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Course Name. Communication and
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CCA-103: Communication and Soft Skills

(Assignment - 3)

Q No 1: Elaborate the process & elements of communication in detail through suitable examples.

Ans: The elements involved in communication process are explained below in details:

⇒ Sending:

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

⇒ Message:

It is the idea, information, view, fact, feelings etc. that is generated by sender and is then included to the communication further.

⇒ 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.

⇒ Media:

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writings.

The medium of communication includes telephones, internet, post, fax, e-mail etc. The choice of medium is decided by the sender.

⇒ Decoding:

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

⇒ Receiver:

He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and gets according to the message, only then the purpose of communication is successful.

⇒ Feedback:

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

⇒ Noise:

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication, ~~faulty encoding~~

E.g.: Bad telephone connection.

