

Assignment-3

CCA-103

COMMUNICATION & SOFT SKILLS

BY

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Declaration

I Sraddha choudhary Registration no: CCA/2021/85963 (CSC id – 272443730011) hereby declare that the assignment submitted on the entitled “CCA-103: Communication & Soft Skills” is a bonfires work done by me.

QUESTION-01

Elaborate the process and elements of Communication in details through Suitable examples?

ANSWER:-

The communication process is a dynamic framework that describes how a message travel 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 organization that need to notify people in different areas and time zone about an event, problem or change.

Communication process need good management to sustain them in the long run. Leaders in the work place establish the style, tone and function of communication. If you are in the position of authority it is especially important that you model good communication.

KEY COMPONENTS OF THE COMMUNICATION PROCESS:-

Here are seven essential components that makes up the communication process.

1 SENDER:-

The person who conceptualised the idea and wants it delivered to the recipients.

2. ENCODING:-

The way the information is described or translated into a message.

3. MESSAGE:-

The idea, fact or opinion that the sender wants to communicate.

4. COMMUNICATION CHANNEL:-

The method of delivering the message.

5. RECEIVER:-

The largest audience of the message.

6. DECODING:-

The interpretation of the message.

7. FEEDBACK:-

The response or action a receiver takes after decoding a message.

COMMUNICATION PROCESS EXAMPLE:-

Priya is a sales manager who wants to request a larger department-wide budget for the next fiscal year.

To get her budget approved, she needs to go through the proper communication process. She takes the following steps:-

Steps:-

STEP 1:- Priya needs to develop her budget idea before she can send it out.

Priya identifies the key stakeholders that need to approve her budget. They include the CEO and investors of the company.

Next, She outlines key information shee need to share to convince her boss about her message.

- She needs the extra funds to remain competitive.
- The additional budget will elicit a strong return on investment.

STEP-2:- Priya encode the message.

Priya knows the receiver of this message, he CEO very well. He prefers information that relates to the big - picture organizational goals. Her boss is also a very busy man there fore she need to schedule a suitable time where he will not be distracted by other operational matters. To convince him of the information of her budget request. Shee needs to provide him with valid. Statistical data.

STEP-3:- Priya need to select the channel of communication that she will use.

Priya decides that the best way to get her budget approved is via face to face presentation.

STEP-4:- Priya's message travel over the channel of communication

Priya delivers her presentation at the company's monthly board meeting.

STEP-5:- Priya's CEO receives her budget request during

their meeting.

STEP-6:- Priya's CEO decodes the message.

The executives on the board ask her questions about her additional budget request. They review her statistical and discuss her presentation amongst themselves.

STEP-7:- Priya's CEO provide feedback.

After the presentation, Priya looks over the comments made and thinks about how she can use their input in future budget proposals.

ELEMENTS OF COMMUNICATION:-

There are seven elements that are essential to successful communication.

1 SENDER:-

The sender is the person who is trying to communicate a message. The sender want the other person to receive and understand his/her message. The intent of the message is usually to get the other person to do or understand something.

Unfortunately, in the transference of information, the other person may not understand the message the way the sender intended. In fact, it is not uncommon for the other persons to respond in some affirmative manner

2. RECEIVER:-

The receiver is the recipient of the message and must translate the words into thoughts, process the thoughts and determine how to respond to the sender.

The challenge is that since the receiver's education and experience may be very different from the sender, words often have different meaning.

3. MESSAGE:-

While you may carefully choose the words to speak, word 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.

Hence, what is said is not nearly as communicative as body language and voice inflection. Even when no words are spoken, communication is taking place. If a person frowns, does not make eye contact, or look at his/her watch, a message is being sent and it may not be the intended message.

consequently, it make sense to pay attention to body language and voice inflection. This takes more than casual watching and listening. It take our full attention to be most effective. An effective message includes congruency, agreement, meaning, and emotion.

4. CHANNEL :-

Channel is the medium used by the sender to send the message to the receiver. This may be in-process via- telephone, e-mail, text message, written correspondence or a third party.

Therefore, depending on the nature of the message to be sent, a sender will want to consider which medium to use. More critical message may require face-to-face meetings, while less critical message may be appropriately sent via a verbal or written message.

5. 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 or external sources.

If the noise is external, then try to find a quieter location for the meeting. If necessary, consider rescheduling the meeting for a time when there are fewer distractions.

6. FEEDBACK :-

Feedback is the process of determining if the message has been properly received. This can be initiated by the sender or Receiver. The sender, for example, may ask the the receiver to repeat the message to confirm that the

message was received as intended. On the other hand, a good listener will provide feedback to confirm that he/she correctly received the message.

feedback may occur in four ways:-

1. first, and probably most common is paraphrasing. paraphrasing is recitering back what the other person said in your own words.
2. The second is summarizing this involves making a brief statement of the key points and feelings expressed by the other person.
3. The third is to reflect the feelings. The focus is not so much on the message as the emotion behind the message. This is often an effective way to reflect empathy.
4. The fourth way is to reflect meaning. The focus way of this type is feedback is to identify the meaning being expressed by other person. on occasion a person says one thing but it carries a different meaning.

7. CONTEXT:-

context is another way to taking into consideration the setting. Example of context include:-

→ what is going through the other person's mind when you show up? Did they just have a blow up with

an employee or customer. What are the following some options?

→ What is the environment like? Is it noisy? Are there customer's standing around?

→ What was the nature of the lost contact and how did that go?

→ What cultural factor should be considered?

→ Are there notes or helpful information from the person who took initial call?

Communication Process Diagram Example

