

# CCA-103: COMMUNICATION & SOFT SKILL Assignment

**Question.1:-** Elaborate the process & elements of Communication in detail through suitable example.

**Answer :-** The process of communication refers to the transmission or passage of information or message from the sender through a selected channel to the receiver overcoming barriers that affect its pace.

The process of communication is a cyclic one as it begins with the sender and ends with the sender in the form of feedback. It takes place upward, downward and laterally throughout the organization.

Communication process consists of certain steps where each step constitutes the essential of an effective communication.

The following are the elements of the process of communication.

**Sender :** The very foundation of communication process is laid by the person who transmits or sends the message. He is the sender of the message which may be a thought, idea, a picture, symbol, report or an order and postures and gestures, even a momentary smile. The sender is therefore the initiator of the message that need to be transmitted. After having generated the idea, information etc. the sender encodes it in such a manner that can be well-understood by the receiver.

**Message:** Message is referred to as the information conveyed by words as in speech and write-ups, signs, pictures or symbols depending upon the situation and the nature and importance of information desired to be sent. Message is the heart to communication. It is the content the sender wants to convey to the receiver. It can be verbal both written and spoken; or non-verbal i.e. pictorial or symbolic, etc.

**Encoding :** Encoding is putting the targeted message into appropriate medium which may be verbal or non-verbal depending upon the situation, time, space and nature of the message to be sent. The sender puts the message into a series of symbols, pictures or words which will be communicated to the intended receiver. Encoding is an important step in the communication process.

**Channel :** Channel(s) refers to the way or mode the message flows or is transmitted through. The message is transmitted over a channel that links the sender with the receiver. The message may be oral or written and it may be transmitted through a memorandum, a computer, telephone, cell phone, apps or televisions.



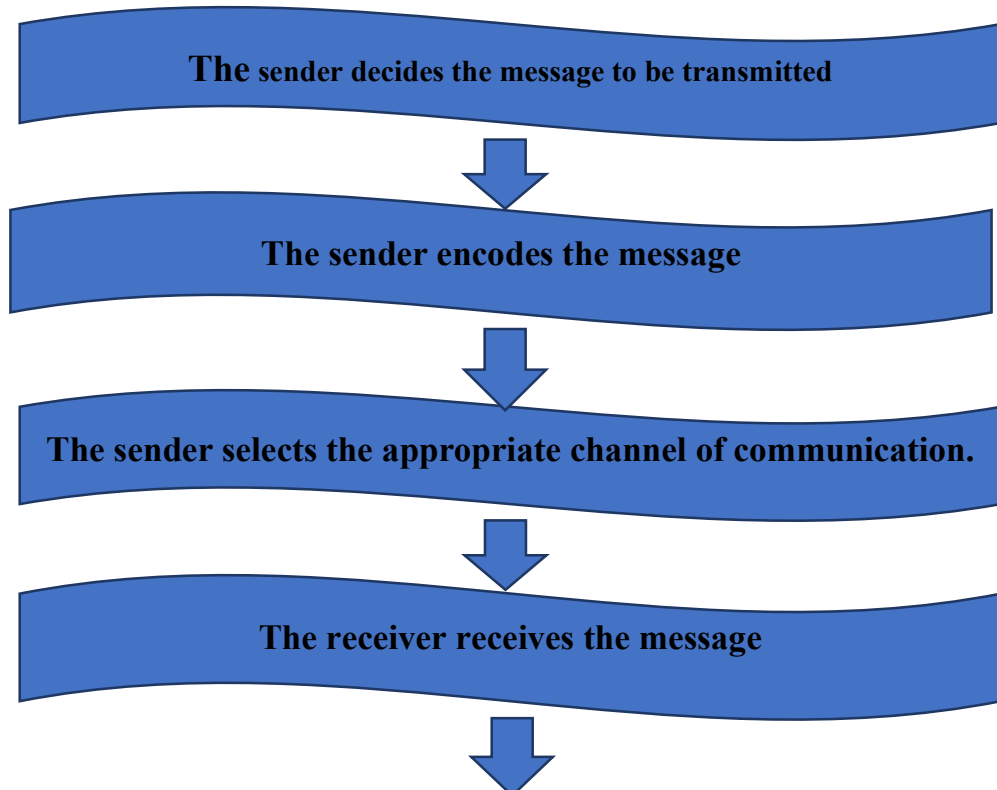
Since each channel has its advantages and disadvantages, the choice of proper selection of the channel is paramount for effective communication.

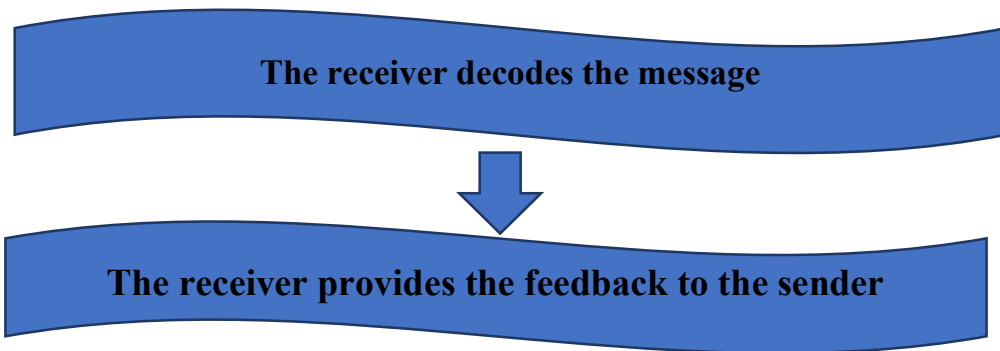
**Receiver** : Receiver is the person or group who the message is meant for. He may be a listener, a reader or a viewer. Any negligence on the part of the receiver may make the communication ineffective. The receiver needs to comprehend the message sent in the best possible manner such that the true intent of the communication is attained. The extent to which the receiver decodes the message depends on his/ her knowledge of the subject matter of the message, experience, trust and relationship with the sender.

The receiver is as significant a factor in communication process as the sender is. The other end of the process. The receiver should be in fit condition to receive the message, that is , he/she should have channel of communication active and should not be preoccupied with other thoughts that might cause him/her to pay insufficient attention to the message.

**Decoding** : Decoding refers to interpreting or converting the sent message into intelligible language. In simply means comprehending the message. The receiver after receiving the message interprets it and tries to understand it in the best possible manner.

**Examples of Communication Process –**



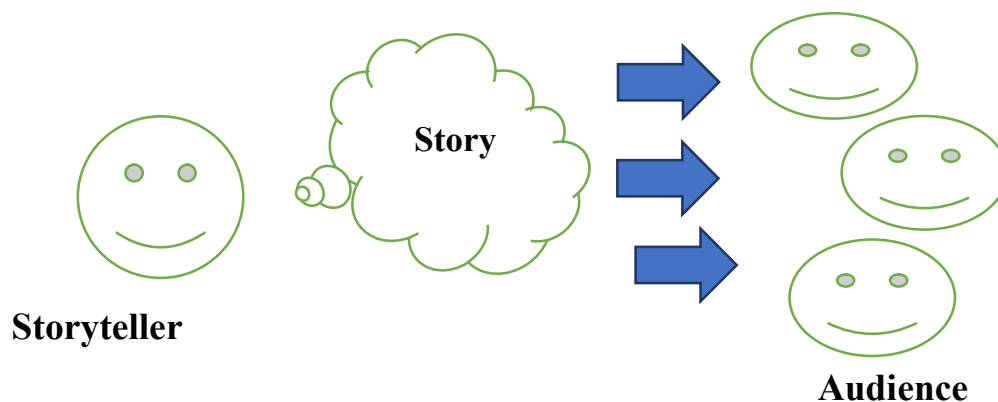


The process of communication, however, is not as smooth or barrier-free as it seems. From its transmission to receipt, the message may get interfered or disturbed with at any stage by many factors which are known as barriers to effective communication.

### **One-Way Communication**

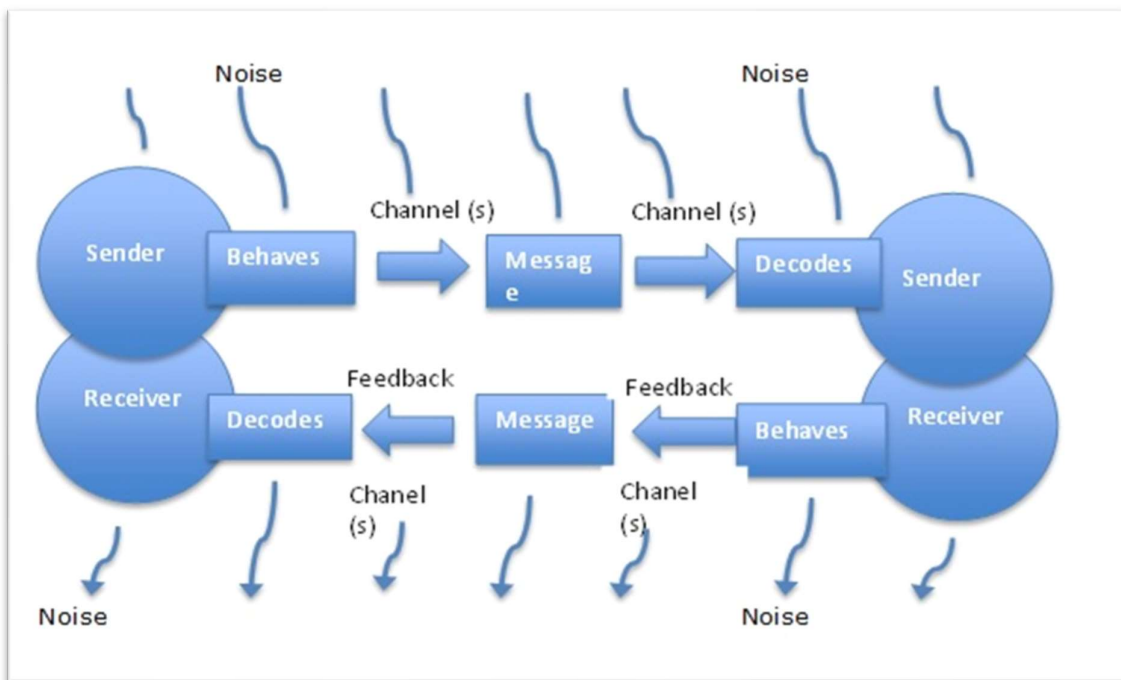
It is also known as the linear model of Communication as it occurs in a straight line from sender to receiver and serves to inform, persuade or command. In this type of communication, information is only transmitted from one point to another or to many points at a single points of time.

One-way communication is mostly used to transmit current information like weather information.



### **Transactional communication**

The transactional model of communication refers to the exchange of messages or information between the sender and receiver where each take turns to send or receive messages.



### **Interactive Communication**

The Interactive Communication is also known as the convergence model. According to this model, exchange of ideas and messages takes place both ways from sender to receiver and vice versa. The communication process occurs between human or machines in both verbal and non-verbal ways.