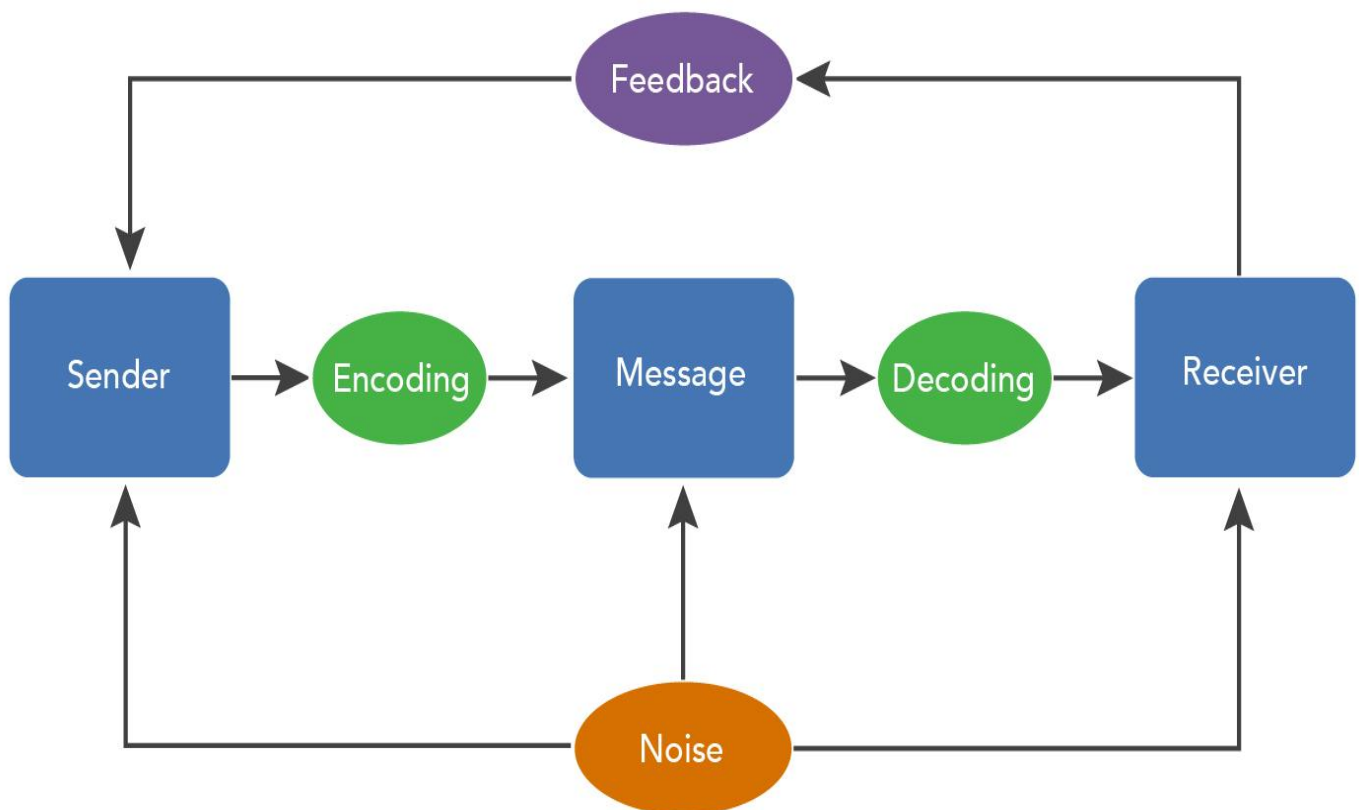


CCA-103: Communication & Soft Skills

Assignment-3

Ans1: Communication- The communication process is a dynamic framework that describes how a message travels between a sender and receiver using various communication channels. Its goal is to ensure the receiver decodes the message correctly and can provide feedback with ease and speed. This is especially important for Larger Organizations That need to notify people in different areas and time zones about an event, problem or change



❖ Types of communication is-

- **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

- **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.

- **Message:** While you may carefully choose the words to speak, words alone represent a small percentage of what is received by the other person. In fact, according to the literature, words carry the least value in the message.

- **Decoding:** The person who receives the message or symbol from the communicator tries to convert the

- **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.

- **Feedback:** Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.

- **Noise:** Noise refers to interference that takes place during the communication process. Both the sender and receiver may be distracted by noise. Noise may come from internal (thoughts, emotions, etc.) or external sources (radios, other conversations, etc.).