

**CERTIFICATE IN COMPUTER
APPLICATION {CCA}**

**CCA - 103 COMMUNICATIONS AND SOFT
SKILLS**

ASSIGNMENT

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1. Q: Elaborate the process and elements of Communication in detail through suitable examples.

Ans → Element of Communication :-

Sender :-

Who sends information.

Message :-

The piece of information to be shared or share information transmitted.

Receiver :-

Who receives information

Medium :-

The channel or the way to share information.

Feedback :-

Reply or result (It can be positive or negative).

Process of Communication :-

MEDIUM

RECEIVER

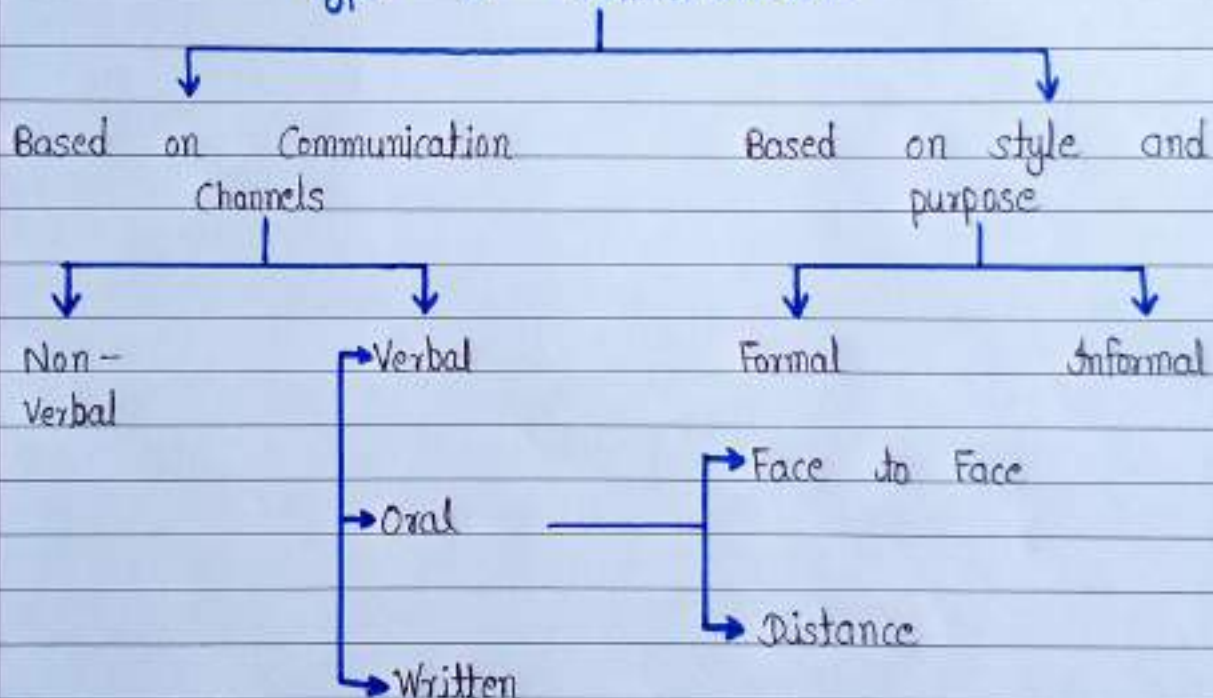
BARRIERS

SENDER

FEEDBACK

Studies tell 70% of mistakes in the workplace are a direct result of poor communication.....

Type of Communication



Forms of Communication :-

Formal

Downward Communication
Upward Communication
Horizontal Communication

Informal

Graping
Casual
Gathering
Lunch Time
Gathering

Formal Communication :-

Downward Communication : It involves the transfer of information, instruction, advice, request, feedback and ideas to subordinate staff.

Upward Communication : Communication from subordinate to superiors. Its main purpose is to provide feedback on several areas of organizational functioning.

Horizontal or lateral Communication : It takes place between professional peer or group of people working on the same level of hierarchy.

Formal Vs Informal Communication :-

Formal	Informal
1. Purely practical Motives	1. Artistic, aesthetic aim
2. Involve intellect	2. Can be an affair of heart
3. Precise and direct	3. Inflated and roundabout
4. Always impersonal	4. Can be personal
5. Deals with facts	5. Deals with emotions & fancy

E.g.:- Report, proposal, novel etc.

Human Communication takes place at various levels :-

- Extrapersonal level
- Intrapersonal level
- Interpersonal level
- Mass level
- Organizational level

- Extrapersonal level : Communication between human being and non-human entities.

For eg:- Your pet dogs come to you wagging its tail.

- Intrapersonal level: Within the individual

For e.g:- You come home annoyed after a meeting with your boss.

- Interpersonal level: Sharing of information among two or more people.

- Organization level: It takes place at different hierarchical levels.

This can be divided into :-

- a) Internal b) External

- Mass level : Communication that reaches the audience scattered over a wide geographical area. It is largely impersonal as participants are unknown to each other. It requires a mediator to transform information.
For e.g:- Journals, books, Television, Newspaper.

In an organization, communication flows in different directions, which are as follows.-

- Vertical :-
 - a) Downward
 - b) Upward
- Lateral / Horizontal
- Diagonal / Spiral

Downward Flow of Communication :-

Communication that flows from a higher level in an organization to a lower level is a downward communication.

- Example :-
- Providing feedback on employees performance.
 - Giving Job instructions.
 - Orientation Programmes.
 - Organizational publications, circulars etc.

Figure :-

The flow of vertical communication :-



Upward flow of Communication :-

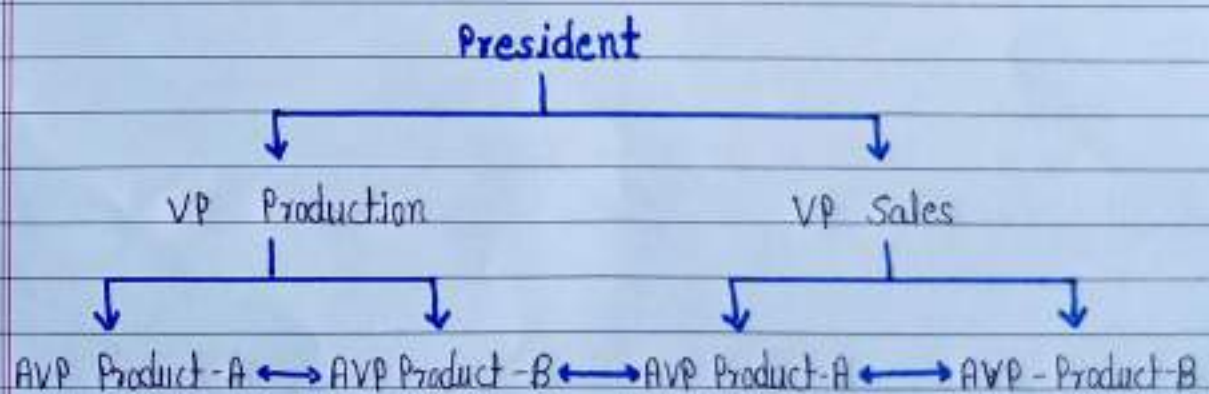
Communication that flows from junior level to a higher level in an organization is called upward Communication. Example:-

- Grievance System
- Complaint and Suggestion Box
- Job Satisfaction surveys.

Lateral / Horizontal flow of Communication :-

Communication that takes place at same levels of hierarchy in an organization is called lateral communication, i.e. :- Communication between peers, between managers at same levels.

- Example :-
- Feedback
 - Suggestions and advice
 - Email etc.



Diagonal flow of Communication :-

Communication that takes place between a manager (senior) of one

department with the employees (Junior) of another department is called diagonal communication. It generally does not appear on organizational chart. For instance - To design a training module a training manager interacts with an operations personnel to enquire about the way they perform their task.

Diagonal Communication :-

