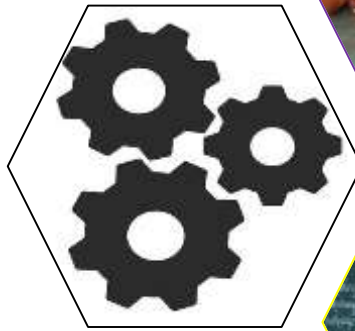


Oral Communication



Oral Communication in Context

Quarter 1 – Module 4: Various Models of Communication

First Edition, 2020

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Published by the Department of Education - Schools Division of Pasig City

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Printed in the Philippines by the Department of Education – Schools Division of Pasig City



Oral Communication

Quarter 1

Self-Learning Module 4

Various Models of Communication



Introductory Message

For the Facilitator:

Welcome to the Oral Communication Self-Learning Module on **Various Models of Communication**.

This Self-Learning Module was collaboratively designed, developed, and reviewed by educators from the Schools Division Office of Pasig City headed by its Officer-in-Charge Schools Division Superintendent, Ma. Evalou Concepcion A. Agustin, in partnership with the City Government of Pasig through its mayor, Honorable Victor Ma. Regis N. Sotto. The writers utilized the standards set by the K to 12 Curriculum using the Most Essential Learning Competencies (MELC) in developing this instructional resource.

This learning material hopes to engage the learners in guided and independent learning activities at their own pace and time. Further, this also aims to help learners acquire the needed 21st-century skills especially the 5 Cs, namely: Communication, Collaboration, Creativity, Critical Thinking, and Character while taking into consideration their needs and circumstances.

In addition to the material in the main text, you will also see this box in the body of the module:



Notes to the Teacher

This contains helpful tips or strategies that will help you in guiding the learners.

As a facilitator, you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their learning. Moreover, you are expected to encourage and assist the learners as they do the tasks included in the module.



For the learner:

Welcome to the Oral Communication Self-Learning Module on **Various Models of Communication**.

The hand is one of the most symbolized parts of the human body. It is often used to depict skill, action, and purpose. Through our hands, we may learn, create, and accomplish. Hence, the hand in this learning resource signifies that you as a learner is capable and empowered to successfully achieve the relevant competencies and skills at your own pace and time. Your academic success lies in your own hands!

This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the learning material while being an active learner.

This module has the following parts and corresponding icons:



Expectations - This points to the set of knowledge and skills that you will learn after completing the module.



Pretest - This measures your prior knowledge about the lesson at hand.



Recap - This part of the module provides a review of concepts and skills that you already know about a previous lesson.



Lesson - This section discusses the topic in the module.



Activities - This is a set of activities that you need to perform.



Wrap-Up - This section summarizes the concepts and application of the lesson.



Valuing - This part integrates a desirable moral value in the lesson.



Posttest - This measures how much you have learned from the entire module.





EXPECTATIONS

This is your self-instructional module in Oral Communication in Context. All the activities provided in this lesson will help you learn and identify: **Various Models of Communication.**

Specifically, you will learn the following:

1. Recognize the difference of various models of communication;
2. demonstrate understanding of the various models of communication by identifying the examples given; and
3. appreciate the learning obtained from the lesson.



PRETEST

Directions: Identify the models of communication that are being described in each situation below. Choose from Linear, Interactive and Transactional; write your answer on the space before the number.

- _____ 1. a news report on the radio
- _____ 2. best friends talking on the phone sharing their COVID19 pandemic experience
- _____ 3. a teacher interactively conducting a lesson
- _____ 4. It is a model which consists of three basic elements: the sender, the message, and the receiver.
- _____ 5. It is a two-way process with the inclusion of feedback as one element.





RECAP

We have learned in the previous lesson the 7 Cs of communication and these are: completeness, conciseness, correctness, courteousness, clearness, consideration and concreteness. These help speakers strategize their message to convey their ideas effectively.



LESSON

The process of passing any information from one person to the other person with the aid of some medium is termed as communication. You have already finished the elements and process of communication. To further understand its process, we are going to discuss models of communication.

*A **model** is a pictorial presentation to show the structure of communication process in which various component elements are linked. Models are based on assumptions that theorists make as to how communication functions and what effect it has upon individual and society.*

<http://egyankosh.ac.in/bitstream/123456789/7156/1/Unit-2.pdf>

Models go a long way in making the understanding of any concept easy and clear. Through a model, you can easily understand a process and draw conclusions from it. In other words, a model makes the learning simple.

VARIOUS MODELS OF COMMUNICATION

1. **Linear Model** – the linear communication model shows communication as a one – way activity where information flows from **sender** to **receiver**. In this model, there is an active **sender** who conveys a message to a passive **receiver**. A very good analogy is that of giving or getting an *inoculation* (vaccination): Ideas, thoughts, and feelings are prepared in some form of



message and then injected in a straight line into a receiver. (Adler & Rodman 16). Study the model below.

Fig. 1
Linear Model



<http://judayarosecookery.blogspot.com/2016/07/communication-process-modelristotles.html>

It shows that feedback is not present. The message retains at the receiver. Example of this are messages from broadcast radio, TV, or any print media.

Radio News Report



<https://images.app.goo.gl/ri9QoQqN6vSYE5LCA>

Advertisement

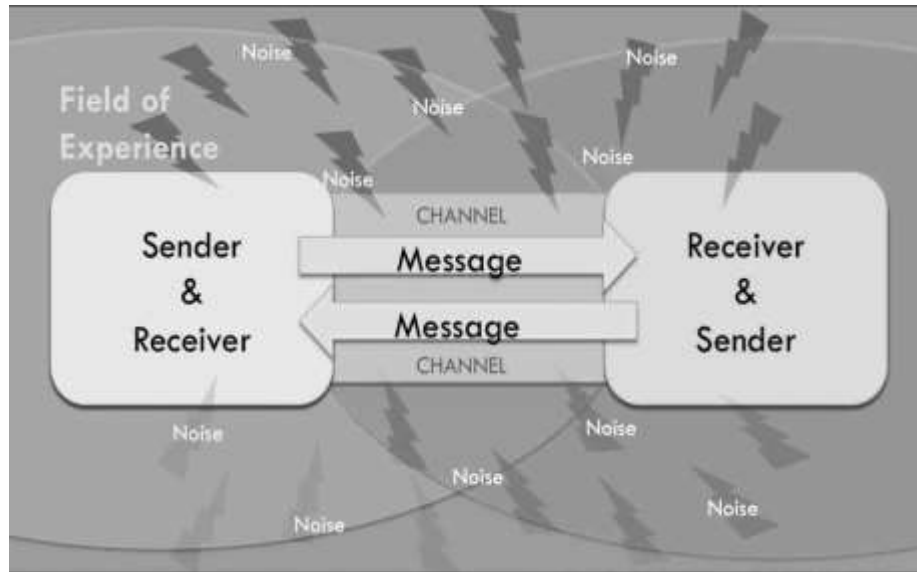


<https://www.cdc.gov/coronavirus/2019-ncov/communication/videos.html>

- 2. Interactive Model.** This interactive model characterizes communication as a two-way process. This is all about give and take. It relies on an exchange of communication from the sender to the receiver and from the receiver to the sender and back again. This model therefore allows for feedback, something that is absent in the linear model. This feedback can be reactions, responses, or information provided by the receiver. (Oral communication module for Senior High School & Speech for Effective Communication). Study this figure 2.



Fig. 2



<https://www.youtube.com/watch?v=Ml5tieIioLc>

As you can see, the sender transmits a message (encodes) to the receiver and the receiver decodes it and later becomes the sender of the message. It also shows that as the message and feedback is transmitted, it may be affected with some noise. A telephone conversation and interview exemplifies this module.

Brothers' Telephone Conversation



A doctor's interview with the patient



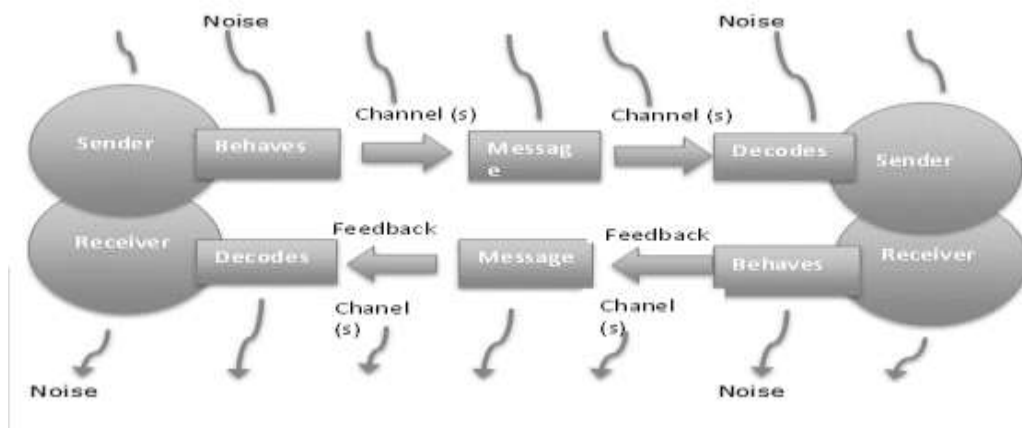
[Photo courtesy of the writer]

<https://www.gograph.com/vector-clip-art/doctor-patient.html>

3. **Transactional Model.** It differs from the first two models in several ways:
- It shows that communicators often send and receive messages simultaneously. There is a collaborative exchange of messages between communicators with the aim of understanding each other.

- b. It tells that a single discrete communication act is affected by communication incidents that come before or after it.
- c. It also shows that a barrier, such as noise, may interfere with the flow of communication. Study the figure 2 below:

Fig. 3
Transactional Model



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

Since both sender and receiver are necessary to keep the communication alive in this transactional model, the communicators are also interdependent to each other. For example, transactional communication is not possible if the receiver is not listening to sender.

This transactional model is the most general model of communication. Every day talk and interactions are also forms of transactional model communication. It is more efficient for communicators with similar environment and individual aspects. For instance, communication between people who know each other is more efficient as they share same social system. So communicators who have common or similar social and cultural systems and relational situations communicate better and longer. Take a look at the examples below. There is continuous discussion from all communicators but they may find some barriers like noise which may affect communication.

Examples:

Teacher Discussing a Lesson



Teacher's Virtual Meeting



(Photos courtesy of the writer)

Guided Practice

Identify the model of communication displayed by the three situations:

1. A brother and sister negotiating the washing of dishes simultaneously, and making faces as the other speaks

That displays a transactional model where the sender (brother) gives instruction and the receiver (sister) receives, decodes and responds through a behavior like making faces and stamping of feet, and vice versa.

2. You are relating a story to your friend but you see your friend's negative comment through yawning

This situation shows an interactive model; a feedback is present through a simple yawning.

3. You are reading from the internet about the topic, Importance of Community Involvement.

That situation is an example of linear model where there is an absence of feedback. You as a receiver cannot send your feedback to the idea you are receiving.

4. You have a pair activity. You keep on texting your partner but you never received any response.

That is still a linear model because of the missing feedback. But once your partner replies to your text, that becomes now an interactive model.





ACTIVITIES

Activity 1

Identify the model and elements of communication illustrated by the example below. Put your answers on the table.

Scenario: Father's Day

Kirby: Bro, after you buy some meat, don't forget the cake at the nearest bakery. I have ordered it already and I have also given them the dedication for dad.

Customer 1: How much here?

Customer 2: How much is one kilo of the meat?!

Earl: Hey wait... what did you say? I can't hear you; it seems you're encountering line interruption or is it me who's losing the signal?

Kirby: Find a quiet place please. You shouldn't forget the cake. Mom, sister and I are busy decorating inside the house now.

Earl: Oh, the cake you ordered? Yes, of course I remember that. I'll be there after I get the cake. We will have this party unforgettable for dad.

Kirby: Yes, for sure. See you!

Communication Model	Sender	Receiver	Message/s	Noise	Feedback

Activity 2

Identify the model of communication shown in the pictures. Give your explanation in one or two sentences. Write your answers on the space provided below the pictures.



1.



2.



3.



4.



5.



Write your answers here.

1. _____
2. _____
3. _____
4. _____
5. _____



WRAP-UP

To wrap up everything that we have talked about on this lesson, create an appropriate graphic organizer showing the description or differences of each model of communication. Write your answer on a bond paper.





VALUING

Models of communication explain how a communication process happens. It helps learners to analyze and explain things. It serves as a guide to better understand relationships. As learners and individuals, we can also be models of a cooperative community member.



POSTTEST

Directions: Determine the various communication models described in each item below. Choose only the letter and write it on the space before the number.

- ____ 1. a group of students talk about their group activity
A. Transactional B. Interactive C. Linear D. Both A and B
- ____ 2. a client seeking an advice from a psychiatrist
A. Linear B. Transactional C. Linear D. None of these
- ____ 3. a customer in a fast-food chain asking to expedite his order
A. Linear B. Transactional C. Interactive D. Both A and B
- ____ 4. a Senate hearing on Bayanihan Act issue
A. Transactional B. Linear C. Interactive D. None of these
- ____ 5. a student with Highest Honors delivering his Valedictory address
A. Linear B. Interactive C. Transactional D. None of these





KEY TO CORRECTION

Activity 2							
1. Linear	A priest's sermon is one - way communication because the listeners can't give feedback.	2. Interactive	Hosting/Emceeing is one a two-way communication. The audience need to answer him/her to make the event alive.	3. Transactional	This is a perfect example of a transactional model because it shows a longer conversation of a close and happy family.	4. Linear	TV broadcasting is one-way communication an interactive model between the car agent and the buyer who may keep on asking series of questions just like an interview.
Activity 1							
Communication Model				Sender	Receiver		
Interactive Model				Kirby	Earl		
Message/s				Noise	Feedback		
Giving of instruction of buying the meat and cake through a phone call				-Other customers asking for the prices of meat and other items.	The reply of Earl by saying he remembers he will get the cake		
				- line interruption due to poor signal of the place			

Pretest		Posttest	
1. Linear 2. Interactive 3. Transactional 4. Interactive 5. Transactional		1. B 2. D 3. B 4. C 5. A	

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