

CERTIFICATE IN COMPUTER
APPLICATION(CCA)

CCA -103 ASSIGNMENT

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DATE :- 16/7/2021

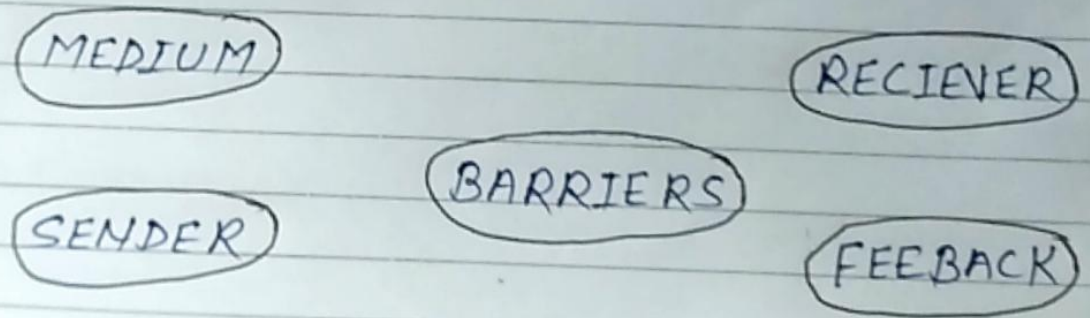
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Q. Elaborate the process and elements of communication in detail through suitable examples.

Ans → element of communication: -

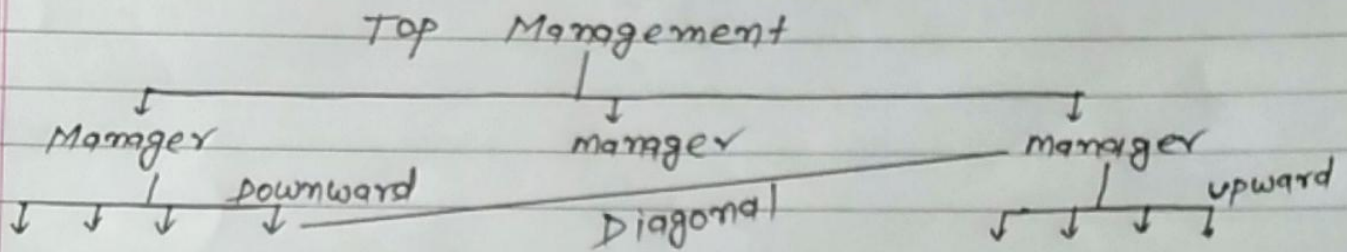
- * **Sender** : -
Who sends information
- * **Message** : -
The piece of information to be shared or share information transmitted
- * **Receiver** : -
Who receives information
- * **Medium** : -
The channel or the way to share information.
- * **Feedback** : -
Reply or result (It can be positive or Negative)

→ process of communication: -



department with the employees (Junior) of other department is called diagonal communication. It generally does not appear on organization chart. A training manager interacts with an operations personnel to enquire about the way they perform their tasks.

Diagonal Communication: —



upward flow of communication: —

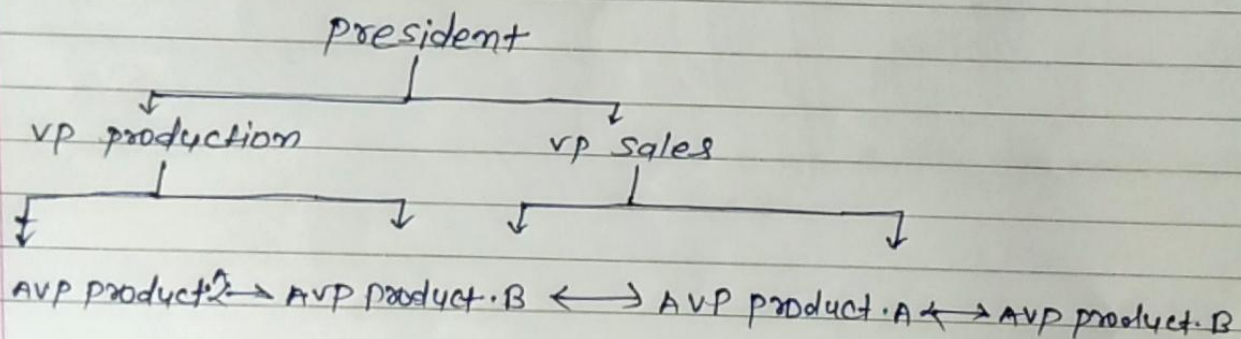
communication that flows from junior level to a higher level in an organization is called upward communication

- Example: —
- Grievance system
 - Complaint and Suggestion Box
 - Job Satisfaction surveys

Lateral / Horizontal Flow of communication: —

communication that takes place at same level of hierarchy in an organization is called lateral communication i.e. communication between peers between managers at same level

- Example: —
- Feedback
 - suggestions and advice
 - Enqj etc



Diagonal flow of communication: —

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

* Mass level:— 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.

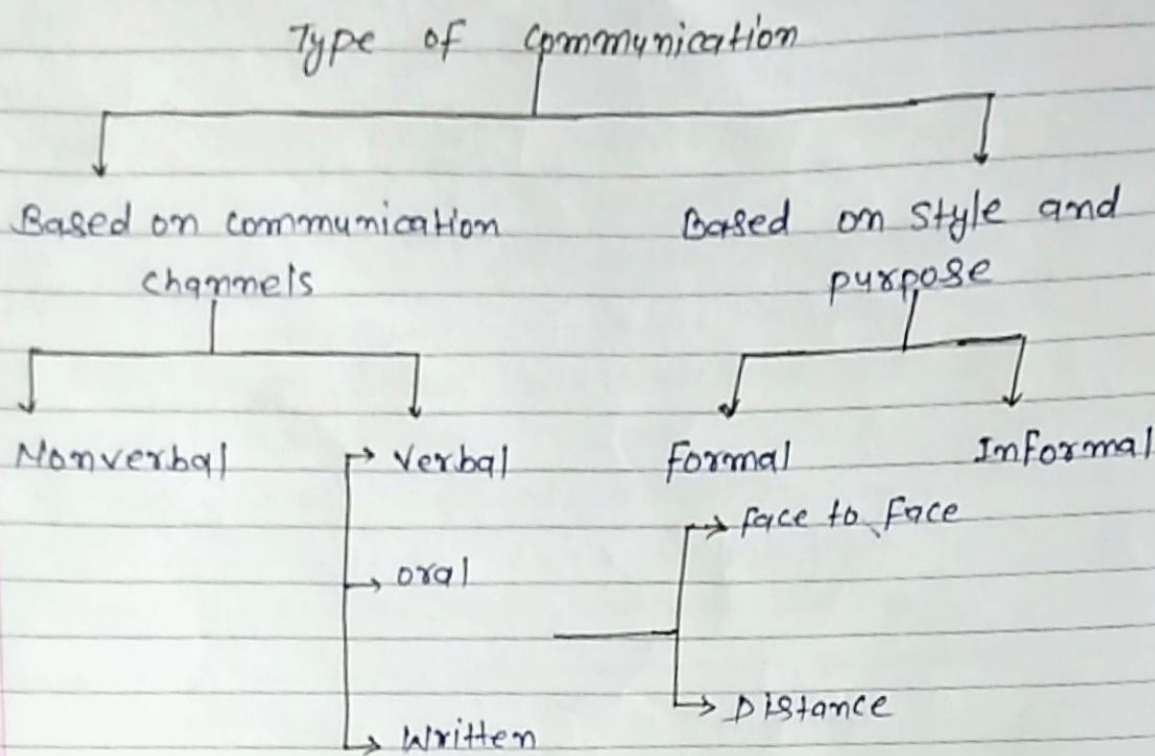
Example:—

- providing feedback on employees performance
- giving job instructions
- orientation programs
- organization publications, circulars etc.

Figure:—

The flow of vertical communication:—

Studies tell 80% of mistakes in workplace are a direct result of past communication. - - - -



Forms of communication: -

Formal

Downward communication
Upward communication
Horizontal communication

Informal

Grassroots
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 organization 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
② Involve intellect	② can be an affair
③ precise and direct	③ Infated and roundedout
④ Deals with facts	④ Deals with emotions & fancy
⑤ Always impersonal	⑤ can be personal

Eg :- Report, proposal, novel, etc

E.g :- poetry, novel, short, story, etc.

Human communication takes place to various levels :-

- Extrapersonal level
- Intrapersonal level
- Interpersonal level
- Mass level
- organizational level

* Extrapersonal level :- communication between being and non-human entities.

For e.g :- your pet dog comes to you wagging its tail.

* Intrapersonal level :- within the individual

For e.g :- you come home ~~and~~ 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