

CCA-103:Communication & soft skills

Assignment

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

Answer: Communication is a Latin word which means ‘to share’. It is the sharing of information between different individuals. It includes the sharing of ideas, concepts, imaginations, behaviours and written content. Communication is simply defined as the transfer of information from one place to another. This transfer of information can be conducted in different ways.

Communication is a simple process, yet showing complexity in some aspects. Different ways of communication and the distances over which one is required to transfer the information make the process complicated.

➤ Important elements of communication

There are three elements necessary to conduct a communication i.e. the sender, a medium (the platform over which information is conducted) and a recipient. The sender is the most involved person with a full understanding of that matter which he wants to deliver.

On the other hand, the receiver does not necessarily know about the sender and the subject of information which the sender aims to deliver.

➤ Steps of communication

Technically the communication process is split into three major steps. This includes the thought, encoding and decoding. The thought is the subject of information that exists in sender’s mind. When the sender transforms his thoughts, ideas or concepts into verbal speech or a written message, then this is known as encoding. Encoding refers to the encryption of ideas from the perspective of the sender.

When the message is received by the receiver, the recipient reads and understands it. He may translate the information to better understand it. So decoding refers to the interpretation of information from the perspective of the receiver. When the receiver clearly understands the information sent to him, two-way the communication process ends here.

Communication can be a one-way or two-way process. When the information conveyed by the sender is received by the recipient, this states for the completion of a one-way process. It is not necessary that the recipient must respond to the sender, but if the recipient formulates a message in reply to sender’s message, then communication becomes a two-way process. Media content is an example of one-way communication, in which the receiver is not required to respond back, but he only receives the information.

➤ Types of communication

There are different kinds of information. The two major types are verbal communication and non-verbal communication.

- Verbal communication

Verbal communication is the sharing of information through speech. It includes the information that people hear on radios, televisions, telephones, speeches and interviews.

| _ Effective verbal communication incorporates the use of interpersonal skills. Factors that contribute to the effectiveness of verbal communication are the clarity of voice and perception and listening skills of the recipient.

Verbal communication, if it is conducted in a two-way loop, is usually based on immediate responses. Verbal communication is also influenced by eye contact, gestures and facial expressions. The hearing and understanding skills of recipient help him understand the context of information and develops his responses accordingly. Linguistics and the way of presenting information build the impact of communication on the recipient.

- Non-verbal communication

Written or spoken words are not the only means for sharing a message. When there is no use of words, and the recipient understands what the sender is asking, then it is known as non-verbal communication. Non-verbal communication is conducted through eye contact, postures, gestures, facial expressions, chronemics and haptics.

Visuals are also an excellent way to represent any information. Use of pictures, symbols and graphs can help a person communicate effectively. Even hairstyles and clothing of a person convey information regarding his nature, mood and intentions. People use architectures, and different colours and textures for home and office surfaces to represent their interests and preferences.

➤ Elements of Communication Process

- **Sender:** The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.
- **Ideas:** This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.
- **Encoding:** Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.
- **Communication Channel:** The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

- **Receiver:** Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.
- **Decoding:** The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.
- **Feedback:** Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

➤ **Process of communication**

- The communicator first of all, formulates a clear idea about facts, opinions or information he wants to convey.
- The idea is then translated by him into words (spoken or written), symbols or some other form of message which he expects the receiver to understand. This process is known as encoding of the message.
- The communicator selects a suitable media for the transmission of the message, e.g., telephone, telegraph or television. The message is conveyed with the help of the media selected.
- The message is then received by the communicate. He tries to understand it by decoding the message.
- The communicate acts upon the message as he has understood it.
- Finally, the effectiveness of communication is measured through feedback. If the communication brings in the desired changes in the actions or behaviour of the receiver, it is said to be successful communication. In case, there is no change in the actions or behaviour, there is no communication, and if it leads to undesirable changes it is a case of miscommunication.