

Model of Communication

EPISODE 2

Today's Discussion

In order to explain the social process of communication, scholars have developed several models. The three most well known models for communication are Linear, Interactional, and Transactional. As West & Turner (2007) explain, each model sheds light on the development of communication, but emphasizes different parts of the communication process. The models provide pictures, or visual representations, of complex interactions. They are useful because they simplify the basic structure of communication and can help us to understand that structure not just verbally, but also visually. Most importantly, they identify the various elements of communication and serve as a kind of map to show how different parts of the communication process are interrelated.



Model of Communication



- There are three different models used in a communication process and these are:
1. Linear
 2. Interactive
 3. Transactional

LINEAR MODEL

Originally developed by Shannon & Weaver in 1948, this model describes communication as a linear process. (See

Figure 1.1.) This model describes how a sender, or speaker, transmits a message to a receiver, or listener.

More specifically, the sender is the source of the message. A message may consist of the sounds, words, or behaviors in a communication interaction. The message itself is transmitted through a channel, the pathway or route for communication, to a receiver, who is the target or recipient of the message. There may be obstacles in the communication process, or noise. Noise refers to any interference in the channel or distortion of the message. This is a fairly simple model in which a message is simply passed from sender to receiver.

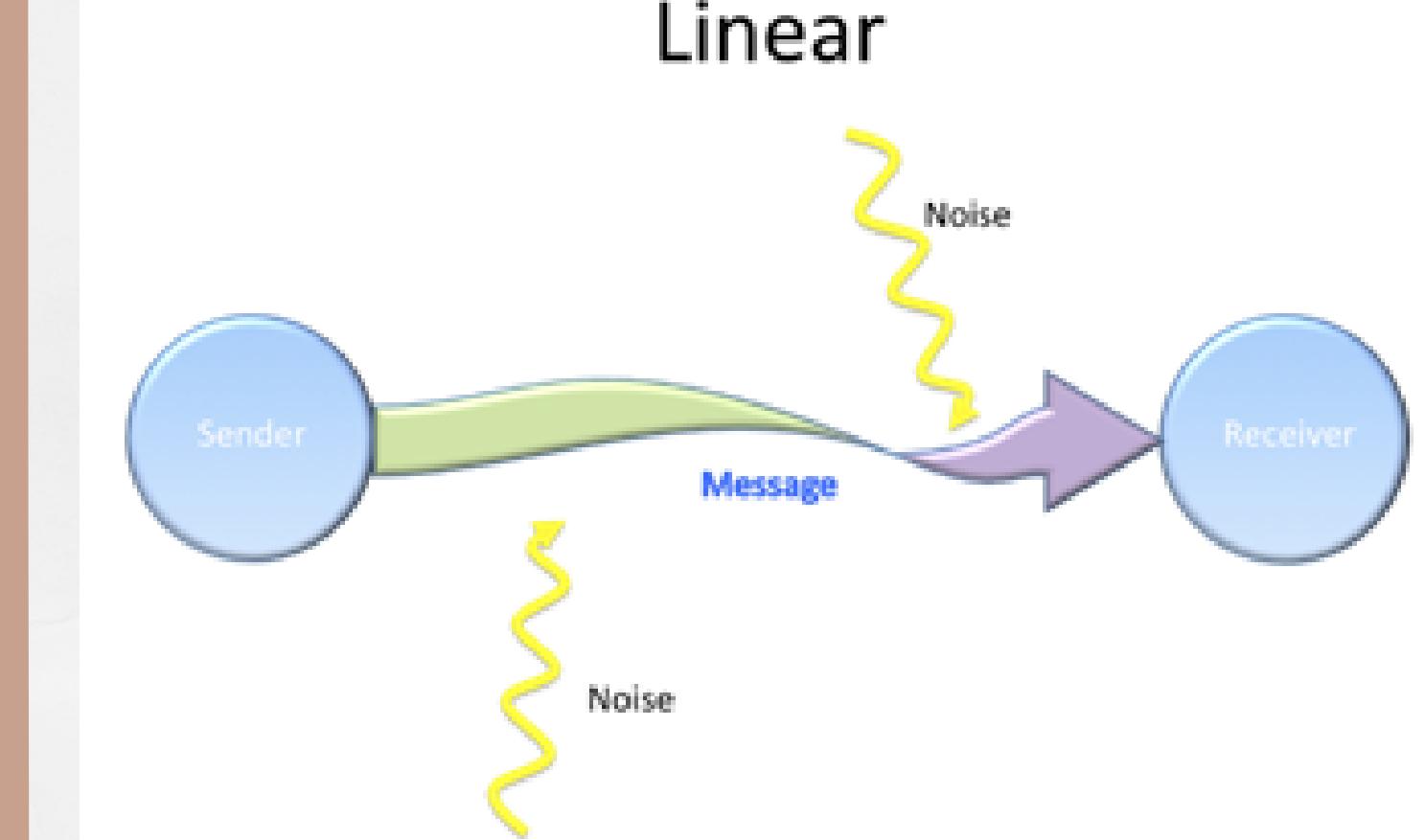


Figure 1.1:
Shannon and Weaver Model

INTERACTIONAL MODEL

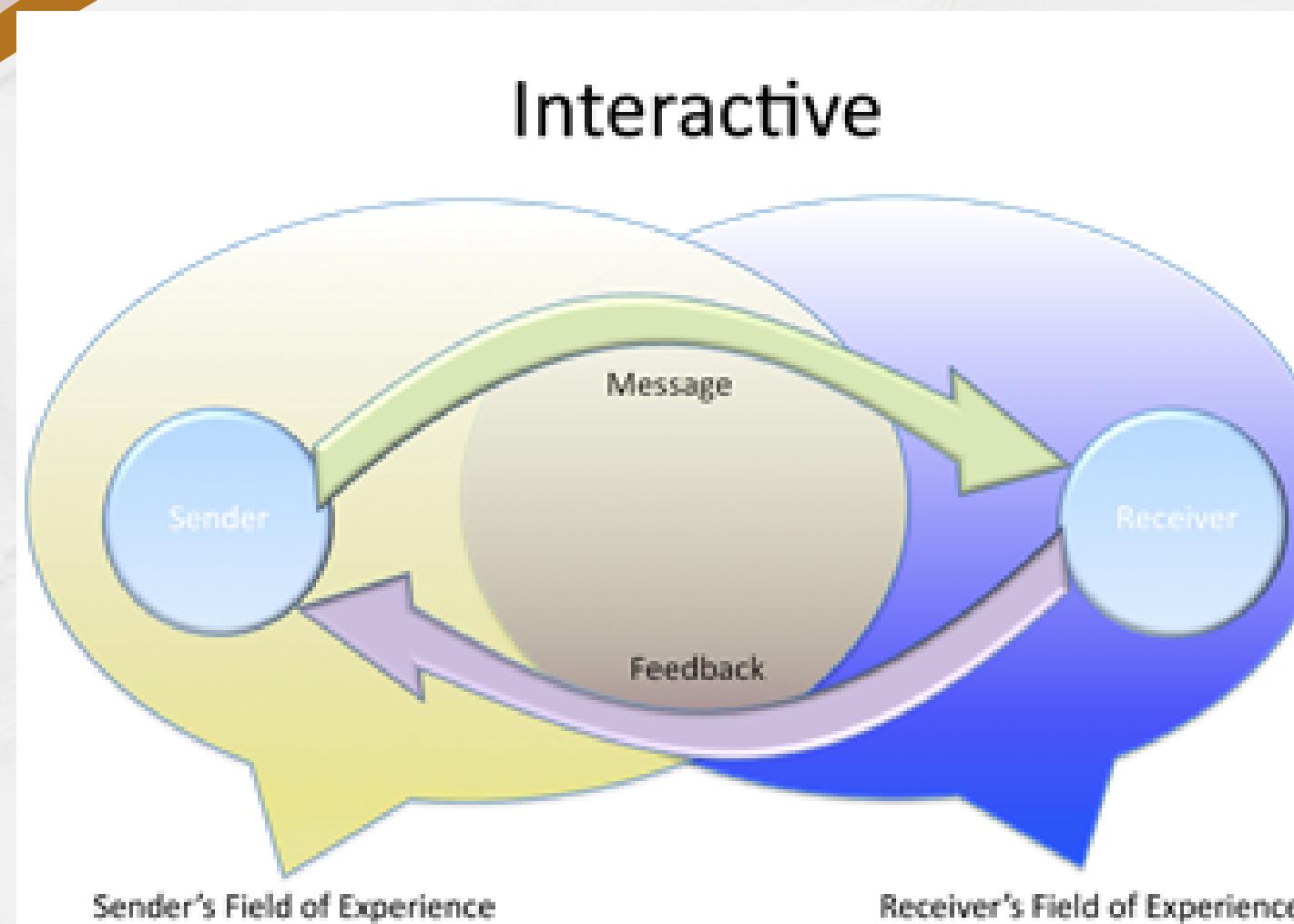


Figure 1.2:
Interactional Model

In the move to a more dynamic view of communication, interactional models or interactive model follow two channels in which communication and feedback flow between sender and receiver. Feedback is simply a response that a receiver gives to a sender. (See Figure 1.2.) Feedback can be verbal (i.e. “yes”) or nonverbal (i.e. a nod or smile). Most importantly, feedback indicates comprehension. It can help senders know if their message was received and understood. By focusing on flow and feedback, interactional models view communication as an ongoing process.

INTERACTIONAL MODEL

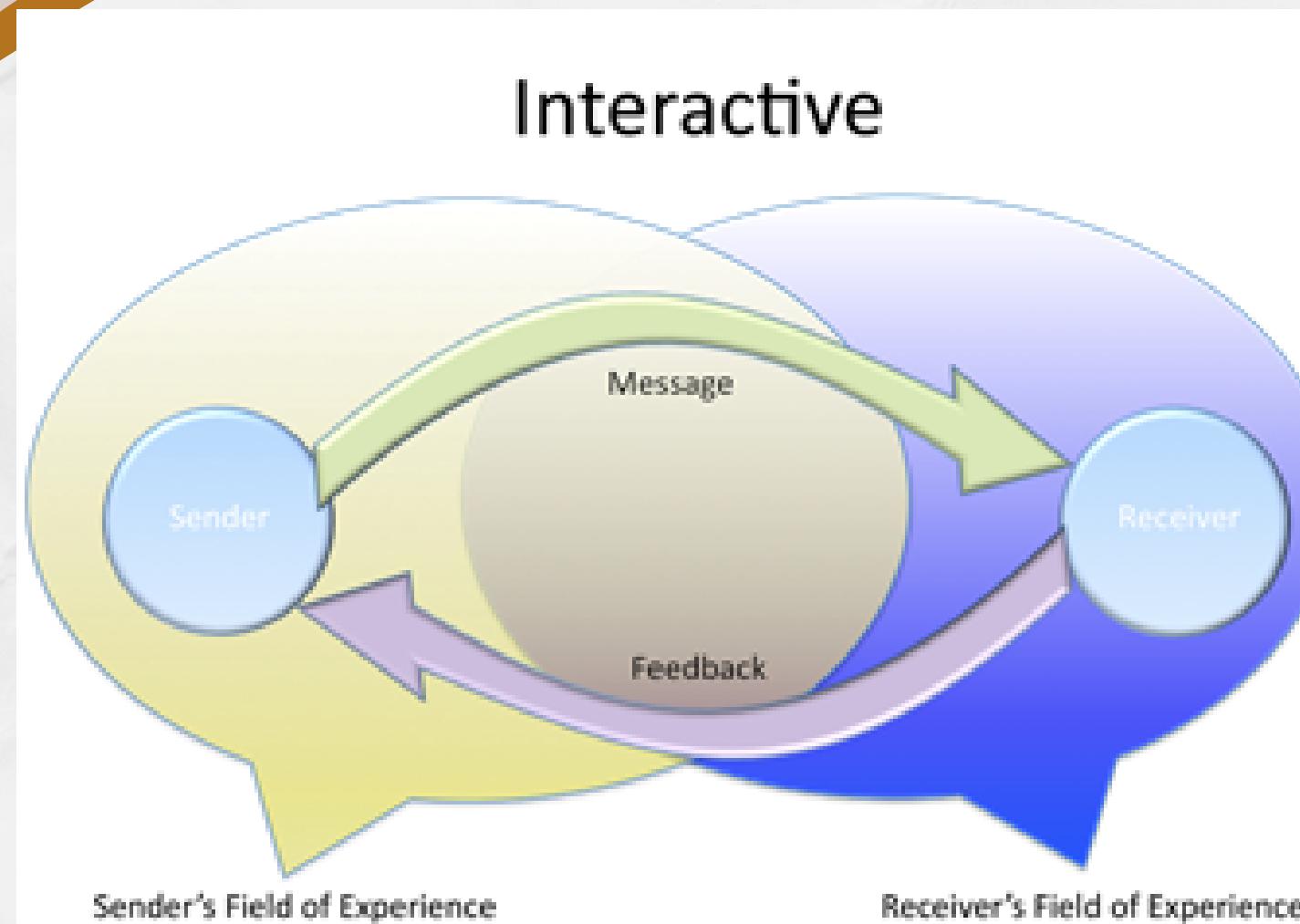


Figure 1.2:
Interactional Model

The final feature of this model is the field of experience. The field of experience refers to how environment, experiences, culture, and even heredity can influence how a sender constructs a message. Keep in mind that each person brings a unique field of experience to an interaction. Likewise, each communication interaction is unique. While the interactional model is more dynamic than the linear model, it still contains some limitations. For instance, this model implies that while people can be both senders and receivers, they cannot do so simultaneously. In lived communication, roles are not quite so clear-cut and in fact are much more fluid.

TRANSACTIONAL MODEL

The transactional is the most dynamic of communication models. One notable feature of this model is the move from referring to people as senders and receivers to referring to people as communicators. This implies that communication is achieved as people both send and receive messages. (See Figure 1.3.) Fundamentally, this model views communication as a transaction. In other words, communication is a cooperative action in which communicators co-create the process, outcome and effectiveness of the interaction. Unlike the linear model in which meaning is sent from one person to another, also unlike the interactional model in which understanding is achieved through feedback, people create shared meaning in a more dynamic process in the transactional model.

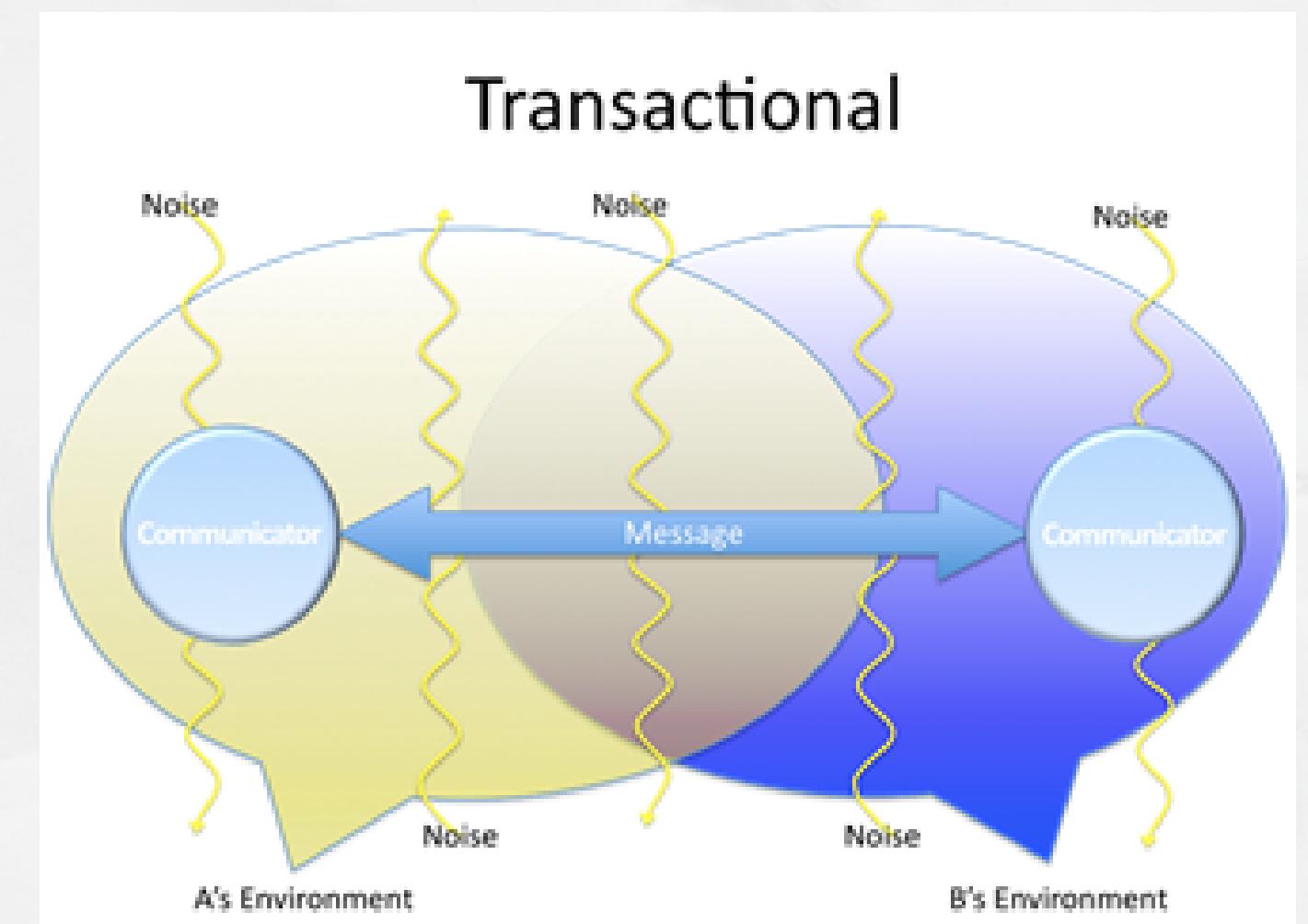


Figure 1.3:
Transactional Model

Summary of Class



Linear Model

It is a one way process where the sender did not received immediate feedback from the process. It is also known as Shannon-Weaver Model.

Interactive Model

It is a two way process and the sender received a feedback from the receiver. This model also called Schramm Model

Transactional Model

In this model, there are a lot of senders and receivers and the noise are everywhere.