

# CCA-103: Communication & Soft Skills

## Assignment

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

### **7 Elements of Communication Process with Examples**

The communication Process plays a vital role in every stage of life. Either it is personal or professional, by understanding effective elements of the communication process we can minimize the communication gap. There is a total of 7 components here.

**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.

### **Process of Communication**

**SENDER:** The sender is basically the entity that wants to initiate the process of information sharing via using appropriate and understandable means of communication.

The sender always starts the communication process by forming the idea, feelings and intentions that will be transferred.

A sender is a person who encodes and sends the effective message to the relevant receiver through appropriate channels.

A sender is the main source of the communication process who generates the message for the receiver after appropriate sources from the front. The sender of the message in the communication process makes it successful on the basis of two major factors such as communicator attitude.

Communicator attitude has a direct impact on the receiver of his message. The communicator should always keep his mood in relax which effectively and directly communicated the message to the receiver. The second major factor that makes communication successful, communicator selection symbols that are used by him for communicating the message.

**ENCODING:** Encoding is a process with which the concerned aspect or subject matters in converted into communication symbols and language that is understandable by the other party.

In the communication process, the sender of the message starts with the encoding process and under this process, he used various types of written words and non-verbal methods such as symbols, signs, body language and body gestures to convert the business through the communication process into a meaningful and understandable message. In the encoding process the sender skills, knowledge, ideas, thoughts, background and competencies have a great effect on the communication of the business message to receivers.

**MESSAGE:** The message is the main content of communication which consists of verbal, non-verbal or symbolic language. In the communication process, some various personal factors of sender and receiver may sometimes distort this element of communication is not obtained. Message in the communication process has some effective and some quick results for sender and receiver.

Message is the main body of the communication process. It is considered incomplete without a message. The message of the communication process is written in symbolic form, signs, words, written form and gestures. So, the message is actually a descriptive or symbolic form of the subject matter that the sender wants the other party to understand.

**RECEIVER:** A receiver motivates the sender to share information such as sound, ideas, sensation and emotion etc that may initiate communication. In the communication process receive is a person or group who decodes the messages sent by the sender. The receiver is known as a decoder. He received the message and converts it into

meaningful words and also make it understandable for the reader. He has complete skills for decoding of the message.

He has accurate communication skills for effective and easy communication of the messages. The receiver has more brilliant verbal and non-verbal skills for decoding of the messages.

For example: Seeing a patient in trouble of breathing here nurse is a receiver who initiate communication or patient.

**DECODING:** The receiver receives the message and then tries to understand it in the best possible manners through the reader of message easily and understands it. In the decoding process, the receiver decodes the actual subject matter that the sender wants the receiver to know or have knowledge about.

The success of the communication process depends on when the receiver exactly receives the message in the same way in which the sender wants to send to the receivers.

**FEEDBACK:** The feedback is the final step of the communication process which ensured that the receiver has received the message that the sender has sent to him. Its return message sends by the receiver to the sender. Its most important element of communication show that the receiver has received the message and understand.

## **Elements of Communication**

**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.