

The Lewis Model categorizes cultures into three groups - linear-active, multi-active, and reactive. It aims to bridge cultural gaps in communication. However, it oversimplifies cultural differences. It fails to consider the dynamic nature of cultures (Skarbek, 2021).

Barnlund's Transactional Model offers a more comprehensive approach. It is a better alternative to the Lewis Model. Barnlund's model recognizes communication as a two-way process. Both parties actively send and receive messages simultaneously. The Lewis Model does not explicitly address this interactive nature (Bhasin, 2021).

Barnlund's model views communication as dynamic and continuous. The sender and receiver roles constantly change. This reflects modern business reality better. Employees engage in back-and-forth exchanges, negotiations, and collaborative problem-solving.

The Transactional Model suggests communication creates relationships and communities. It is not just about exchanging messages. This aligns with business communication goals. These include building professional relationships, fostering teamwork, and promoting organizational culture.

Barnlund's model considers social, environmental, and cultural contexts. It accounts for the relationship between communicators. Effective global business communication requires cultural context understanding. The model addresses this need.

The Transactional Model emphasizes immediate feedback importance. In business, prompt message clarification and adjustment are crucial. Efficient communication and decision-making depend on it.

While the Lewis Model offers cultural communication style insights, it lacks modern business dynamics. Barnlund captures the interactive, two-way nature better. It prioritizes relationship-building and context consideration.

By adopting Barnlund's Model, businesses foster collaborative, responsive practices. They improve cultural sensitivity in communication. This leads to better teamwork, decision-making, and overall organizational effectiveness.

The Transactional Model recognizes communication complexity. It moves beyond simple message exchange. Consideration of roles, relationships, contexts, and feedback loops enhances understanding. Businesses can optimize communication strategies using this model.

References:

Skarbek, R. (2021, October 25). Cultural types - the Lewis model. Empowerment Coaching.

Bhasin, H. (2021, October 18). All the communication models in businesses explained. Marketing91.

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