

Models of Communication



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An illustration of a woman with dark hair, wearing a grey blazer over a pink shirt, holding a pink folder and pointing her right index finger towards a large presentation board. The board is a light yellow rectangle with a brown border, featuring a window-like header with three icons (minimize, maximize, close) and a decorative pink flower on the top left. The board contains the title 'Objectives:' and a numbered list of four points. The background is a light cream color with soft, abstract shapes in shades of pink and orange.

Objectives:

1. Understand the Importance of Models of Communication
2. Identify and define the Three (3) Models of Communication
3. Examples of each Models of Communication
4. Pros and Cons of the Three (3) Models of Communication

MODEL OF COMMUNICATION



The components and relationships of the communication process that being study may be identified and understood with the use of communication models. Models reflect fresh perspectives on a variety of communication-related topics, which facilitates the planning of efficient communication systems.

II. CONTENTS

Three Models of Communication:

1. LINEAR MODEL

1.1. ARISTOTLE'S MODEL

1.2. LASSWELL'S MODEL

1.3. BERLO'S S-M-C-R MODEL

1.4. SHANNON-WEAVER MODEL

2. INTERACTIVE MODEL

2.1. OSGOOD-SCHRAMM MODEL

2.2. WESTLEY AND MCLEAN MODEL

3. TRANSACTIONAL MODEL

3.1. BARNLUND'S TRANSACTIONAL MODEL

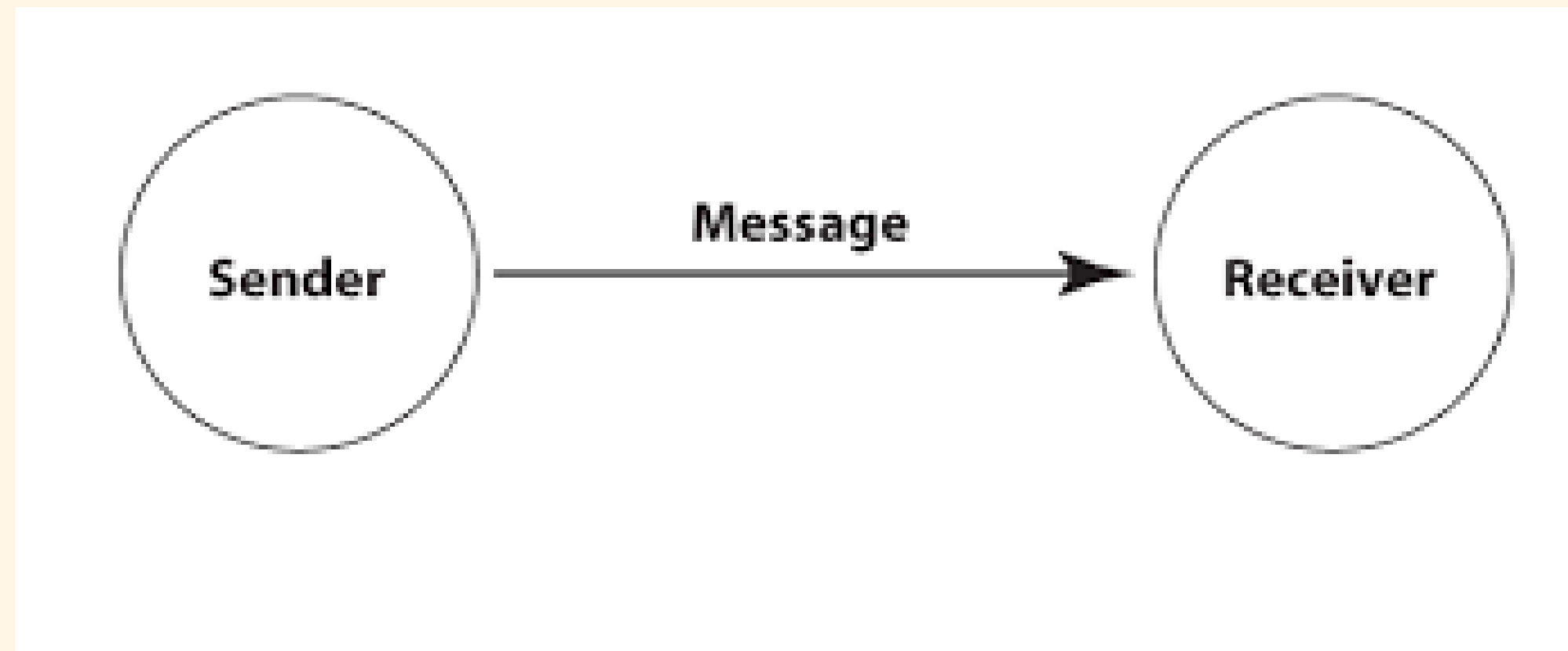
3.2. DANCE'S HELICAL MODEL

LINEAR MODEL



Linear Model is a one-way communication where the sender send message to receiver without any feedback or response from the recipient. In this Model, there are only three (3) elements involved. These are the sender, message and the receiver. The sender encodes and transmit while the receiver decodes the information, the whole process is in one-way conversation.

LINEAR MODEL

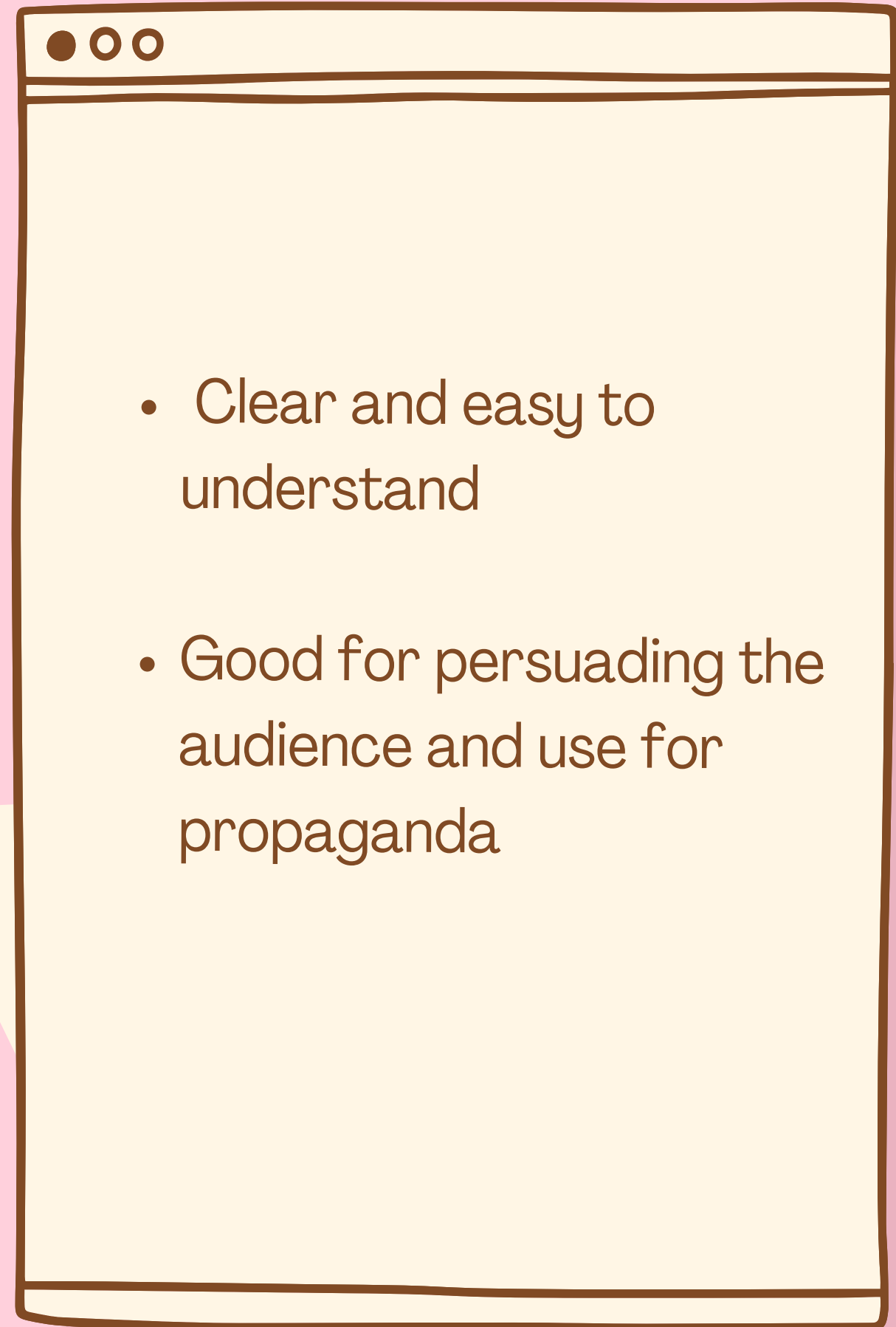


<https://www.businesstopia.net/communication/linear-model-communication>

PROS/ADVANTAGE



- Clear and easy to understand
- Good for persuading the audience and use for propaganda



CONS/ DISADVANTAGE



- No feed back
- There's no way to determine whether communication is effective

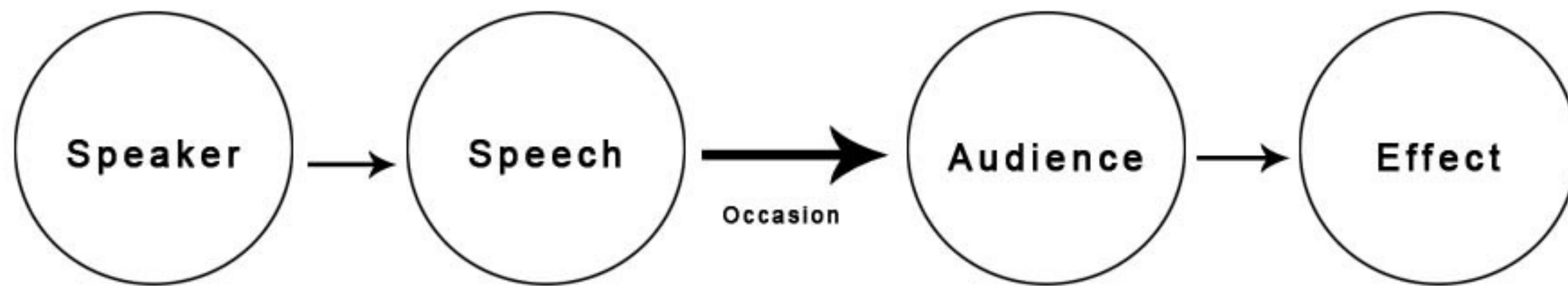
1.1. ARISTOTLE'S MODEL

Is the oldest model of communication, it was introduced by Aristotle back in 300 BC. According to the Aristotle Model of Communication, the speaker is the key component of communication. This individual is exclusively responsible for all correspondence. It's essential that the speaker in this sort of communication makes deliberate word selections. Before planning his speech, he needs determine his audience.

This model is often use for public speaking and spread information to target audiences without any feedback or concept of noise. Unlike to Linear Model, Aristotle's Model has five (5) elements; Speaker, Speech, Occasion, Audience and Effect.



ARISTOTLE'S MODEL



ARISTOTLE'S MODEL OF COMMUNICATION

<https://www.communicationtheory.org/aristotle%E2%80%99s-communication-model/>

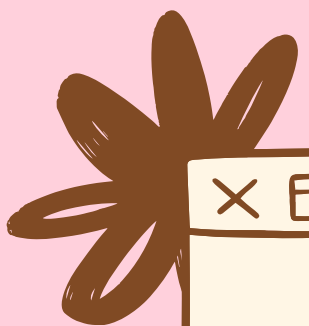
Examples of Aristotle's Model



MITING DE AVANCE
OR ELECTION
CAMPAIGN




1.2. LASSWELL'S MODEL

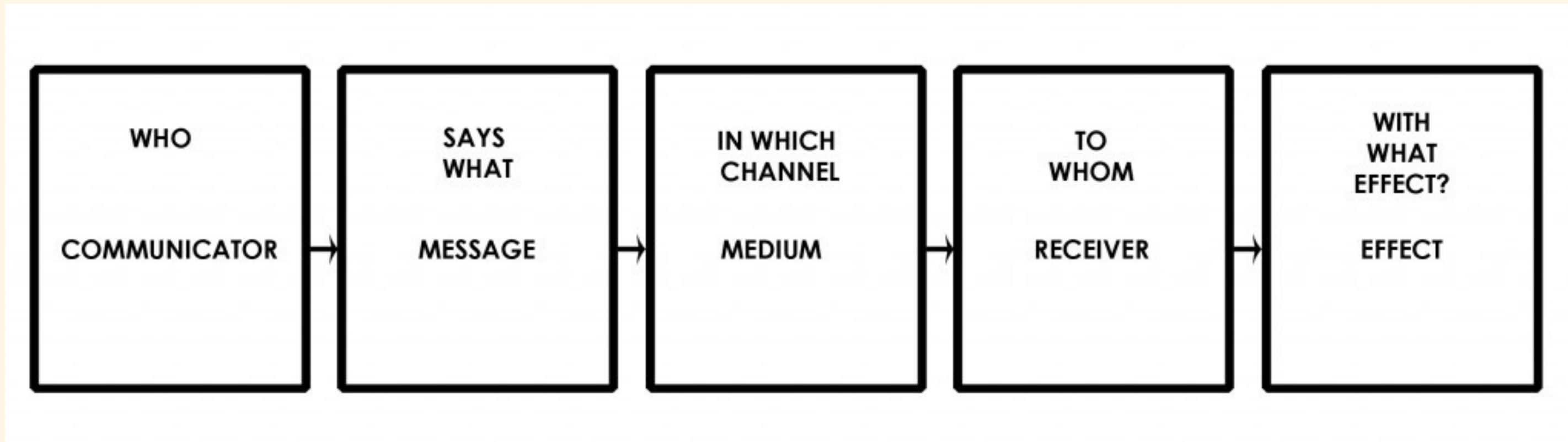


This model use as a technique for analysis to assess the components and process of communication.

The communication model developed by Harold Dwight Lasswell, which was first presented in 1948, is regarded as one of the most important communication models. Lasswell tries to use the five (5) elements to evaluate message by creating 5 questions. The 5 questions are the following:

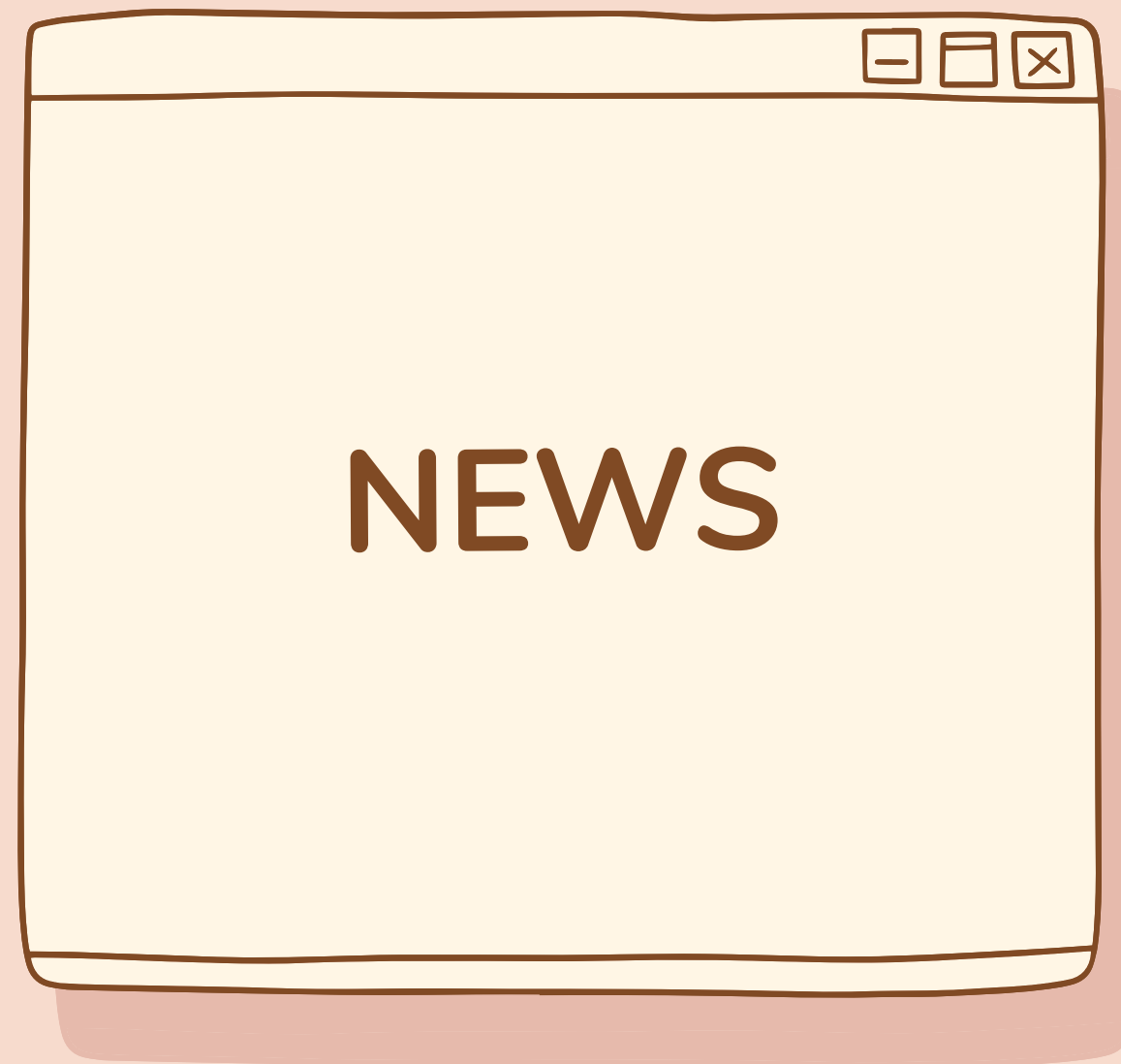
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1. Who said?
 2. What was said?
 3. What channel was used to say it?
 4. To whom was it said?
 5. With which effect it was said?

LASSWELL'S MODEL



<https://www.thinglink.com/scene/627396285351067650>

Examples of Lasswell's Model



1.3. BERLO'S S-M-C-R MODEL

★ The four (4) element was influenced by different factors. This model points out that the efficiency of communication is not only depend on the sender but to the whole process in communication.

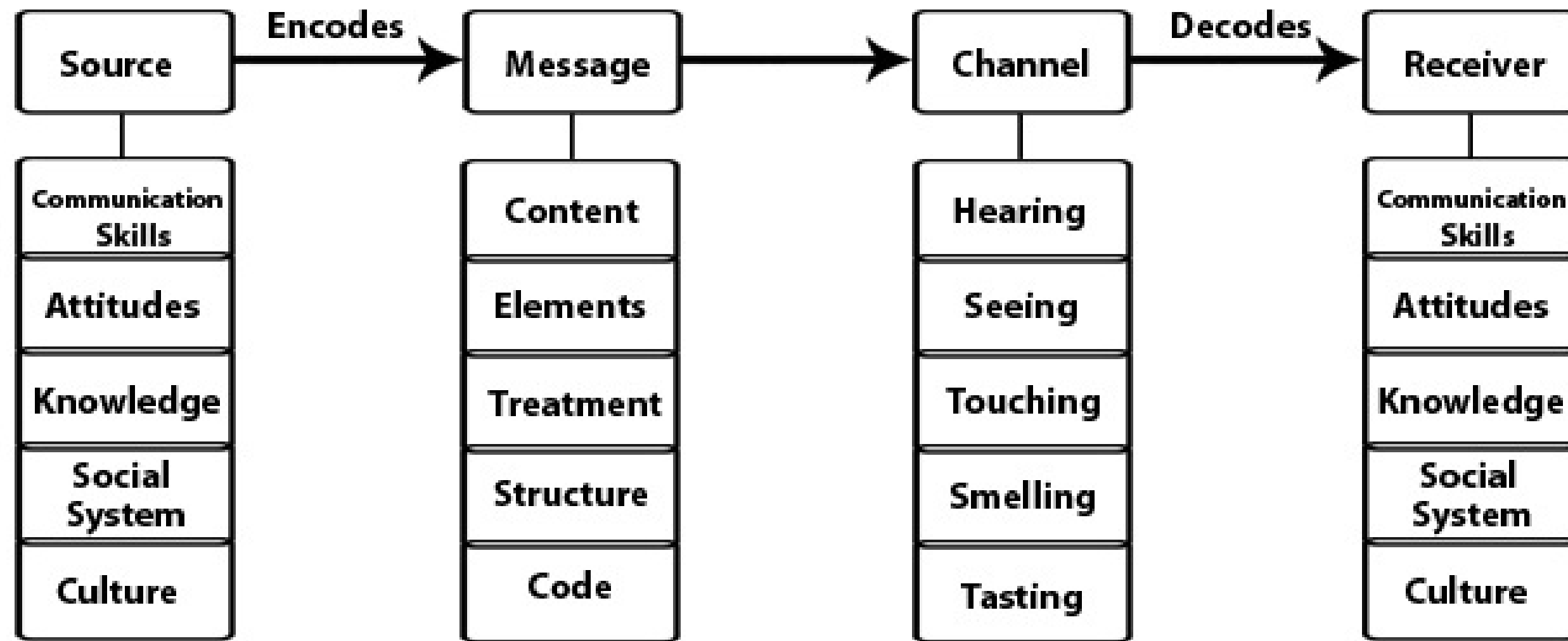
Berlos S-M-C-R Model use four (4) elements, these are:

- Source – is the one who transmit and encode the information
- Message – the information being sent by the sender
- Channel – is the medium used to send/transfer the information/message
- Receiver – is the one who receives and decode the information



BERLO'S S-M-C-R MODEL

Berlos's SMCR Model of communication



<https://www.communicationtheory.org/berlos-smcr-model-of-communication/>

Examples of Berlo's S-M-C-R Model





1.4. SHANNON-WEAVER MODEL

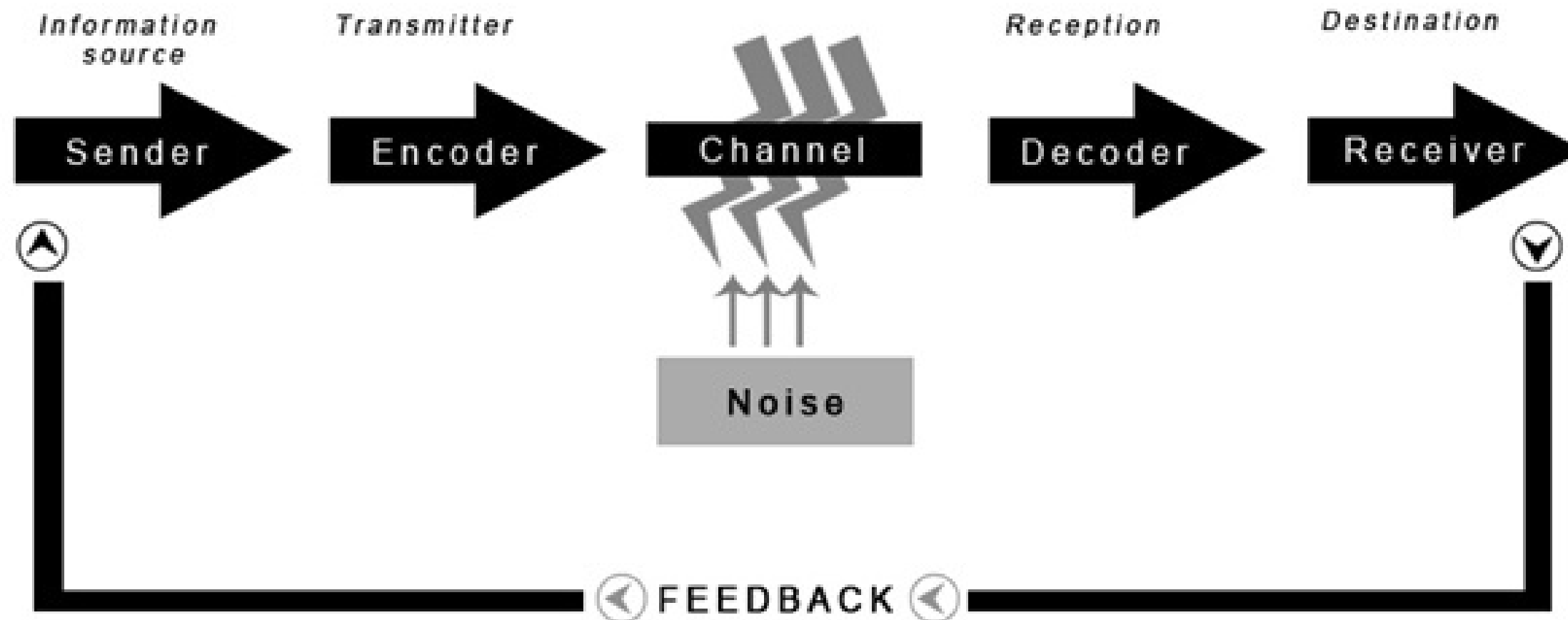


This model is known as “Mother of all Communication” because of its popularity. It is also known as “Information Theory” or “Shannon Theory” because Claude Shannon is the one who developed this theory.



Shannon-Weaver is the first linear model that gave importance to the receiver’s feedback. It has six (6) key concept: sender, encoder, channel, noise, decoder, and receiver. This is also considered the effect of noise. The noise in this model can be misspell words, misinterpret, loud noises, heavy accent.

SHANNON-WEAVER'S MODEL



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Examples of Shannon-Weaver's Model



JOHN TALKING TO
HIS FRIEND BRYAN
THROUGH
TELEPHONE

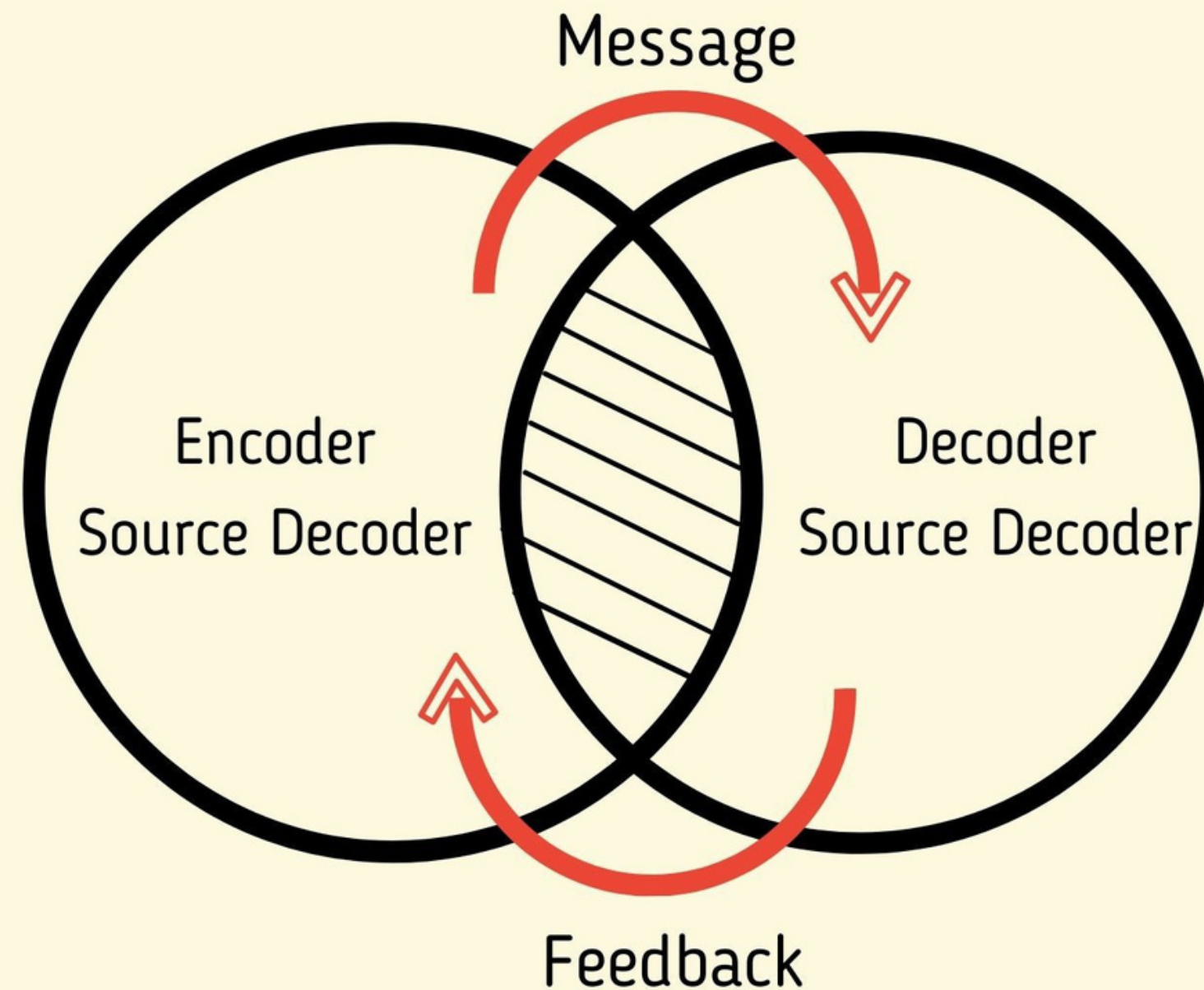


2. INTERACTIVE MODEL




Also known as a two-way communication process since it occurs in both ways. The interactive models of communication are more advanced than the linear models, the communication process involves both sender and receiver, it also uses computer-human communication. In contrast to linear communication model, feedback is delivered to acknowledge the message received. As the conversation continues, the roles of the sender and recipient change.

INTERACTIVE MODEL



<https://www.marketing91.com/interactive-model-of-communication/>

Examples of Interactive Model

A stylized illustration of a person with long dark hair, wearing a light-colored shirt, sitting at a desk and using a laptop. The laptop screen is pink. The person is positioned in the bottom right corner of the slide.

**BRAINSTORMING OR
THE TWO BEST
FRIEND TALKING
THROUGH
MESSENGER**

PROS/ADVANTAGE



- New Communication Channel
- Allows feedback

CONS/ DISADVANTAGE



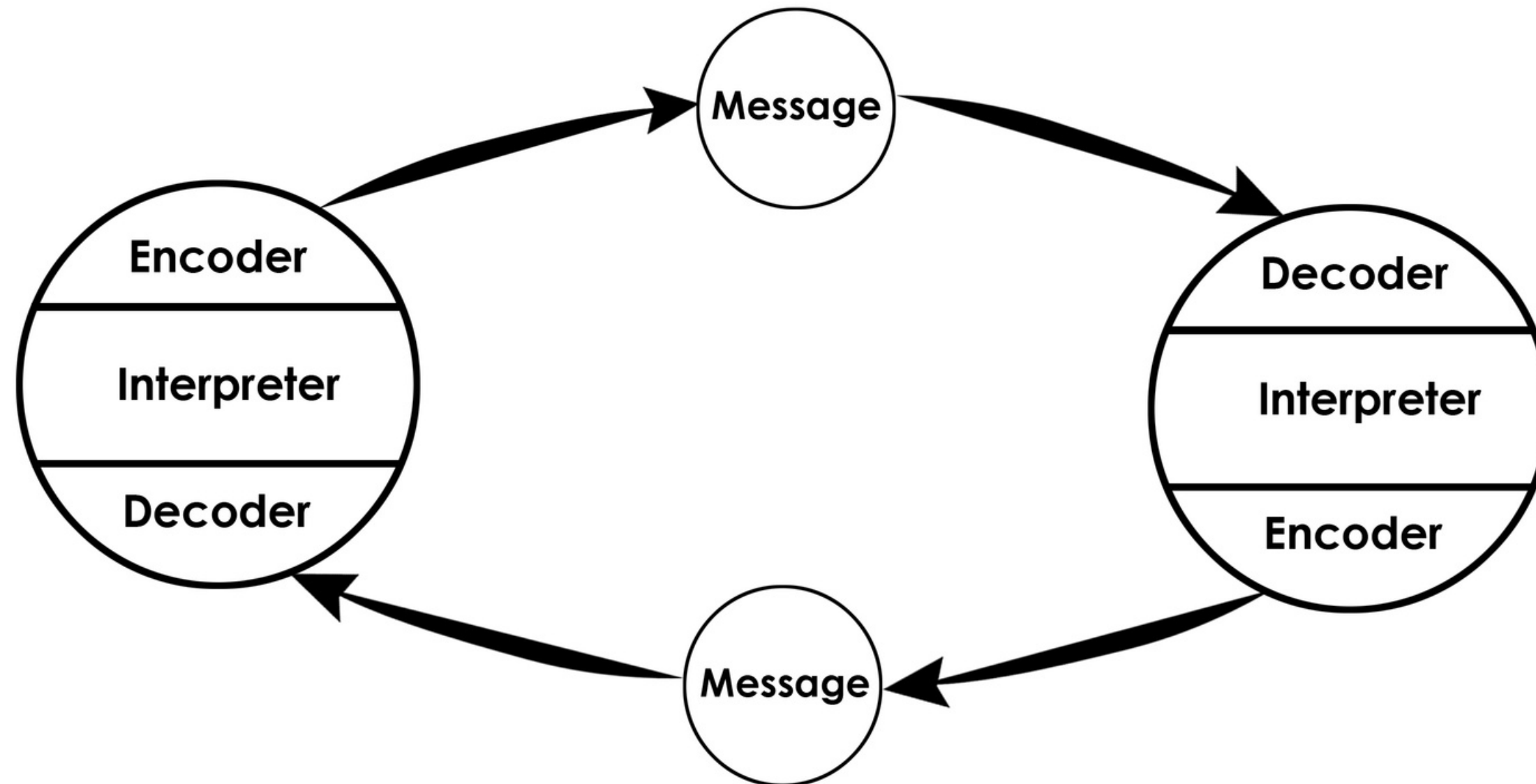
- Slow feedback
- The sender or recipient may not know who the other person is.

2.1. OSGOOD-SCHRAMM MODEL

Known as a “Circular Model” because message can go in two directions, the sender can decode message and receiver can encode message and transmit to sender. According to Charles Egerton Osgood communication is a circular than linear, it needs two participants to send and receive the message. This model also emphasizes the fact that we are active communicators who actively interpret the signals we receive.



2.1. OSGOOD-SCHRAMM MODEL

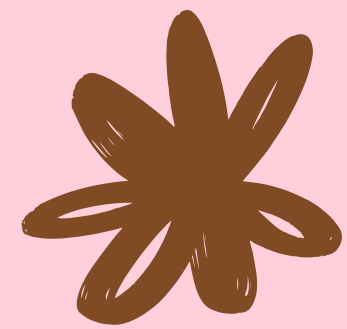


<https://www.communicationtheory.org/osgood-schramm-model-of-communication/>

Examples of Osgood-Schram Model



CALLING WITH
YOUR BOYFRIEND
OR FRIEND



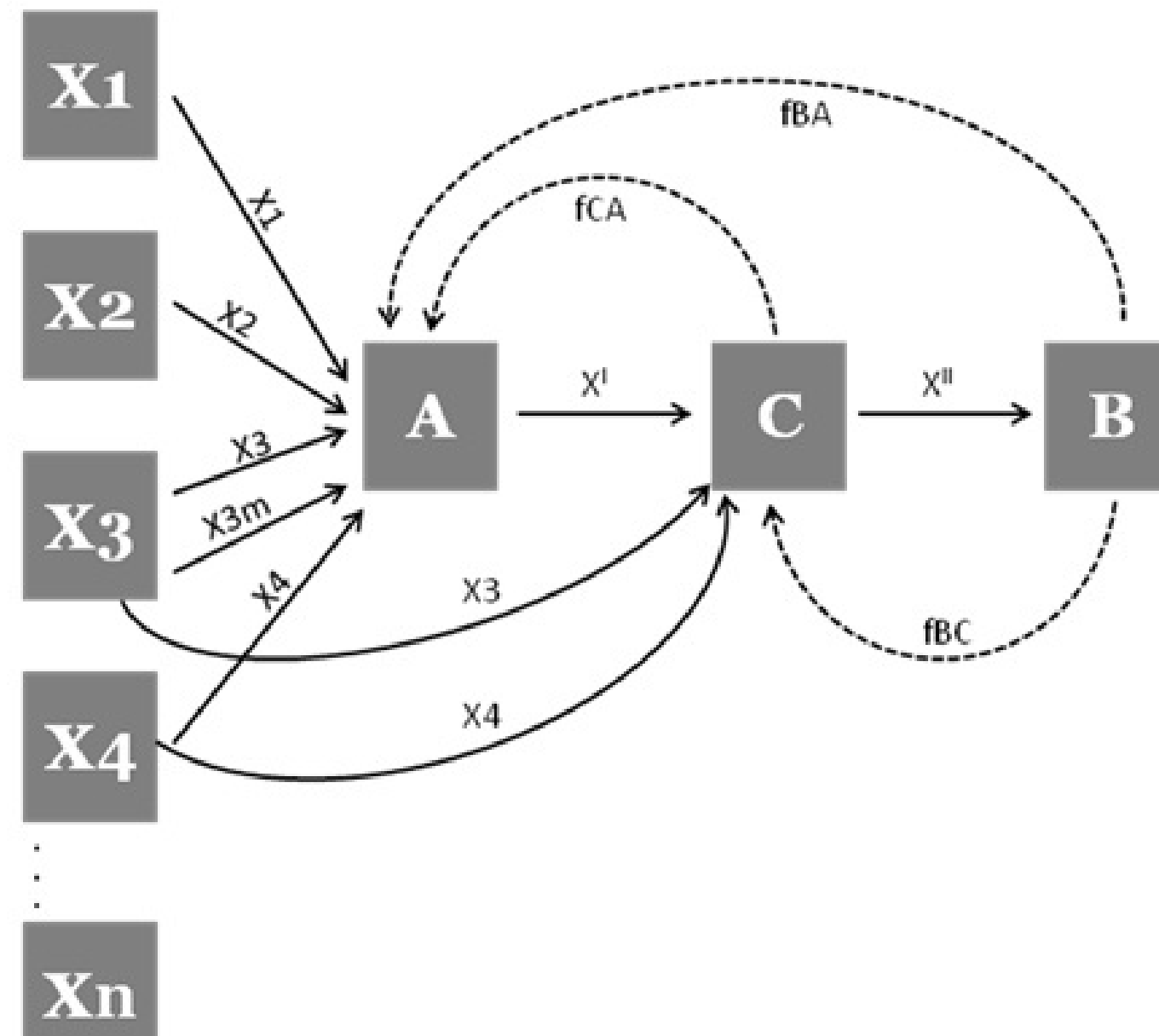
2.2. WESTLEY AND MCLEAN MODEL



- The Westley and Mclean Model of Communication is used in two contexts:
 1. Interpersonal Communication
 2. Mass Communication

2.2. WESTLEY AND MCLEAN MODEL

Westley and MacLean's Model of Communication

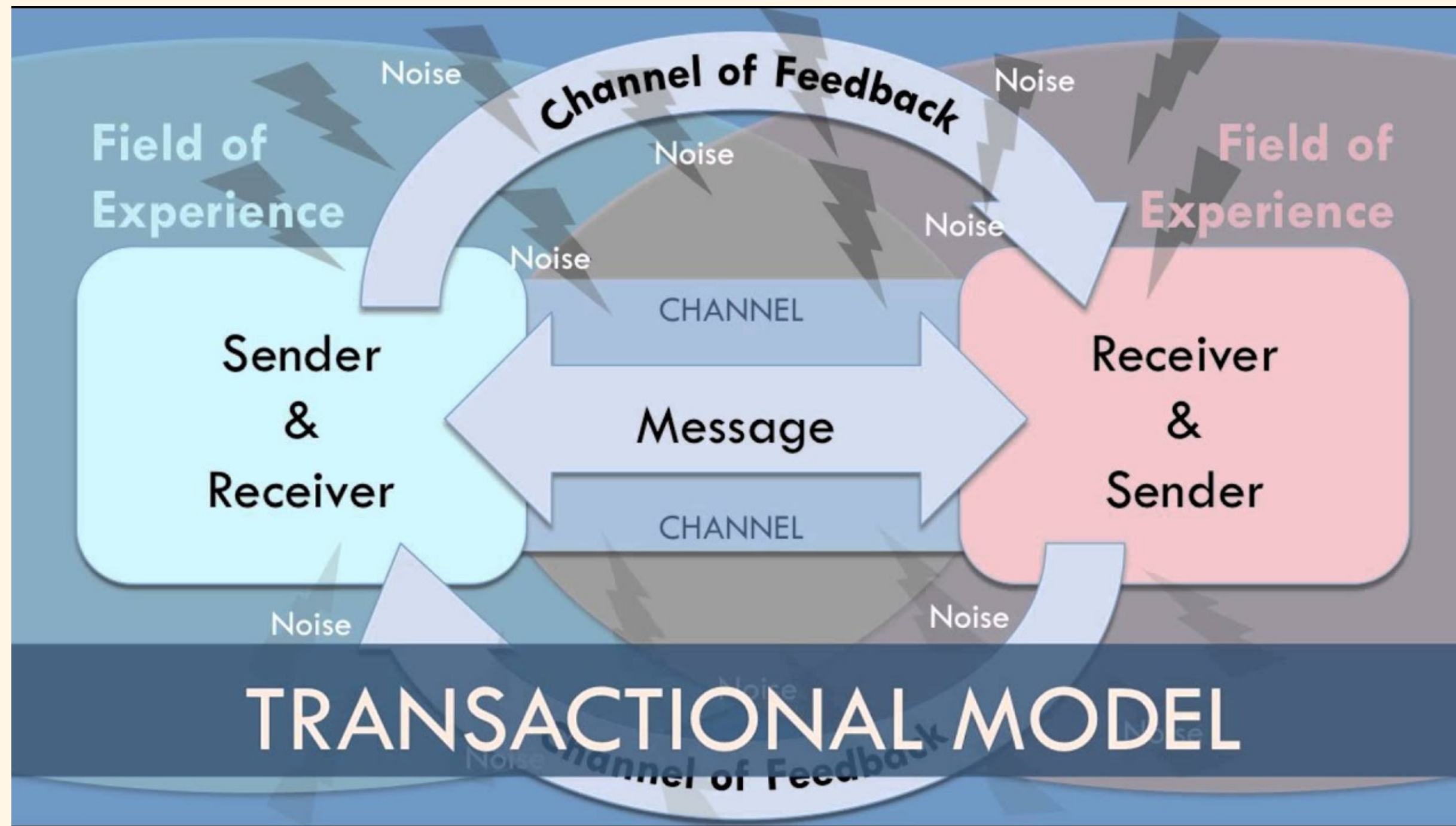


3. TRANSACTIONAL MODEL

- A two-way conversation
- Continuous exchange of message
- Human communication and computer

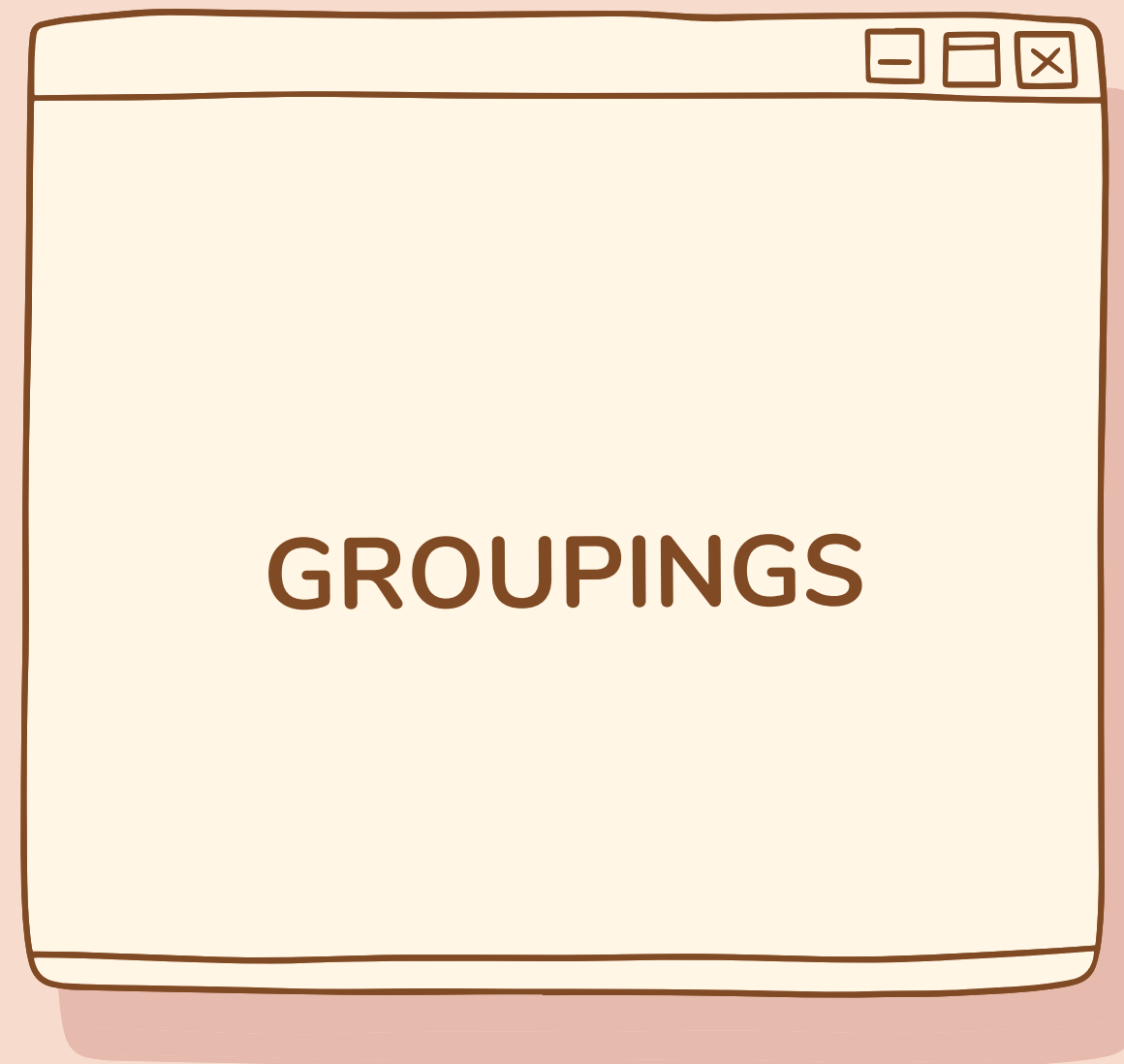


3. TRANSACTIONAL MODEL




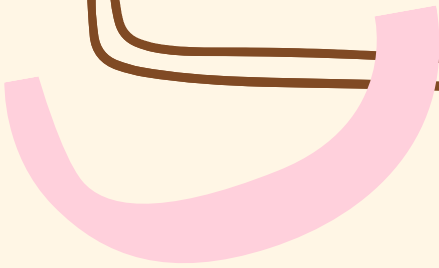
<https://www.youtube.com/watch?v=yxyuPO451ZU>

Examples of Transactional Model

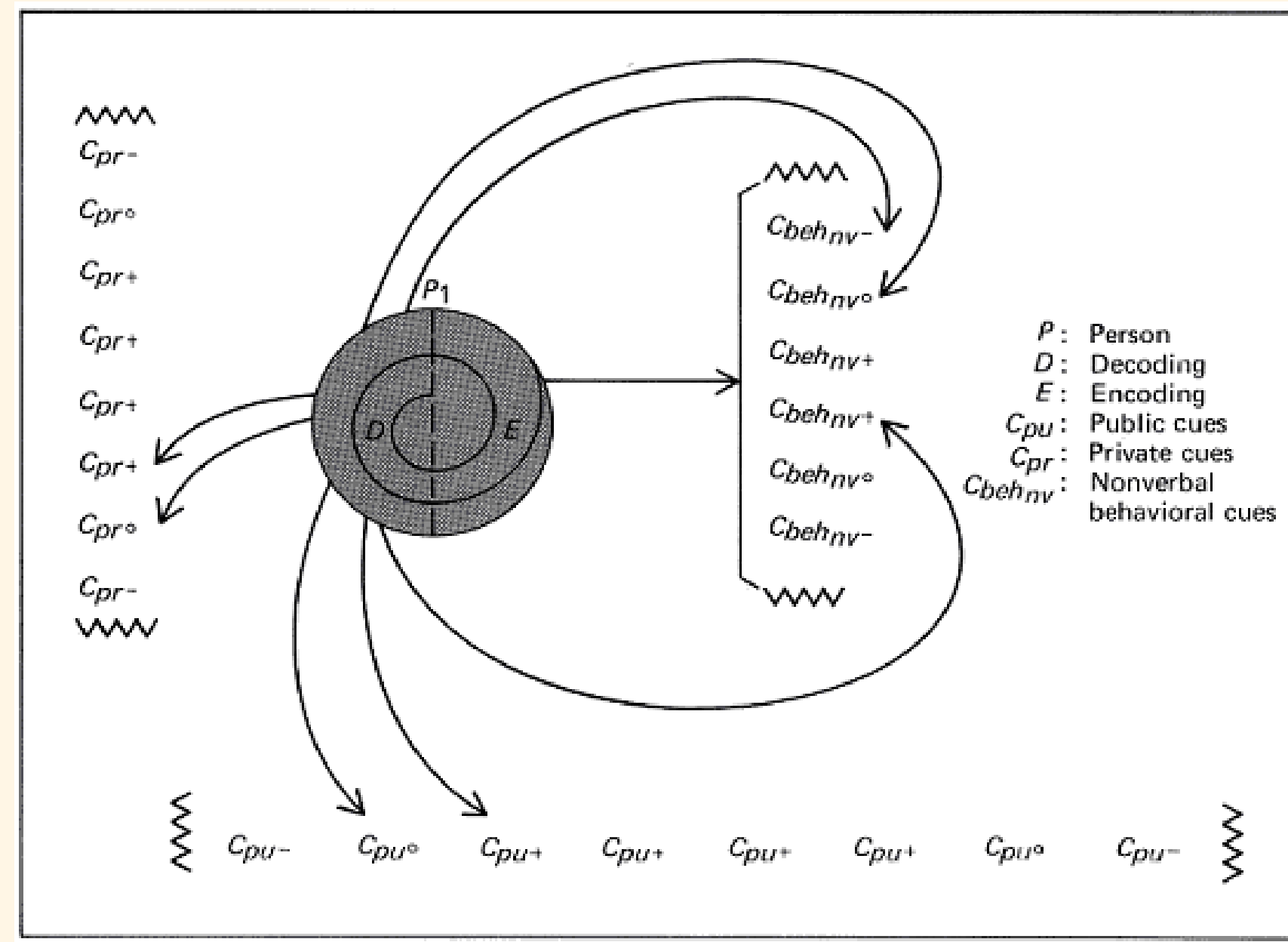


3.1. BARNLUND'S TRANSACTIONAL



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- Both sender and receiver are involved and responsible
 - Continuous exchange of information
 - Human and machine communication

3. BARNLUND'S TRANSACTIONAL MODEL



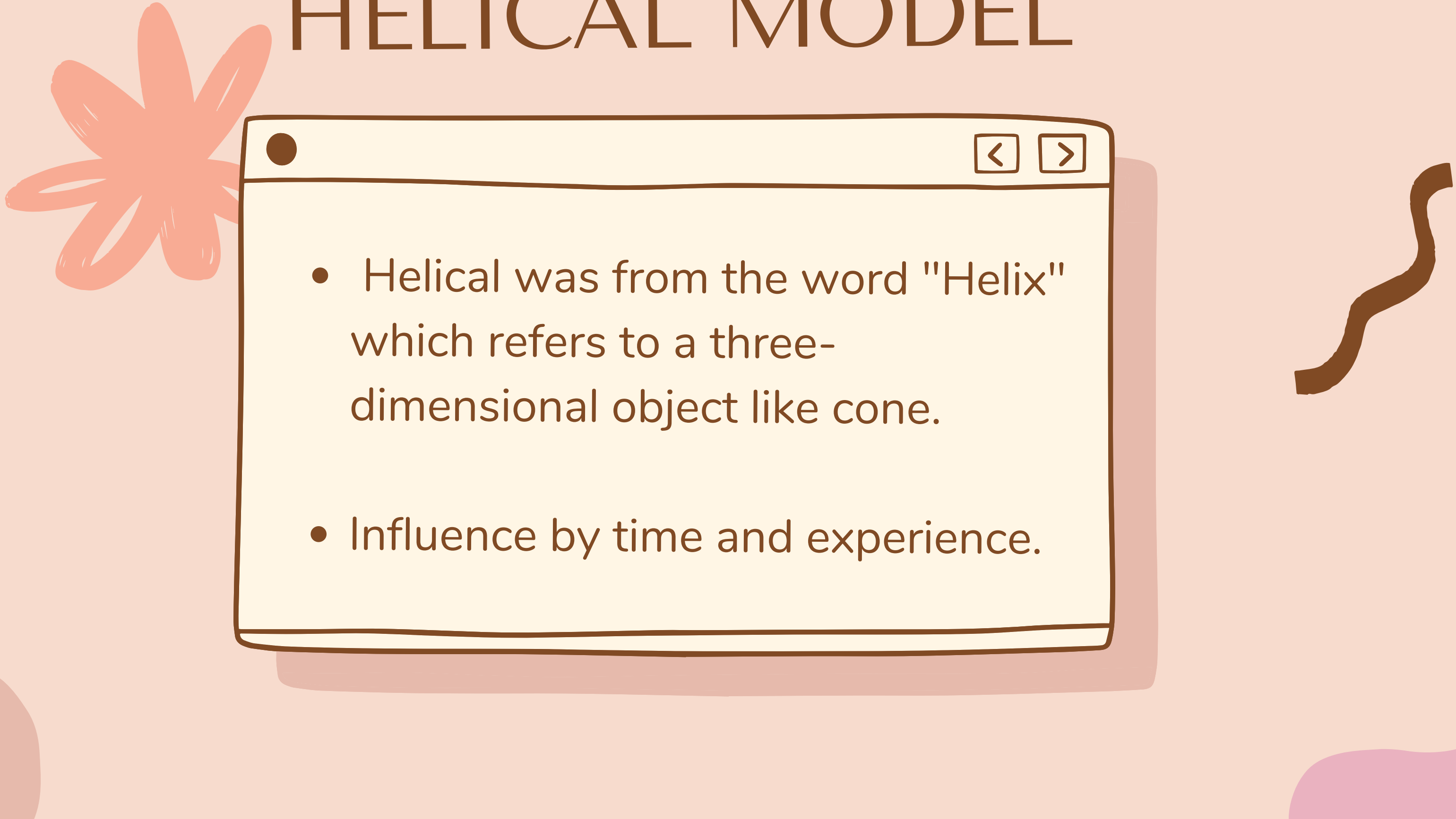
<https://www.businessstopia.net/communication/barnlund-transactional-model-communication>

Examples of Barlund's Transactional Model

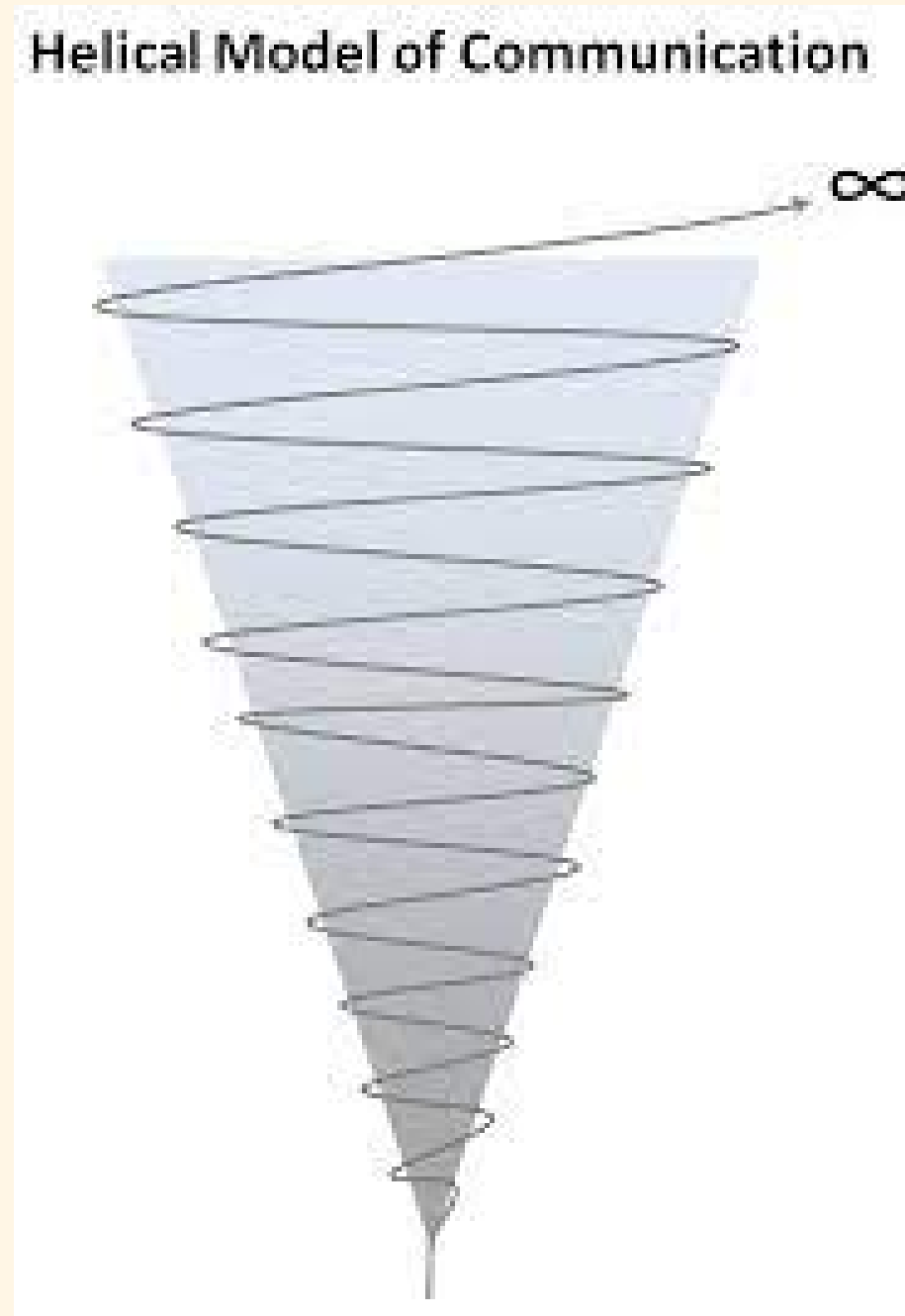


ARCHITECT
MEETING WITH
CLIENT

3.2. DANCE'S HELICAL MODEL

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- Helical was from the word "Helix" which refers to a three-dimensional object like cone.
 - Influence by time and experience.

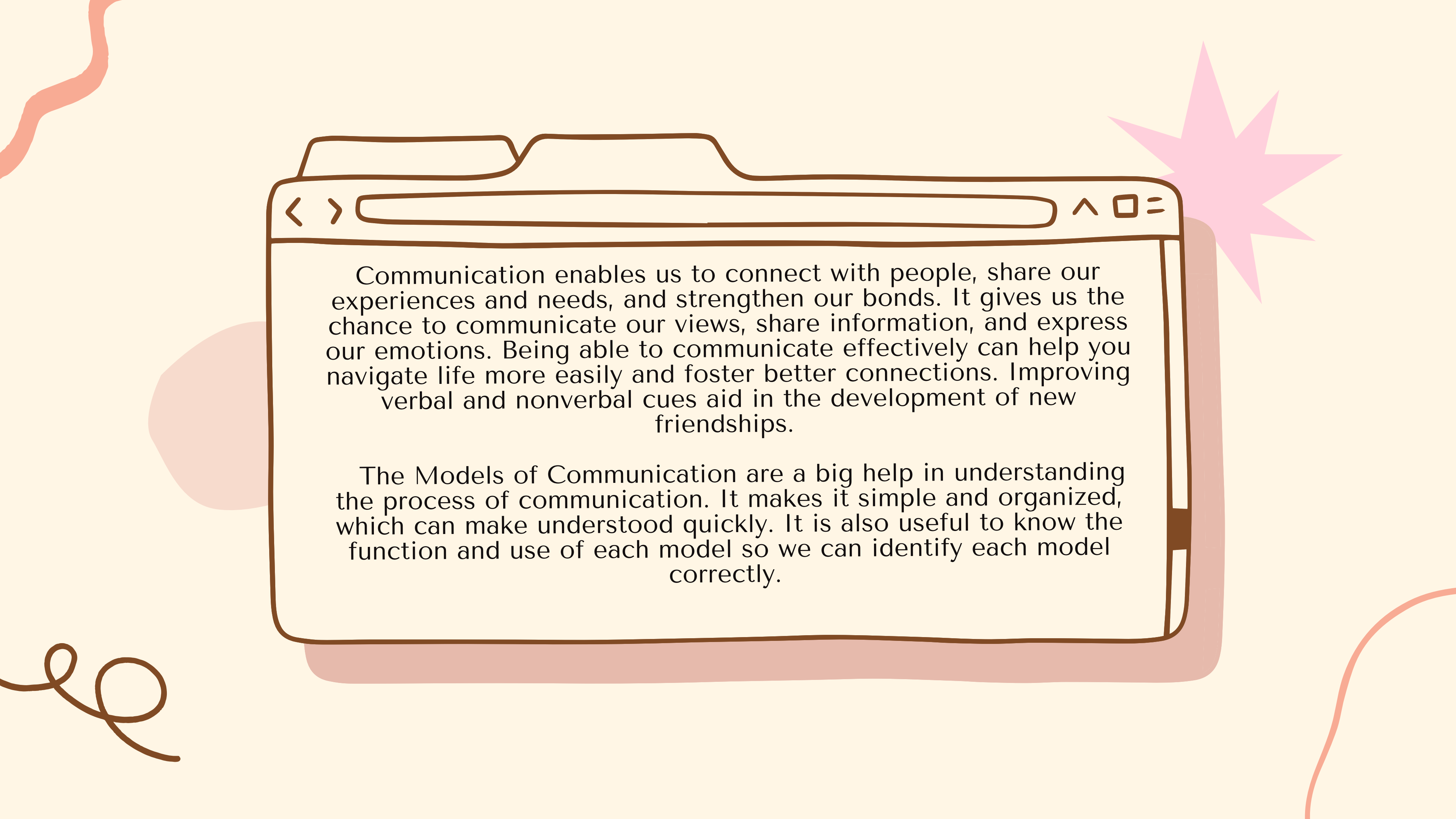
3.2. DANCE'S HELICAL MODEL



<https://www.communicationtheory.org/helical-model-of-communication/>

Examples of Dance's Helical Model





Communication enables us to connect with people, share our experiences and needs, and strengthen our bonds. It gives us the chance to communicate our views, share information, and express our emotions. Being able to communicate effectively can help you navigate life more easily and foster better connections. Improving verbal and nonverbal cues aid in the development of new friendships.

The Models of Communication are a big help in understanding the process of communication. It makes it simple and organized, which can make understood quickly. It is also useful to know the function and use of each model so we can identify each model correctly.