

CCA – 103: communication & soft skills

Assignment

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

i) Communications Process

- Sender. The sender or the communicator generates the message and conveys it to the receiver
- Message. It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.
- Encoding
- Media.
- Decoding.
- Receiver.
- Feedback.
- Noise.

ii) Elaborate the Elements:

The communication process involves understanding, sharing, and meaning, and it consists of eight essential elements: **source, message, channel, receiver, feedback, environment, context, and interference.**

a) Suitable examples:

Effective communication is a process of **exchanging ideas, thoughts, knowledge and information** such that the purpose or intention is fulfilled in the best possible manner. In simple words, it is nothing but the presentation of views by the sender in a way best understood by the receiver.