

# **MODELS OF COMMUNICATION**

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## ➤ Linear Communication Model

- ✓ Lasswell's Model
- ✓ Aristotle's Model
- ✓ Berlo's SMCR Model

## ➤ Transactional Model

- ✓ Barlund's Model
- ✓ Shannon & Weaver Model

## ➤ Interactive Model

- ✓ Schramm's Model
- ✓ White's Model



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

# Components of Linear Communication

Linear model has defined set of components required for a communication to be established where

- **Sender** is the person who sends a message after encoding.

- **Encoding** is the process of converting the message into codes compatible with the channel and understandable for the receiver.

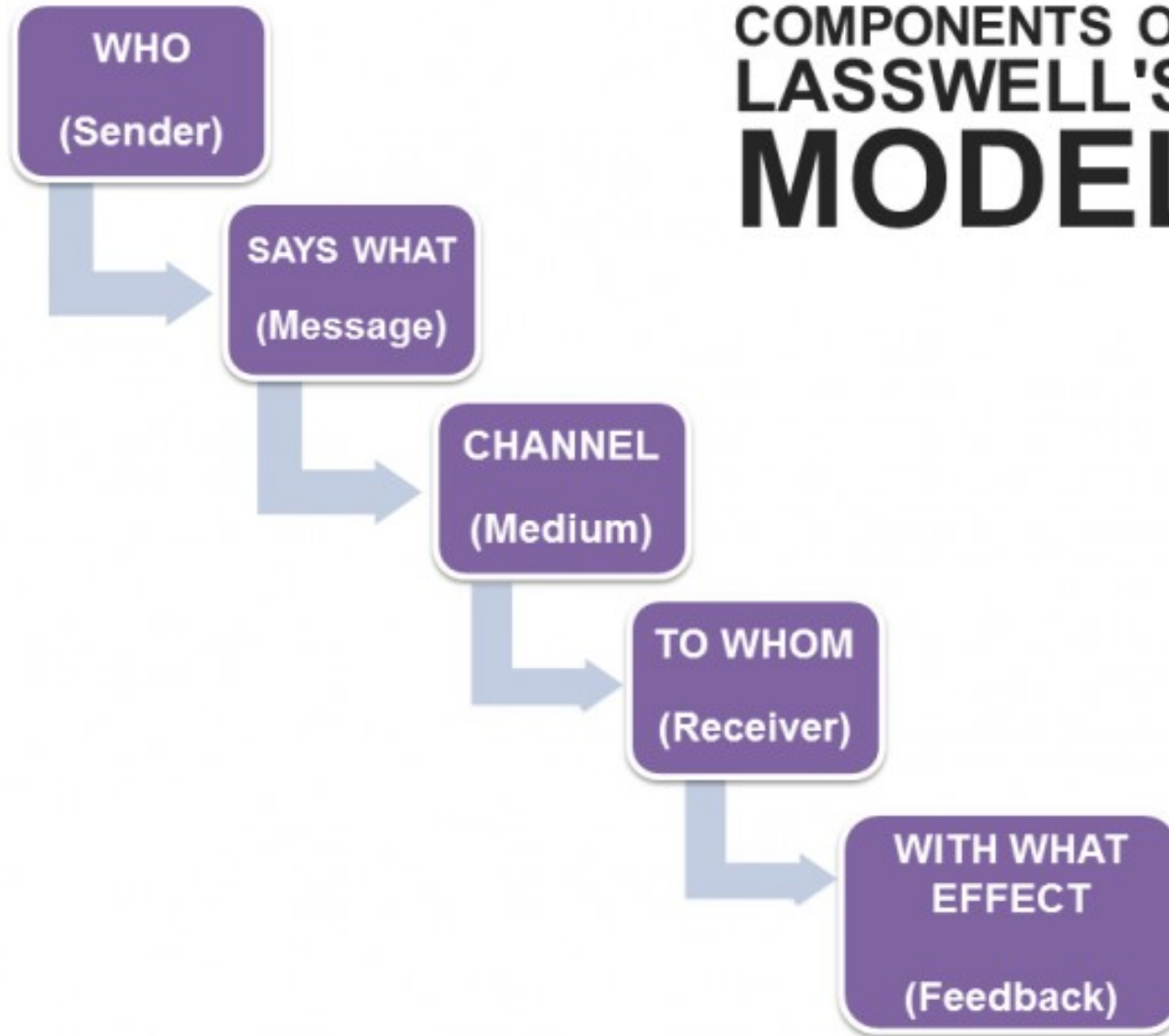
- **Decoding** is the process of changing the encoded message into understandable language by the receiver.

# Components of *Linear Communication*

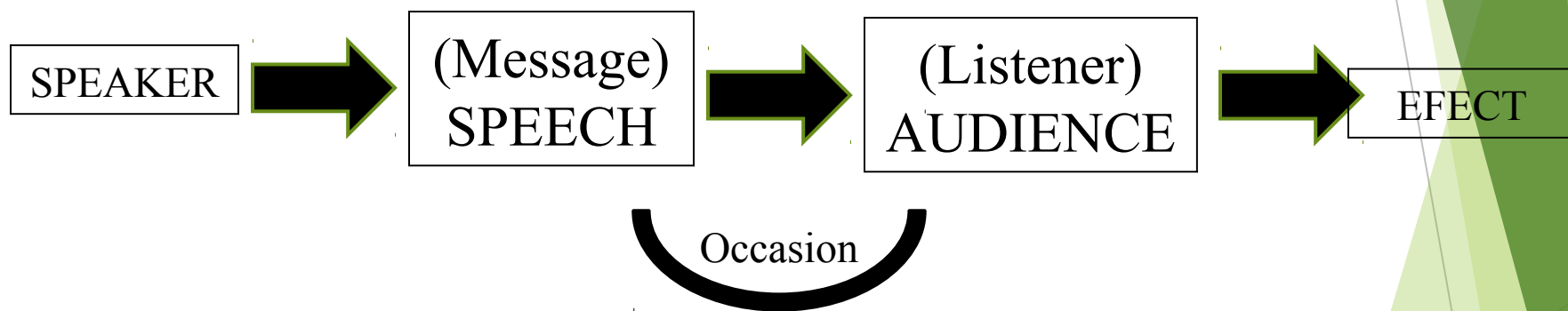
- **Message** is the information sent by the sender to the receiver.
- **Channel** is the medium through which the message is sent.
- **Receiver** is the person who gets the message after decoding.
- **Noise** is the disruptions that are caused in the communication process in channel or in understandability of the message.

Lasswell's communication model was developed by communication theorist **Harold D. Lasswell (1902-1978)** in 1948. Lasswell's model of communication (also known as **action model** or **linear model** or **one way model of communication**) is regarded as one the most influential communication models.

# COMPONENTS OF LASSWELL'S MODEL



The first and earliest linear model is that of Aristotle, who was a teacher of Rhetoric and even put up an academy to produce good speakers.



Aristotle's Model of Communication



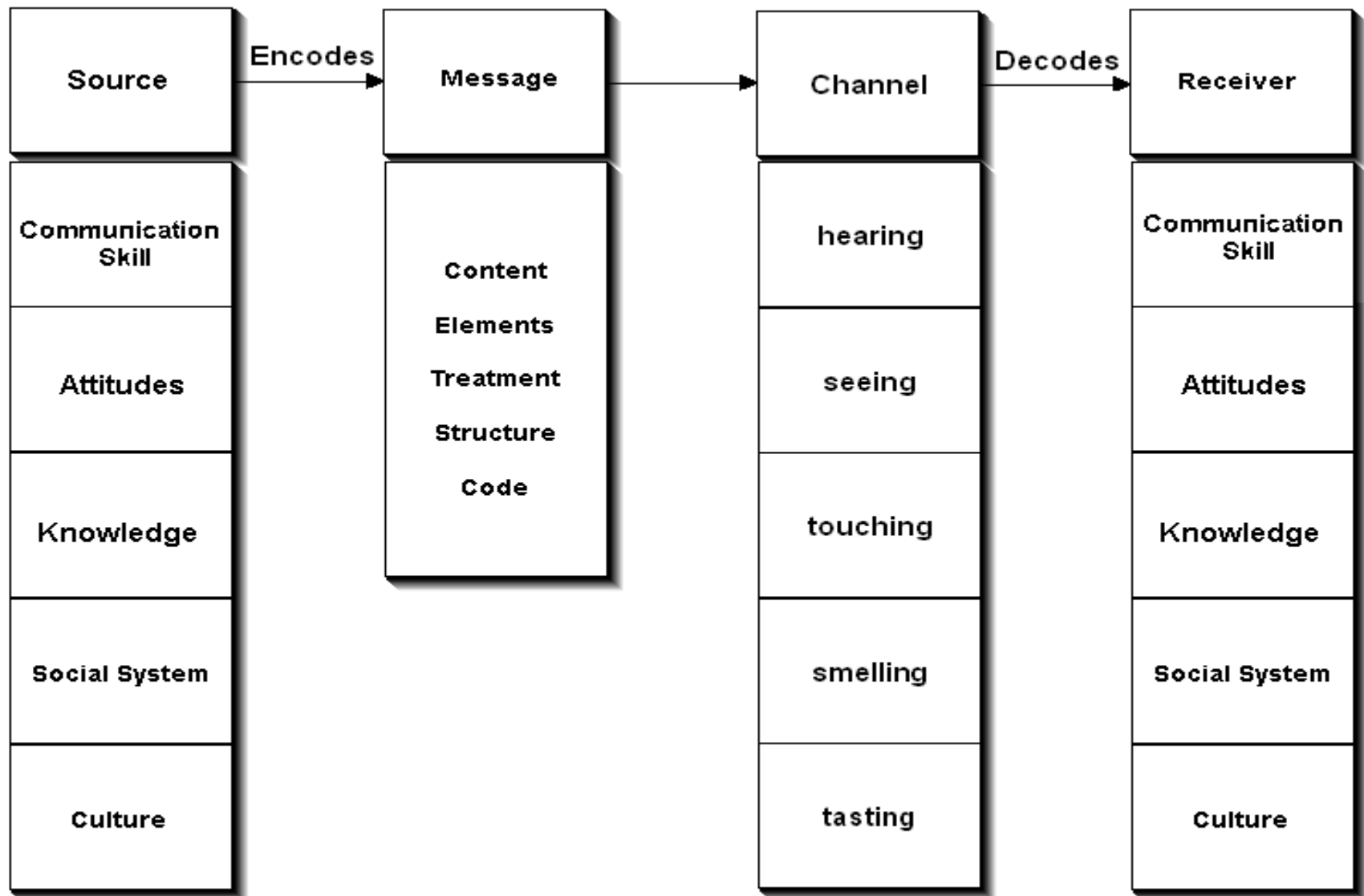
# Criticisms of Aristotle's Model

There are few criticisms around this model. Some of them are:

- There is no concept of feedback, it is one way from speaker to audience.
- There is no concept of communication failure like noise and barriers.
- This model can only be used in public speaking.

In 1960, David Berlo postulated Berlo's Sender-Message-Channel-Receiver (SMCR) Model of Communication from Shannon Weaver's Model of Communication (1949). He described factors affecting the individual components in the communication making the communication more efficient. This model also focuses on encoding and decoding which happens before sender sends the message and before receiver receives the message respectively.

# Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message:  
S-M-C-R Model.

# Criticisms of Berlo's SMCR Model

- There is no concept of feedback, so the effect is not considered.
- There is no concept of noise or any kind of barriers in communication.
- It is a linear model of communication, there is no two way communication.
- Both of the people must be similar according to all the factors mentioned above.



## 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

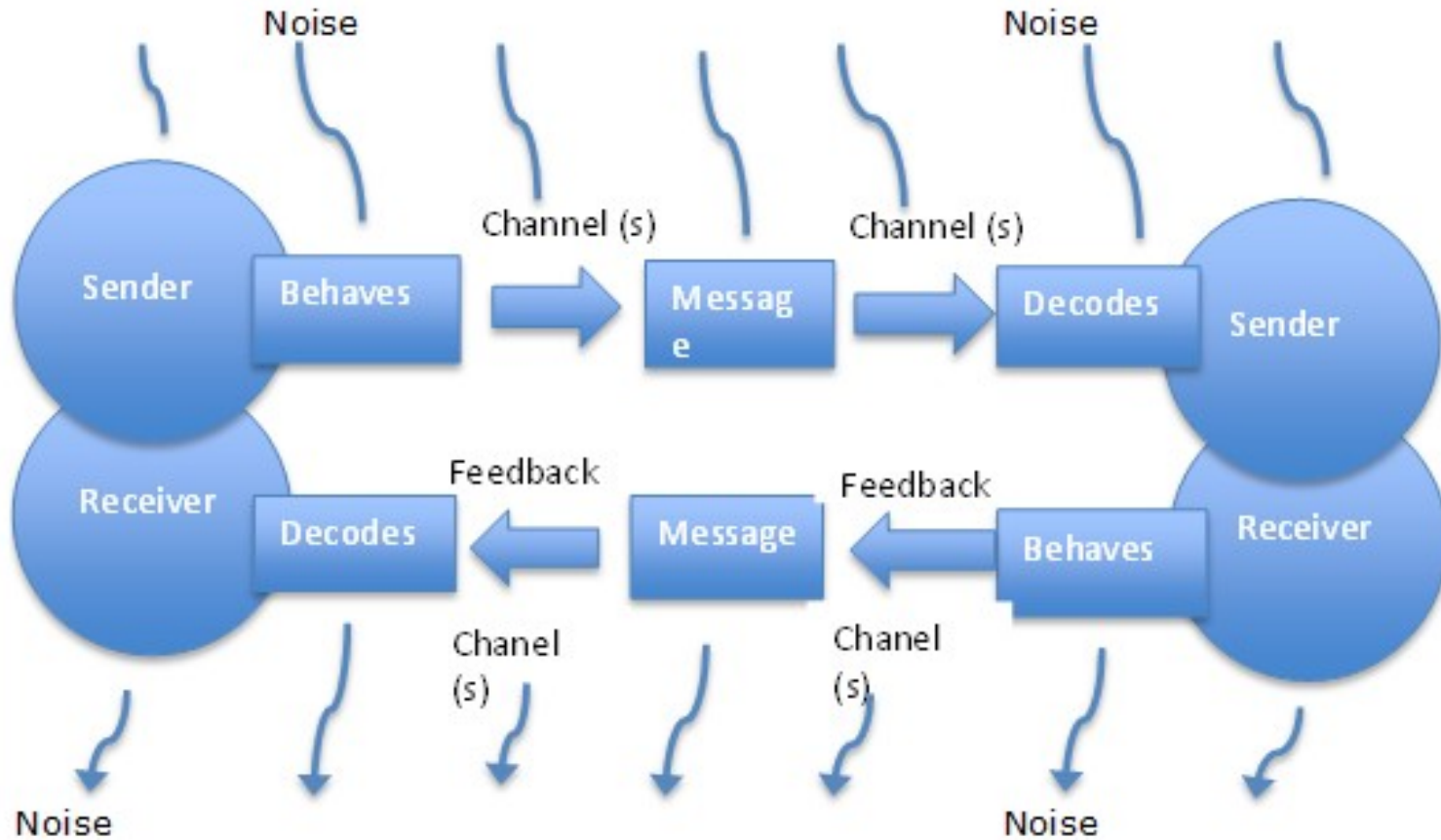
## CONS

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

# TRANSACTIONAL 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.

# Transactional Model



# Criticisms of Transactional Model

- Without verbal response, the sender can not be sure that the receiver got the message as intended. Feedback is an important component in the communication process, especially in interpersonal communication as it gives a space to clarify misunderstandings.
- The transactional model gives the opportunity for a lot of noise because the communication is simultaneous. For example, when many people are talking at the same time in a meeting, the objective of the meeting will not be fulfilled.



# Differences Between Transactional and Other Communication Models

## **Transactional Model**

Used for interpersonal communication

Senders and Receivers are known as Communicators, they interchange their roles

Includes the role of context and environment

Includes noise and communication barriers as factors

Talks about non-verbal communication

Simultaneous feedback

## **Other Models**

Used for Intrapersonal, interpersonal, group or mass communications.

Senders and receivers are different people

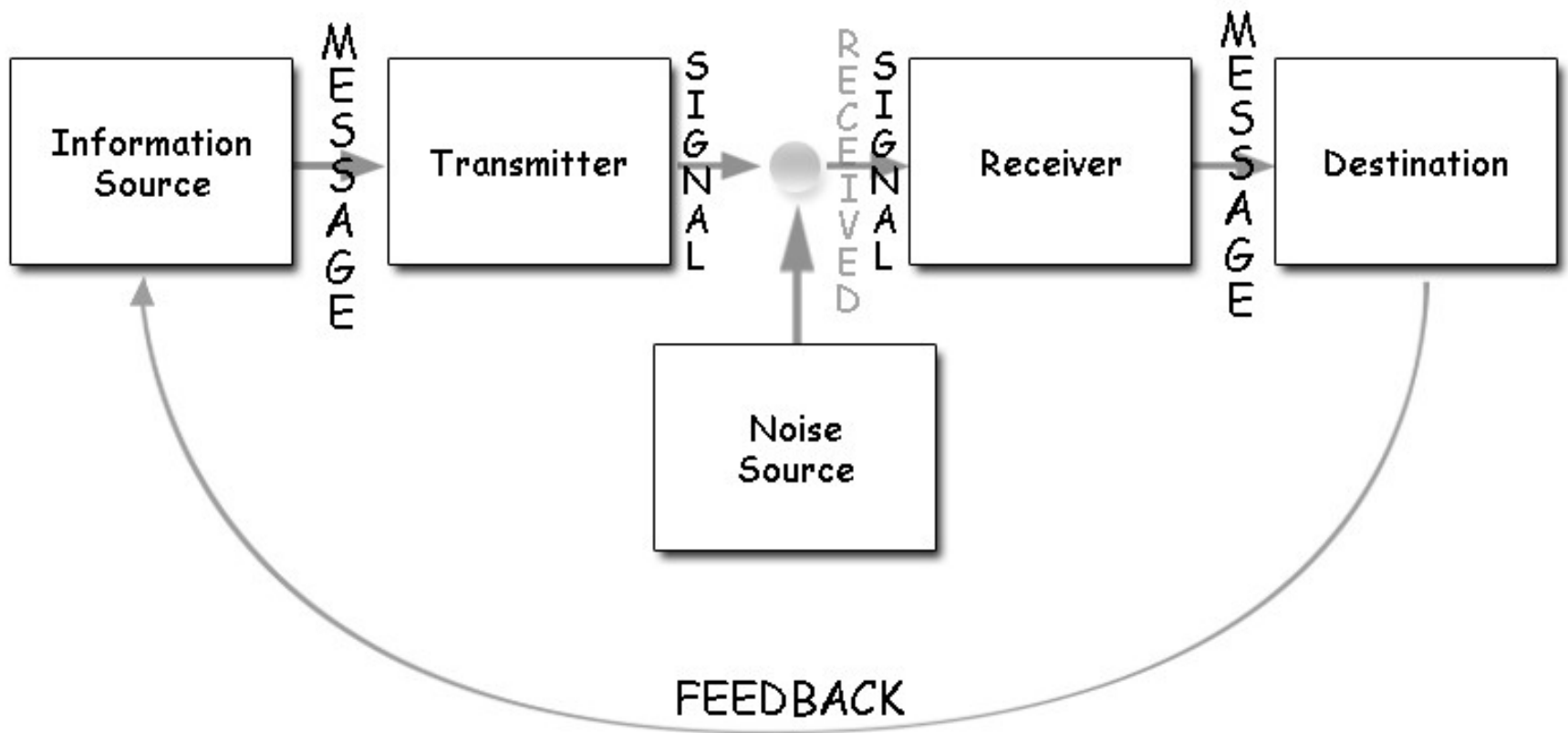
Role of context and environment are not mentioned in other models

Not necessarily have the concept of noise

Ignores non-verbal communication

Feedback comes later in interaction model and is not included in linear model

The second model is that of Claude Shannon and Warren Weaver (1948) which gave us the concept of “NOISE”. This is often called Telephone Model because it is based on the experience of having the message interfered with by “noise” from the telephone switchboard back in 1940s.



Shannon-Weaver's Model of Communication

# Example of Shannon-Weaver model communication process

A businessman sends a message via phone text to his worker about a meeting happening about their brand promotion. The worker does not receive the full message because of noise. It goes like this:

Businessman: We have a meeting at the office ("at 8 am" goes missing due to phone network disruption or noise)  
Worker (feedback) : At what time?

**Sender** : **Businessman**

**Encoder** : **Telephone network company**

**Channel** : **Mobile network**

**Noise** : **Distraction in voice  
(workplace noises)**

**Decoder**: **Mobile phone**

**Receiver** : **Worker**

# Advantages of Shannon-Weaver Model

- Concept of noise helps in making the communication effective by removing the noise or problem causing noise.
- This model takes communication as a two way process. It makes the model applicable in general communication.
- Communication is taken as quantifiable in Shannon Weaver model.

# Criticisms of Shannon-Weaver Model

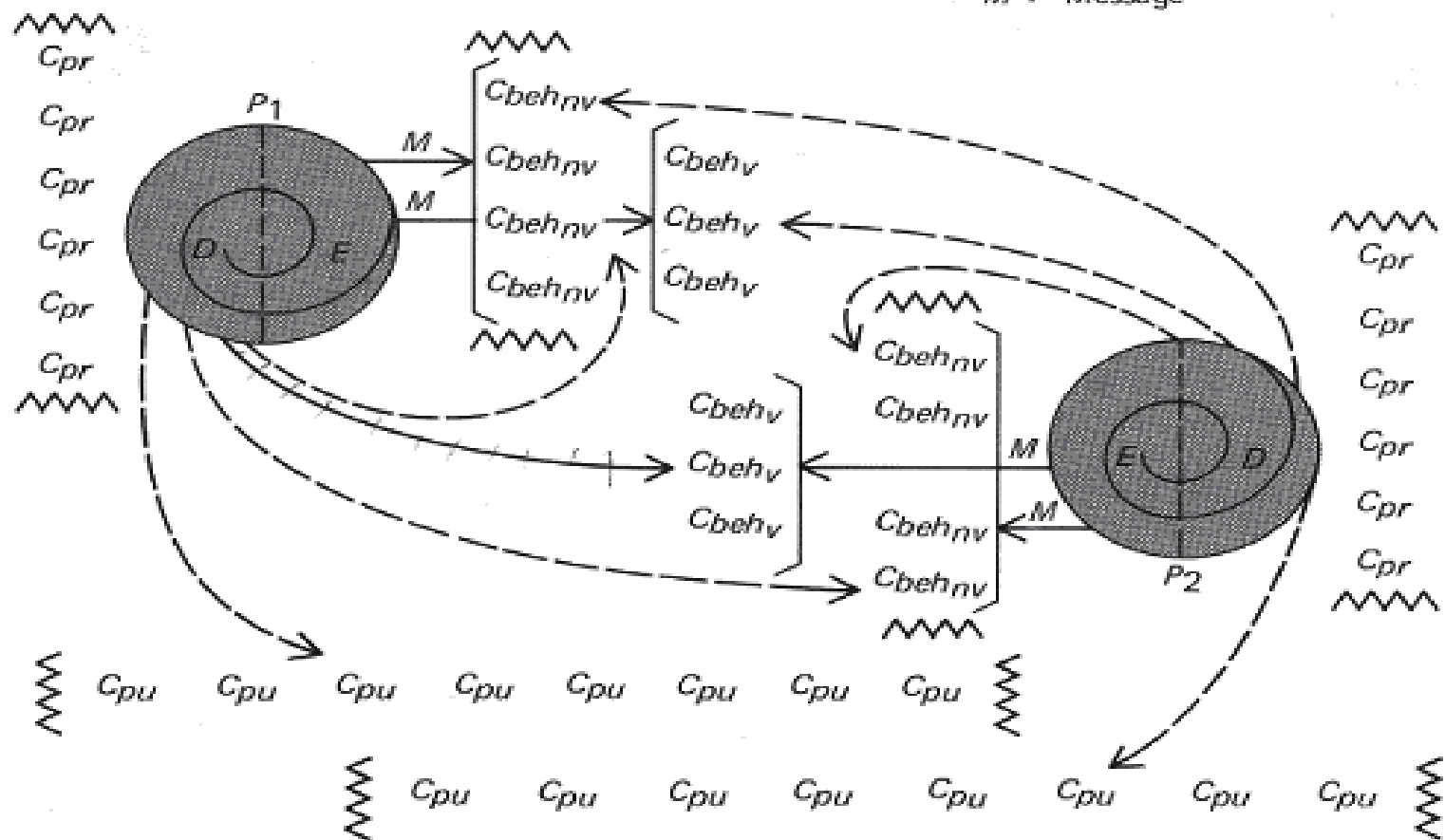
- It can be applied more for interpersonal communication than group communication and mass communication.
- Receiver plays the passive part in the communication process as sender plays the primary role that sends messages.
- Feedback is taken as less important in comparison to the messages sent by the sender.
- The model is taken by some critics as a "misleading misrepresentation of the nature of human communication" as human communication is not mathematical in nature.

Dean Barnlund proposed a transactional model of communication in 1970 for basic interpersonal communication which articulates that sending and receiving of messages happens simultaneously between people which is popularly known as Barnlund's Transactional Model of Communication. The model has been further adapted and reformed by other theorists as **General Transactional Model**. The model shifted from the trend of linear model to **dynamic** and **two way** communication model.



# Components of Barlund's model

- P* : Person
- D* : Decoding
- E* : Encoding
- Cpu* : Public cues
- Cpr* : Private cues
- Cbehnv* : Nonverbal behavioral cues
- Cbehv* : Verbal behavioral cues
- M* : Message



# Advantages of *Barnlund's* Transactional Model

- The model shows shared field experience of the sender and receiver.
- Transactional model talks about simultaneous message sending, noise and feedback.
- Barnlund's model is taken by critics as the most systematic model of communication.

# *Disadvantages of Barlund's Model*

- Barnlund's model is very complex.
- Both the sender and receiver must understand the codes sent by the other. So they must each possess a similar "code book". (The concept of code book is not mentioned in the model but understood.)

# Interactive Model

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.



## 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

# Concepts of Interactive Model

In Interactive model, whenever a source sends a message to a receiver (source), he/she encodes the message first. The encoded message is then received by the receiver where it is decoded to get the original information. Again, the receiver acts as a source, encodes another message (also known as a feedback) and sends it back to the sender.

# Interactive Model and Other Models Differences

## **Interactive Model of Communication**

Indirect and slow feedback

Feedback is a whole new process of communication

For new media

No engagement of sender and receiver in communication

Sender and receiver is equally important

It can become linear if the receiver does not respond

## **Other Models of Communication**

Direct and fast feedback

Feedback is the part of a single communication process

For all other kinds of media like print, news, etc.

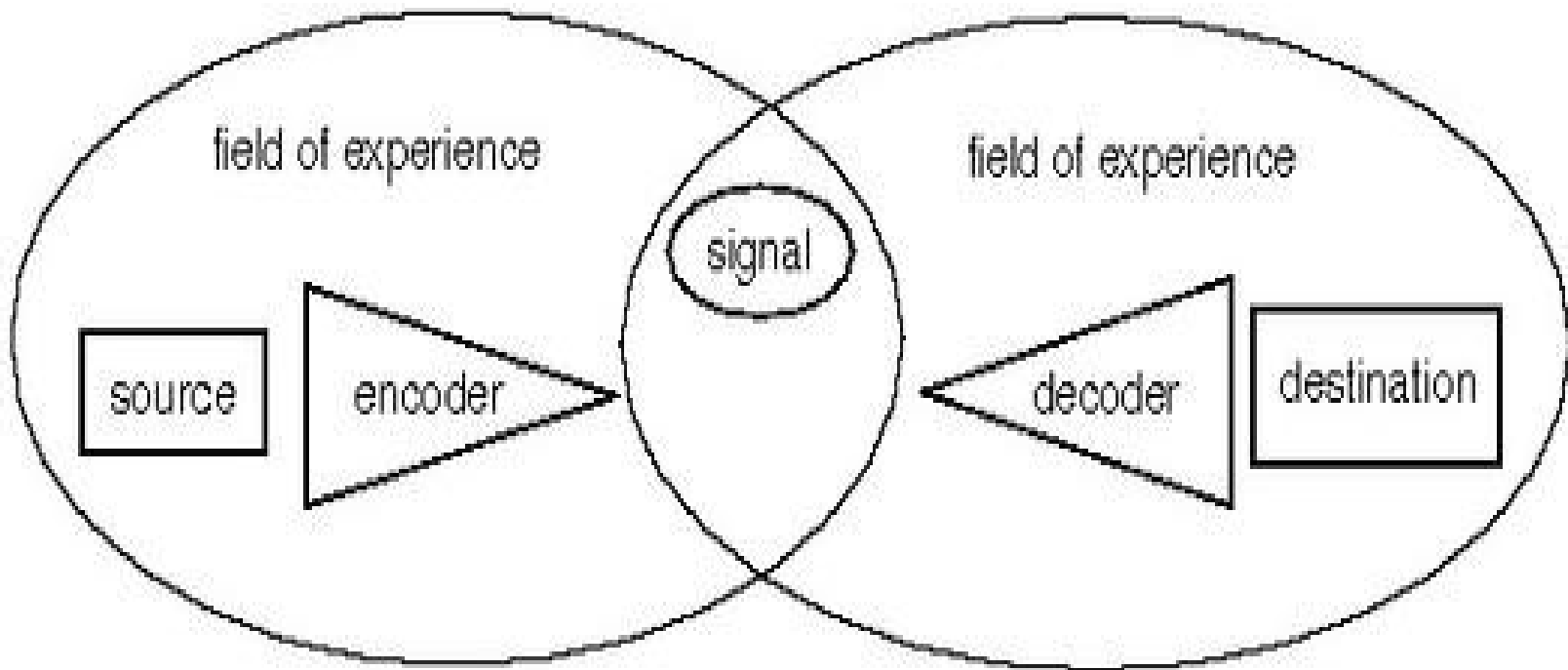
Engagement of sender and receiver in communication

Sender is important and overpowering than receiver

The receiver is bound to give some kind of response verbal or non-verbal

An example of Interactive model is that of **Wilbur Schramm**, who is considered the **Father of Mass Communication**. He came up with five models, but the Schramm Model in (1995) we are concerned with is the concept that explains why communication breakdown occurs. Schramm asserts that communication can take place if and only if there is an overlap between the Field of Experience of the Speaker and the Field of Experience of the Listener.





Schramm's Model of Communication

# What is Field of Experience?

Field of Experience are the things that influences the understanding and interpretation of message like culture, social background, beliefs, experiences, values and rules.

Examples:

- a person who always eats with spoon is informed that that he has to eat with hands in that place, the person will get offended because he will think it is impolite to eat that way.
- the teacher must deliver his/her lecture in either English or Filipino because that is the language that students know and use.

# Advantages of Schramm's Model

- Circular communication gives opportunity to both parties to give their opinion.
- As it is dynamic and ever changing model, it is helpful in general practice.
- Sender and receiver interchanges and both are equally active.
- Semantic noise included as a concept helps in understanding problems that can occur during interpretation of message.

# Advantages of Schramm's Model

- Feedback makes it easier to know if the message is interpreted by the receiver as intended or not.
- Concept of interpretation makes the communication effective.
- Field of experience (psychological effect) helps to understand the communication process in many other ways than the traditional ones..
- Concept of context makes the environmental factor be included in interpretation of message and brings change in the message

# Disadvantages of Schramm's Model

- This model can not deal with multiple levels of communication and complex communication processes.
- There can only be two sources communicating, many sources complicates the process and the model can not be implemented.
- Message sent and received might be interpreted differently than intended.

# Eugene White's Model

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# The Communication Process

