

CCA -103: communication & Soft Skill

Assignment

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

- communication is a continuous process that mainly involves three elements viz. Sender, message and receiver. The elements involved in the communication process,

1. Sender - The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication.

2. Message - It is the idea, information, view, fact, feeling etc. that is generated by the sender and is then intended to be communicated further.

3. 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.
4. Media - It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post; fax, e-mail etc. The choice of medium is decided by the sender.
5. Decoding - It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.
6. Receiver - He is the person who is last in the chain and for whom the message was sent by the sender. After once the receiver the message and understand it in proper perspective and acts according to the message only then the purpose of communication is successful.

7. Feedback - Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

8. Noise - It refers to any obstruction that is caused by the sender, message or receiver during the encoding-decoding process of communication, for ex. bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures etc.