



BUSINESS COMMUNICATION SKILLS

TOPIC: MODELS OF COMMUNICATION

LECTURE BY MRS. A. M. MUBANGA

24.05.2022

SCHOOL OF LEADERSHIP AND BUSINESS MANAGEMENT

BCS 1101 COURSE CONTENT

1. UNDERSTANDING YOURSELF
2. DEVELOPING SELF MANAGEMENT SKILLS
3. MEANING OF BUSINESS COMMUNICATION
4. FUNCTIONS OF COMMUNICATION
5. CHANNELS OF COMMUNICATION
6. THE COMMUNICATION PROCESS
7. EFFECTIVE COMMUNICATION MANAGEMENT
- 8. THEORIES AND MODELS OF COMMUNICATION**
9. FORMS OF COMMUNICATION: VISUAL, VERBAL AND NONVERBAL
10. COMMUNICATION PATTERNS IN ORGANISATIONS
11. COMMUNICATION NETWORKS IN ORGANISATIONS
12. BUSINESS CORRESPONDENCE
- 13. APPLIED COMMUNICATION SKILLS:**
 - i. SPEAKING AND LISTENING TECHNIQUES**
 - ii. ACADEMIC WRITING AND INTEGRITY**
- 14. ETIQUETTES, PROTOCOL AND DIPLOMACY**
- 15. PUBLIC RELATIONS AND CUSTOMER CARE**
- 16. CONFLICT MANAGEMENT AND RESOLUTIONS**



MODELS OF COMMUNICATION



THEORIES AND MODELS OF COMMUNICATION

- **Difference Between Model and Theory**
- Definition:
 - Theory is a concept, an idea. It is used to explain things and is less practical.
 - Model is a visual representation of a concept. It is used to simplify things and is more practical.
- The communication theorists (Specialists) have developed different communication models till date. We shall look at 10 types in this two parts lectures....

COMMUNICATION MODELS

- 1) Aristotle's persuasion Model
- 2) Newcomb's Inter-Personal Communication Model
- 3) Hoveland's Persuasion Model
- 4) Thayer's Organizational Communication Model
- 5) Circular Model of Communication
- 6) Shanon and Weaver's Informational Theory Model
- 7) Collin and Guetzkow's Group Communication Model
- 8) Interactional Model of Communication
- 9) Berlo's S-M-C-R model
- 10) Modern Model of Communication

1. Aristotle's Persuasion Model

- The model produced by Greek Philosopher Aristotle is popularly known as the “Aristotle's Persuasion Model”.
- In this model, three elements of Business Communication Process have been detected.



<http://bizcommunicationcoach.com/>

Figure: Aristotle's Persuasion Model

- E.g. political leaders or a teachers use this a lot. (lecture method)

2. Newcomb's Inter-Personal Communication Model

- This is one of the simplest models of Business Communication.
- In this model, there are three parties to start the Communication Process.
- According to Newcomb, “There might be a third party between the sender and the receiver and that third party can manipulate the Communication Process.”
- This communication Model does not present all the elements of the Communication Process, even the sender and the receiver are not identified here.

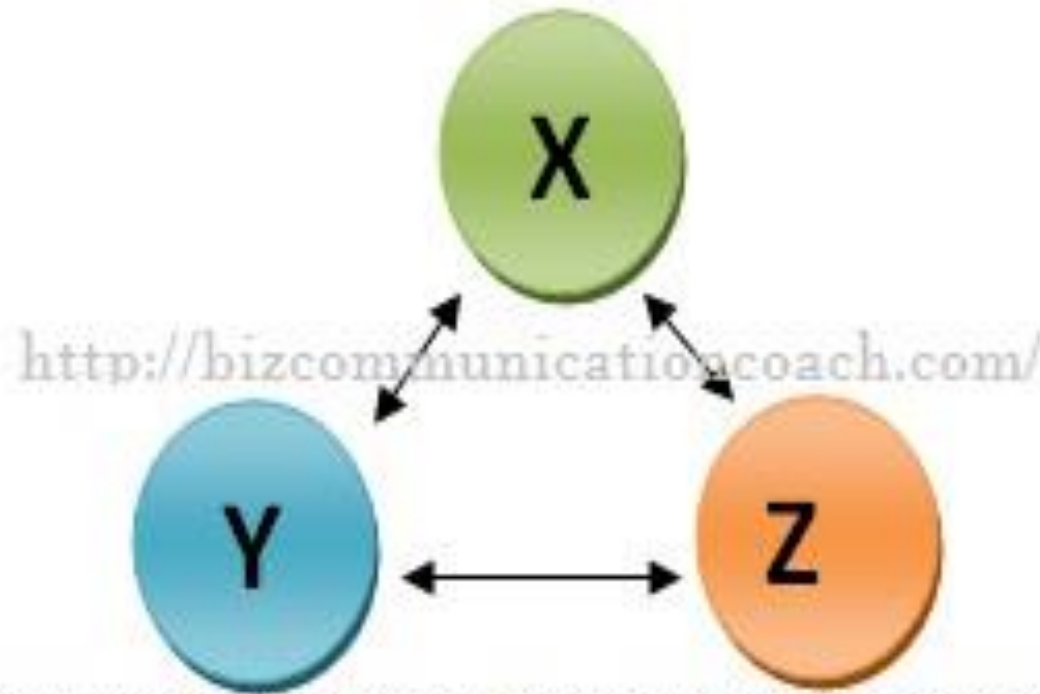


Figure: Newcomb's Inter-Personal Communication Model

In the figure, there are three parties X, Y and Z, and if any two parties want to communicate with each other, they must depend on the third party and the third party can influence the Business Communication Process.

3. Hoveland's Persuasion Model

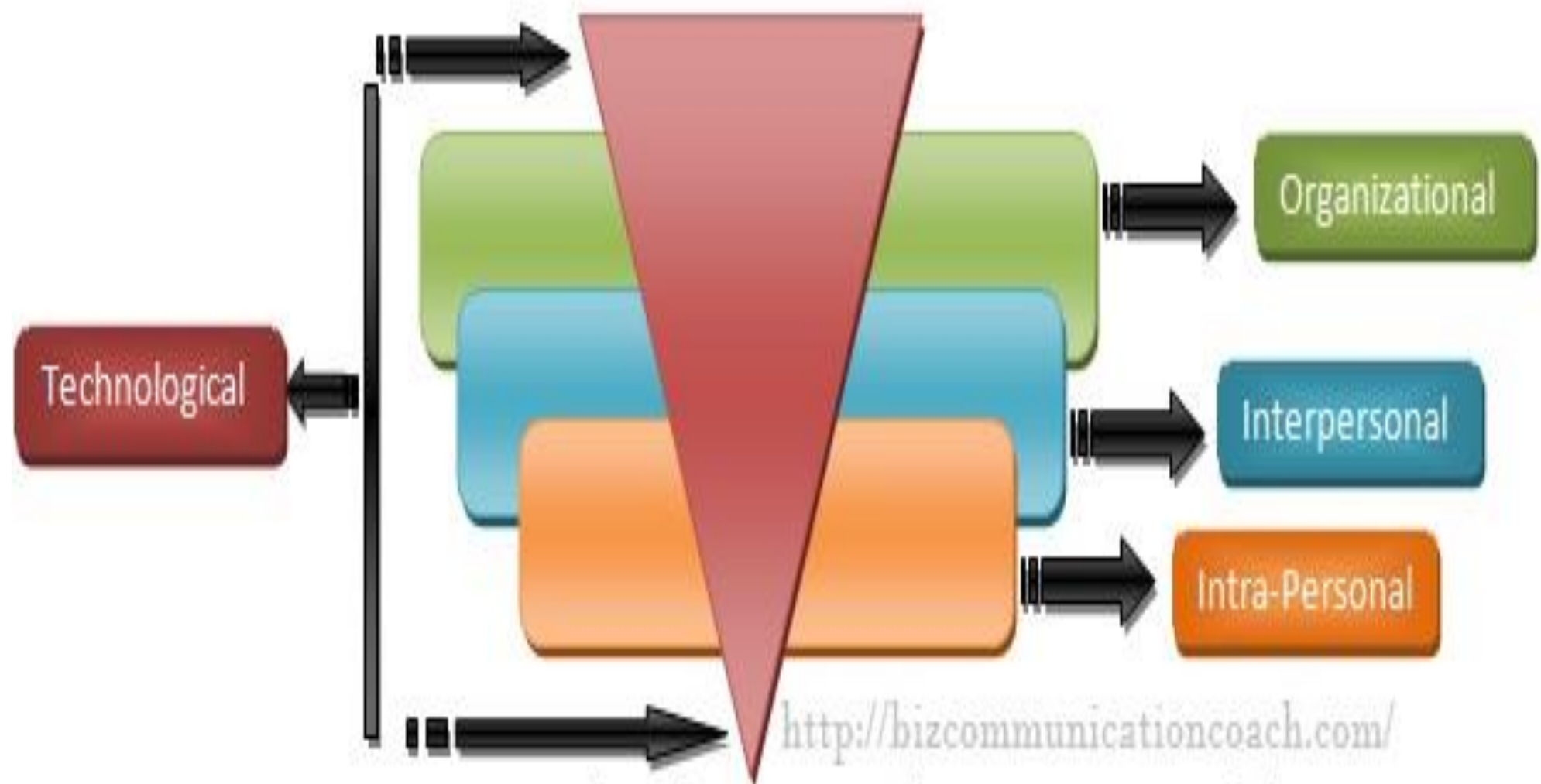
- This Model is almost same as the Aristotle's Persuasion Model.
- The basic difference? feedback of the audience's response is returned to the speaker.



Figure: Hovelands Persuasion Model

4. Thayer's Organizational Communication Model

- This model creates a link between personal Business Communication and organizational structure.
- Thayer has mentioned four levels in this Model;
- such as-intra-personal or individual, interpersonal, organizational and technological.
- This model also shows that the behavior of a sender and receiver can be influenced by four elements: biological, psychological, social and technological.



<http://bizcommunicationcoach.com/>

Figure: Thayer's organizational Communication Model

5. Circular Model of Communication

- The circular model emphasizes on the feedback system of communication which is vital for effective **Two Way Communication**.



Figure: Circular Model of Communication

NEXT CLASS?

- 1) Shanon and Weaver's Informational Theory Model**
- 2) Collin and Guetzkowr's Group Communication Model**
- 3) Interactional Model of Communication**
- 4) Berlo's S-M-C-R model**
- 5) Modern Model of Communication**

THANK YOU