

Course N°03

Introduction to communication

-Models of communication-

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Communication is a complex process, and it is difficult to determine where or with whom a communication encounter starts and ends .

It can sometimes be helpful to consider different communication models

Models of communication simplify the process by providing a visual representation of the various aspects of a communication encounter.

A communication model is principally a process in which information is **channeled**, then reported by the **sender** to the **receiver** through a **medium**. There are different models of communication that are relevant to a specific discipline.

There are 3 common communication models

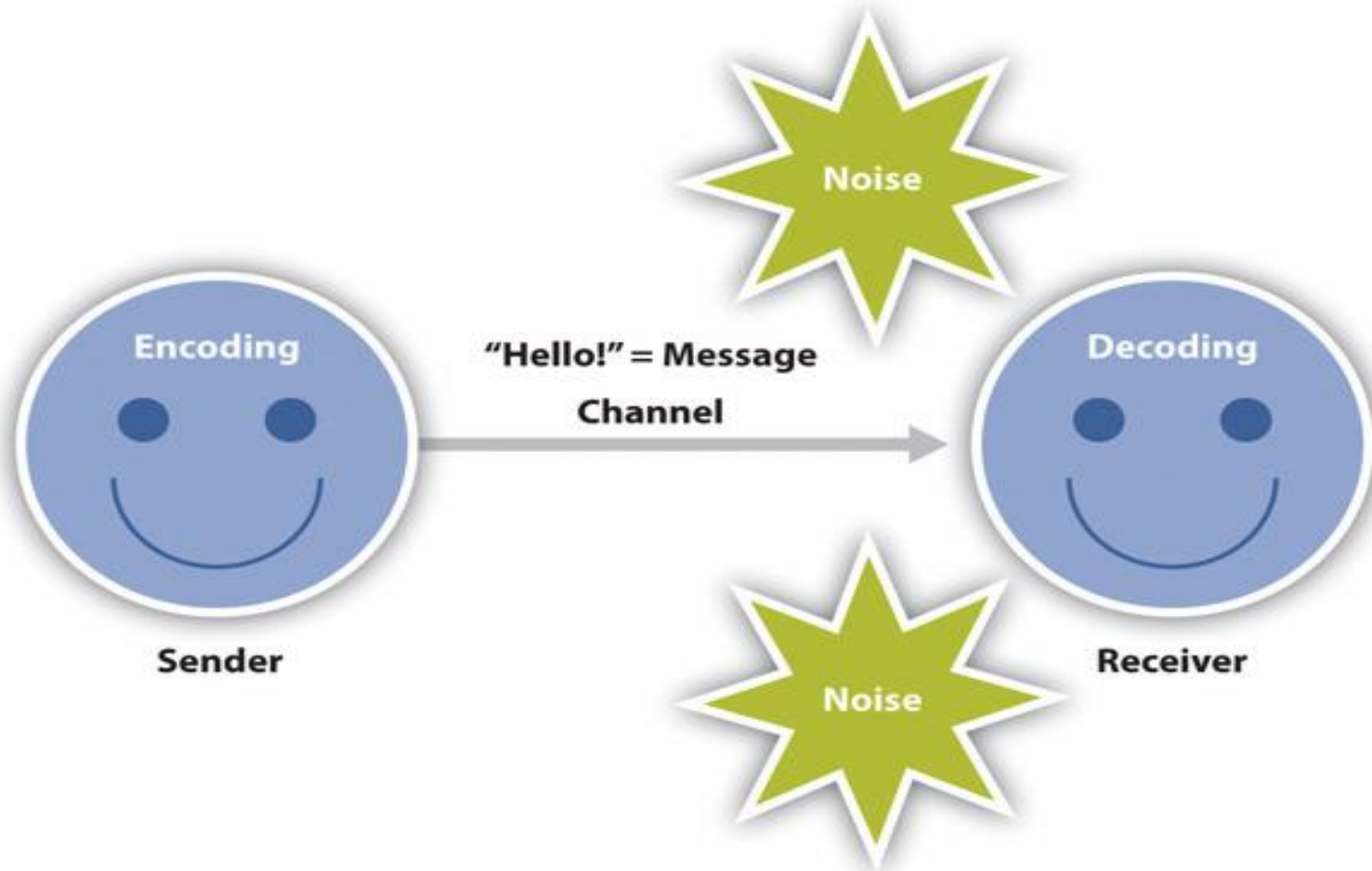
1. Linear model of communication

2. Interactive model of communication

3. Transaction model of communication

1. Linear model of communication

Communication is considered **one way process** where **sender** is the only one who sends message and **receiver** doesn't give **feedback** or response. The message signal is **encoded** and transmitted through channel in presence of noise. The sender is more prominent in ***linear model of communication***.



The linear model of communication



SENDER



RECEIVER

KEY FEATURES

- One way communication
- Used for mass communication
- Senders send message and receivers only receive
- No feedback
- Concept of noise

PROS

- Good at audience persuasion and propaganda setting
- Intentional results

CONS

- Communication is not continuous as no concept of feedback
- No way to know if communication was effective

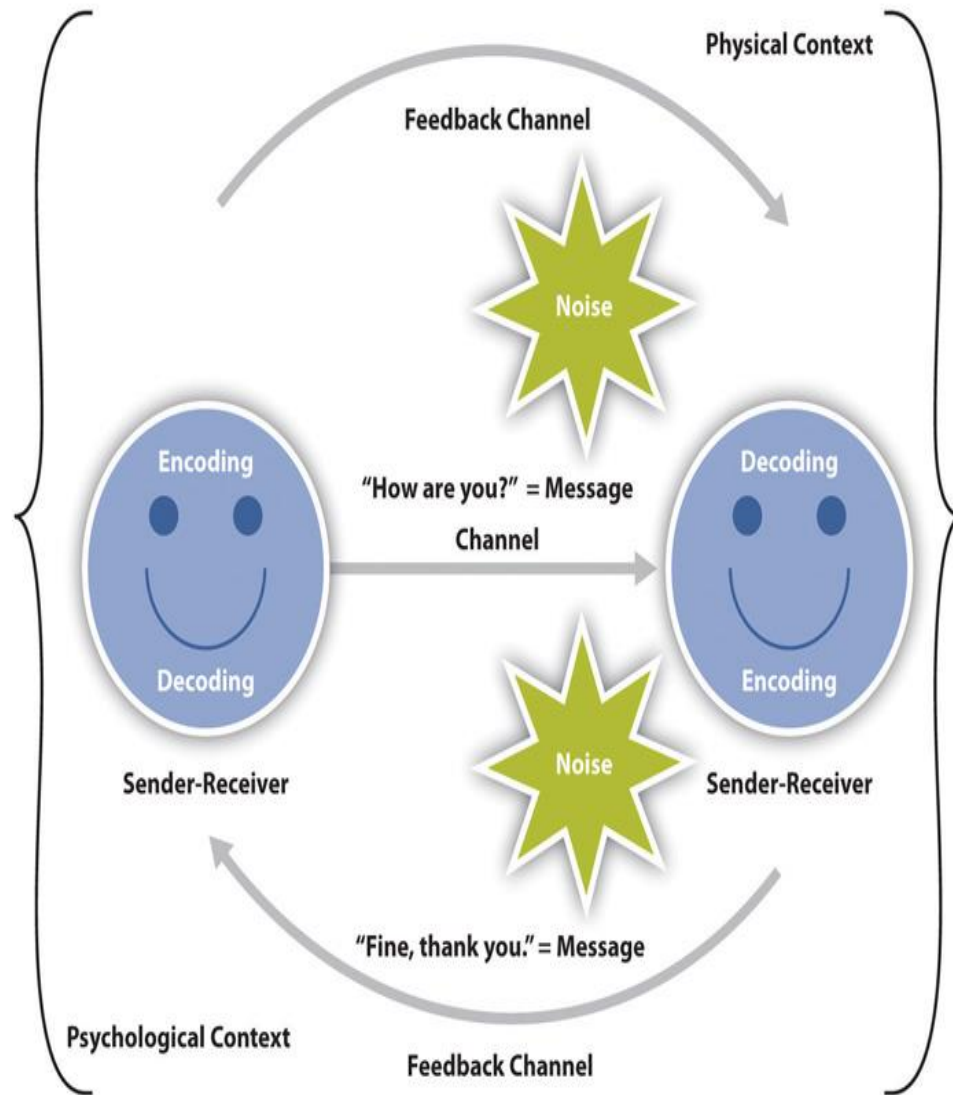
LINEAR MODEL OF COMMUNICATION

2. Interactive model of communication

Interactive model (also known as convergence model) ***deals with exchange of ideas and messages taking place both ways from sender to receiver and vice-versa.***

The communication process take place between humans or machines in both verbal or non-verbal way. This is a relatively new model of communication for new technologies like web.

The interactive or interaction model of communication, describes ***communication*** as a ***process*** in which ***participants alternate positions as sender and receiver*** and generate meaning by ***sending messages*** and ***receiving feedback*** within physical and psychological contexts.



The interactive model of communication



KEY FEATURES

- Used for new communications like internet
- Slower feedbacks in turns
- Concept of field of experience
- Known as convergence model
- Communication becomes linear if receiver does not respond

PROS

- Feedback even in mass communication
- New communication channels

CONS

- Feedback can take a very long time
- Sender and receiver might not know who the other person is

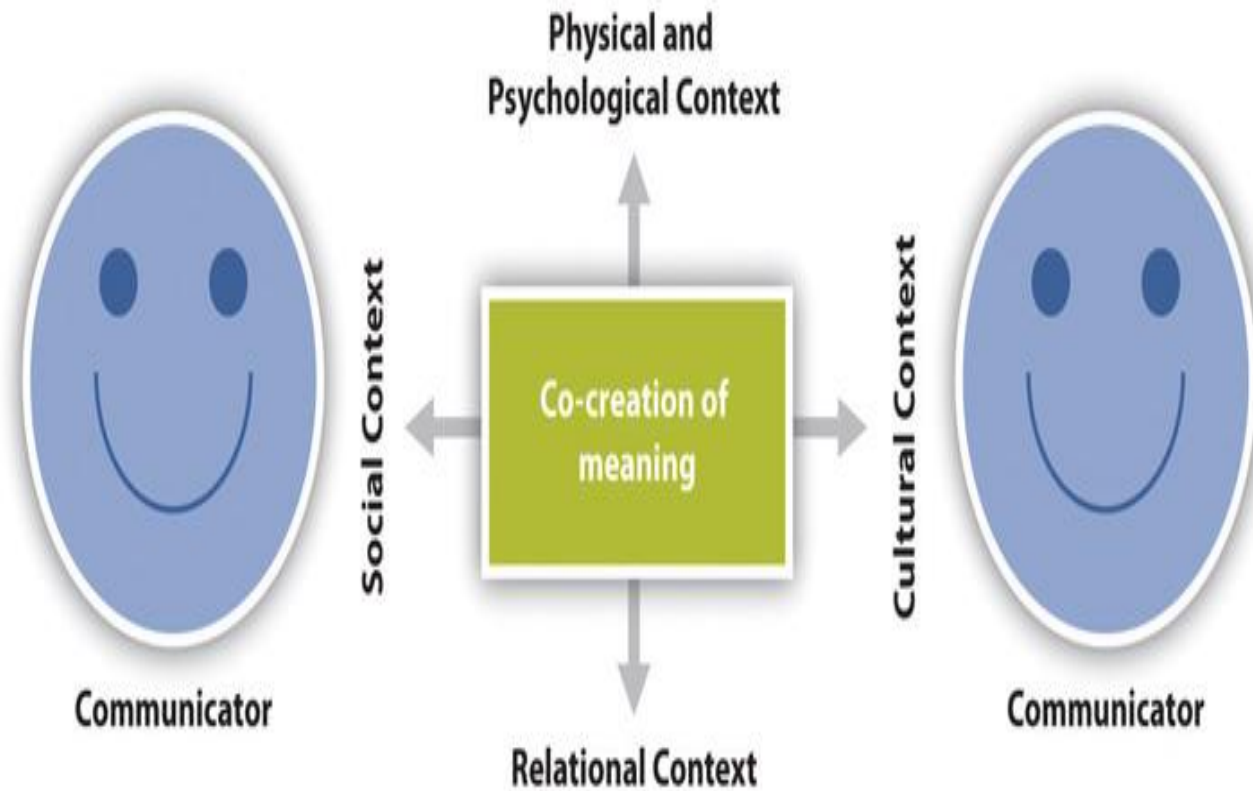
INTERACTIONAL MODEL OF COMMUNICATION

3. Transaction model of communication

Transactional model of communication is *the exchange of messages* between *sender* and *receiver* where each take turns to send or receive messages. Here, *both sender and receiver* are known as *communicators* and their *role* reverses each time in the *communication process* as both processes of sending and receiving occurs at the same time.

The transaction model of communication describes communication as a process in which ***communicators generate social realities within social, relational, and cultural contexts.***

In this model, we don't just communicate to exchange messages; ***we communicate to create relationships, form intercultural alliances, shape our self-concepts, and engage with others in dialogue to create communities.***



The transaction model of communication



KEY FEATURES

- Used for interpersonal communication
- Senders and receivers interchange roles
- Simultaneous feedback
- Context of environment and noise
- Feedback is taken as a new message

PROS

- Simultaneous and instant feedback
- No discrimination between sender and receiver

CONS

- Encourages non-verbal communication
- More noise due to communicators talking at the same time

the other person is

TRANSACTIONAL MODEL OF COMMUNICATION