

## **CCA-103: Communication & Soft Skills**

### **Assignment**

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

**Ans: Process of communication:** Communication process consist 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.

**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. For example:

- 1) Disturbance in the telephone lines,
- 2) An inattentive receiver
- 3) Improper Decoding of Message etc.

