/or receiver will not know for certain that the message was received as intended without feedback. Either party may initiate the feedback process. Examples include summarizing or paraphrasing the message.