**Communication** is an essential human activity that is innate in nature.

**Communication** has its own identity because itis in itself an essence of man and it cannot exist without man nor can man exist without it.

**Nature of Communication;**

**Communication** is a process.

**Communication** occurs between two or more

people.

**Communication** can be expressed through words, actions, or both at the same time.

Speaker or Source

**Element of Communication;**

* Message
* Channel
* Receiver
* Feedback
* Environment
* Contex
* Interference

CATEGORIES

**3 Models of Communication;**

* Linear
* Interactive
* Transactional

**LINEAR MODEL**

* The oldest kind of communication that dates back to the time of Aristotle
* communication happens in one direction which is why the term linear is used
* sender is the only one who sends message and receiver doesn’tgive feedback or response

**Aristotelian Model**

* proposed before 30 BC by Aristotle
* The speaker sends message, and the audience
* receives it.

**Lasswell’s Communication Model**

* Added Channel as element
* Lasswell’s model waspopularized and primarily developed
* To analyze ma ss
* communication during the time when only the rich had televisions in order to show the mass media culture.

**The Shannon-Weaver Model**

* Claude Elwood Shannon and Warren Weaver, who worked for Bell Telephone Lab in the United

States, designed a model to mirror the function of radio and telephone technology.

* Basic elements are Sender, message, channel, and receiver later recognized the

static background, termed “noise”

**INTERACTIVE MODEL**

* Also known as the **Convergence Model**
* It upgrades the linear model by making the message exchange in two ways: From to sender to receiver, and from receiver to the sender.
* It now allows for a feedback elements

**Schramm’s Model**

* Wilber Schramm proposed the model of communication in 1954.
* A message can have meanings when permitted by individual’s experience to understand the message. This means that for a message to be understood similarly by both the sender and speaker there should be a common field whereby they share the same experience. This is what he called the field of experience or the frame of reference.
* He emphasized that communication is incomplete unless and until the sender receives a feedback from the recipient.

**Dance Model**

* Conceptualized by Frank Dance in 1967.
* The name helical comes from “Helix” which means an object having a three-dimensional shape like that of a wire wound uniformly around a cylinder or cone to show that communication is a dynamic and non-linear process.
* Dance explained that the communication process starts very slowly in a defined and small circle. Communicators share information only with small portion of themselves on their relationships. It gradually develops into next level but which will take some time to reach and expand its boundaries to the next level.

**TRANSACTIONAL MODEL**

* More sophisticated than interactive model.
* Depicts face-to-face interaction, or “trans-action” as a dynamic and changeable process that is not limited to simple definition.
* Receiver and sender can play the same roles simultaneously. It acknowledges both time and the ability for the participants to accomplish two functions at the same time hereby making it more than just interactive but a continuous and always in
* motion process.

**Ecological Model**

* Designed by David Foulger
* Present communication style, system, and practices in modern society
* 3 basic elements, namely; the creator, the message, and the consumer.

**300BC ARISTOTLE**

* speaker has the control of message that will be received by the audience

**LASSWELL**

* A new element called the channel and more defined basic elements 1948

**1949 SHANNON WEAVER**

* The element of noise was added to address the static or background sounds that interfere with the process.

**SCHRAMM’S**

* An individual’s knowledge, experience and cultural background have an important role in communication 1945

**1960 BERLO**

* Each of the elements of communication contains several factors affecting the flow of communication

**DANCE Communication**

* isdynamic and non-linear process1967

**2004 FOULGER**

* Update the communication process with new models that are better representation of the structure and key constituents of the process that are evident in modern society

**FUNCTION**

**Verbal Communication**

* Verbal communication is the use of words and sounds in expressing thoughts and emotions; they are agreed-upon and rule governed system of symbols used to share meaning including both oral and written communication. Since verbal a detailed communication Involves a rule-governed system of symbols, examination of the components of verbal communication is necessary.

Such examination is anchored on two premises;

* verbal communication as a system of symbols; and
* verbal communication as rule-governed.

**Non-Verbal Communication**

* It is the process of conveying meanings without the use of the words either written or spoken including facial expressions, hand movements, body language, postures, and gestures.

**Functions of Non-Verbal**

1. **Accenting** – calling attention to a key part of the message

Ex: stamping, increasing volume, moving forward, slowing down

1. **Moderating** – reducing attention, removing emphasis
2. Ex: reducing volume, speeding up, being incoherent
3. **Complementing** – ensuring all speech is paralleled by non-verbal communication that aligns with what is being said.

Ex: talking sad things, lowering the head, and sad tone.

1. **Substituting** – replacing words with non-verbal language.

Ex: Shall we? (Waggling eyebrows and grinning)