

The Models of Communication

Generally there are three standard models of the communication process: Linear, Interactive, and Transactional and every model offers a little different viewpoint on the communication process. Methods and modes of communication to be used and the rationale of communication, must be considered before selecting a specific communication model. Corporate world and other business units to foster their communication, discover their options and to assess their own situations use models. It is also used to realise how the receivers will understand the message.

A model is a set format to use and to follow or to imitate. Models of communication offer guidelines for setting a standard communication system and making sure effective communication in a business unit. They are used from organisational point of view. Each organisation forms its own communication system mostly based on communication models.

- Models of communication are theoretical models that are used to describe the human communication process.
- Models are visual depiction of communicating process.
- The first formal communication model was given by Claude Elwood Shannon in and was printed with an introduction by Warren Weaver(1948-1949). This model is commonly known as the Shannon and Weaver Model of Communication.

Linear Communication Model (One-Way Communication Model)

In linear model, communication is described as one way process where sender is the only one who transmits message and receiver doesn't give response. The message signal is encoded or translated and transmitted through medium. The sender is more important in linear model of communication. It is straight-line communication generally used in mass communication like television, radio, newspapers, etc. As per this model, there is no route for immediate feedback. Shannon and Weaver were the first to present the Linear Model of Communication. The model is also called as the Mathematical Theory of Communication. In this model, there is no transfer of information from the receiving side. In this model the recipient is passive. One-way communication is generally used to transfer current information like news related with nation, weather information, information about calamities, programs and public comments at press conferences through internet, radio and TV. In one-way communication, the sender and recipient of the information may not necessarily only people but also computers or automatic equipments or devices. It supposes that there is a clear-cut starting and an end to communication.

Interactive Communication Model

The interactive model of communication, also known as the convergence model, is a two way communication model. May be said that it is related with give and take sort of model. It explains on an exchange of communication from the sender to the receiver and from the receiver to the sender and back again. The interactive model permits for feedback, which is not in the linear model.

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As per this model, exchange of ideas and messages initiated in two ways from sender to receiver and vice versa. It stresses feedback showing that communication is not a one-way but a two-way process. In place of information being sent one way, from the sender to the receiver, both communicators send information back and forth. In this model, though feedback is not spontaneous and usually takes time.

Transactional Communication Model

The Transactional Model turns out to be more refined yet. This model advocates face-to-face interaction. In the Transactional Model, receiver and sender can communicate all together. It appears disorganised but mostly it is productive. Transactional simply means the exchange or interaction among communicators. It is founded on the basic premises of 'give and take'. Thus the transactional model of communication explains the exchange of messages or information between the sender and the receiver where each participant having its own turn to send or receive messages.

Transactional model happens to be more capable and effective when the communicators are of like environment, know each other and share same social system. Each participant in the process reacts depending upon facts like their background, experience, attitudes, cultural beliefs and self-esteem. Appropriate choice of channel increases the efficiency and reliability of the communicated message.

Note: Students are advised to search internet for attractive pictures and graphics regarding above tools. – Dr. Nagesh Parashar, S. S. in Commerce, VU Ujjain.