

# CCA-103: Communication & Soft Skills Assignment

## **Elements of Communication Process:**

Communication process involves elements like sender, receiver, encoding, decoding, channel/ media, voice and feedback. These elements are explained below:

## **The different elements of communication are as under:**

### 1. Sender:

He is the person who sends his ideas to another person. For example, if a manager wants to inform his subordinates about the introduction of a new product, he is the sender.

### 2. Message:

The idea, feeling, suggestion, guidelines, orders or any content which is intended to be communicated is message. For example, message is the introduction of new product.

### 3. Encoding:

It is the process of converting the idea, thinking or any other component of message into symbols, words, actions, diagram etc. For example, message is connected in words and actions.

### 4. Media:

It is the medium, passage or route through which encoded message is passed by the sender to the receiver. There can be various forms of media-face to face communication, letters, radio, television, e-mail etc. For example manager inform about the introduction of a new product in a meeting through presentation.

### 5. Decoding:

It means translating the encoded message into language understandable by the receiver.

#### 6. Receiver:

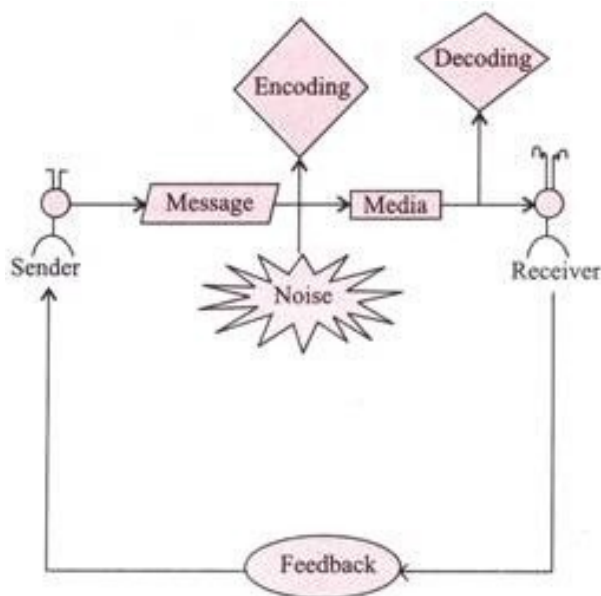
He is the person to whom the message has been sent. For example, subordinates are receivers.

#### 7. Feedback:

It is the response by the receiver. It marks the completion of the communication process.

#### 8. Noise:

It is the hindrance in the process of communication. It can take place at any step in the entire process. It reduces the accuracy of communication e.g. 1) Disturbance in the telephone lines, 2) An inattentive receiver 3) Improper Decoding of Message etc.



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Communication process consists of following steps:

(i) The sender formulates the message that he wants to convey to the receiver.

(ii) He encodes or translates his message. He may take the help of symbols, words, actions, diagrams, pictures etc.

(iii) He selects an appropriate channel or medium through which the message is to be transmitted. It can be face to face communication, letters, radio, television, e-mail etc.

(iv) The message is received by the receiver.

(v) Received message is decoded by the receiver so that the receiver can draw the meaning of the message.

(vi) The receiver sends his response to the sender. In case of any confusion, the same is conveyed and necessary clarification sought.

Importance of Communication:

Communication is to the organization as blood is to the body. The success of all the functions of management depends upon the effective communication.