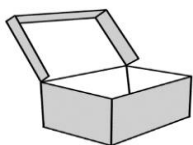


Oral Communication in Context

Quarter 1 – Module 2 Models of Communication



Writer: Patricia R. Quine
Illustrator: Marexcza Z. Salinas
Layout Artist: Shiela Mae A. Cancino



What I Need to Know

As learners, you will learn that the process of communication has various conceptual models, which are used to explain different communication process through diagrams or pictorial presentations.

In this module, you will learn the different models of communication, in which all other communication models are mostly categorized. You will understand that although these models of communication differ, they contain some common elements of communication.

The goal of this module is for you learners to be able to differentiate the three models of communication: Shannon-Weaver Model, Transaction Model and Schramm Model.

After reading and studying this lesson, you are expected to demonstrate the following skills to:

Content Standard

- understand the nature and elements of oral communication in context.

Performance Standard

- design and perform effective controlled and uncontrolled oral communication activities based on context.

Learning Competency

- differentiate the various models of communication (EN11/120C-Ia-3)

Moreover, in this lesson you will learn concepts and do practice activities that will help you to do the following which are linked to the main lesson:

- use the elements of communication to construct a specific conversational example;
- describe communicative situations from favorite movies that show varied models of communication;
- explain how the elements of communication of various communication models impact the exchange of certain communicative situations;
- simplify through a diagram the models of communication;
- analyze and list the strengths and weaknesses of the models of communication;
- compare and contrast various models of communication;
- apply a model of communication on a certain conversation; and
- diagram and discuss your own model of communication.



What I Know

The previous module helps you recognize the process of communication and its important elements. In this module, you will learn that the process of communication has various models too.

With your ideas in mind, use your own words to answer the pre-assessment questions in complete sentences.

1. What should be considered by the communicators when communicating their ideas?

2. How do you think the communication process works successfully?

3. How do the models of communication help you understand the various components of communication?

Lesson 1

Models of Communication



What's In

On the first lesson, you have learned about the nature and elements of communication. Can you still remember the elements of the communication process? Before you proceed to the next lesson, read each statement below carefully. Write **true** if the statement expresses a relevant idea, and **false** if the statement expresses an incorrect thought.

- _____ 1. The term 'source' can also be termed as the 'speaker' in communication.
- _____ 2. The individual whom the message is directed is called the sender.
- _____ 3. Barrier is the medium or the way the message is transmitted.
- _____ 4. Decoding is the process of interpreting the encoded message of the speaker by the receiver.
- _____ 5. Channel is any ideas, feelings or meanings produced by the sender for the receiver.



What's New

To begin the lesson, present the ideas of a family member, study his or her response, and express your ideas too about what you understand.

Interview a family member and ask him or her what he or she thinks about this statement, **communication is a complicated process**. Write his or her response and discuss your own views and your viewpoints about his or her ideas.

ideas of your family member on <i>communication is a complicated process</i>	your own views and your viewpoints about the ideas of your family member

--	--



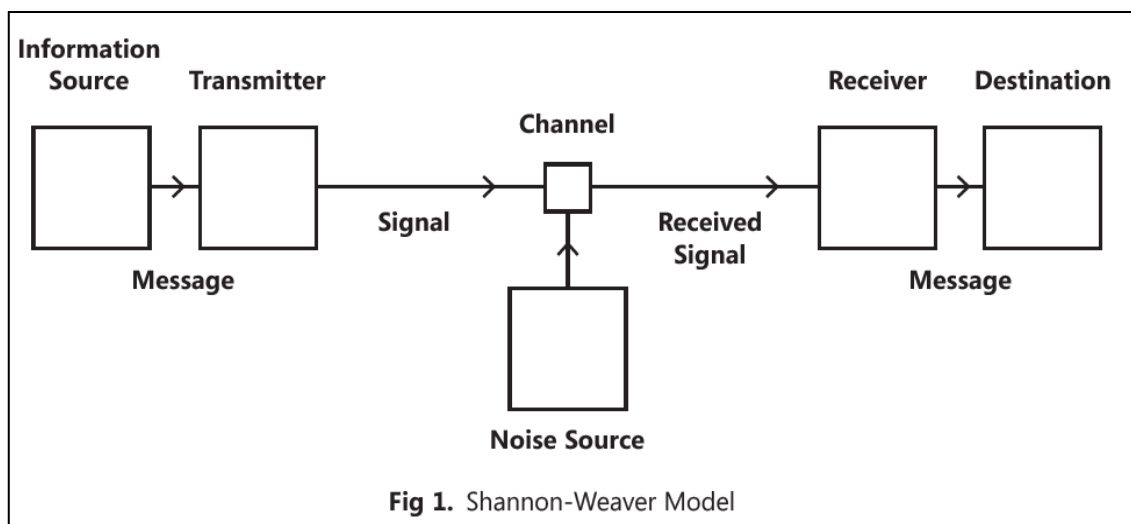
What Is It

This lesson may help you ponder more whether the statement *communication is a complicated process* is true or not in any communicative settings.

Now, let us proceed to the various models of communication: the Shannon-Weaver Model, the Transaction Model and the Schramm Model.

1. Shannon-Weaver Model

- This is known as the mother of all communication models; the Shannon-Weaver model (1949) depicts communication as a linear or one-way process consisting of five elements: a *source* (producer of message); a *transmitter* (encoder of message into signals); a *channel* (signals adapted for transmission); a *receiver* (decoder of message from the signal); and a *destination*.
- This model, however, has been criticized for missing one essential element in the communication process: *feedback*. Without feedback, the speaker will not know whether the receiver understands the message or not.

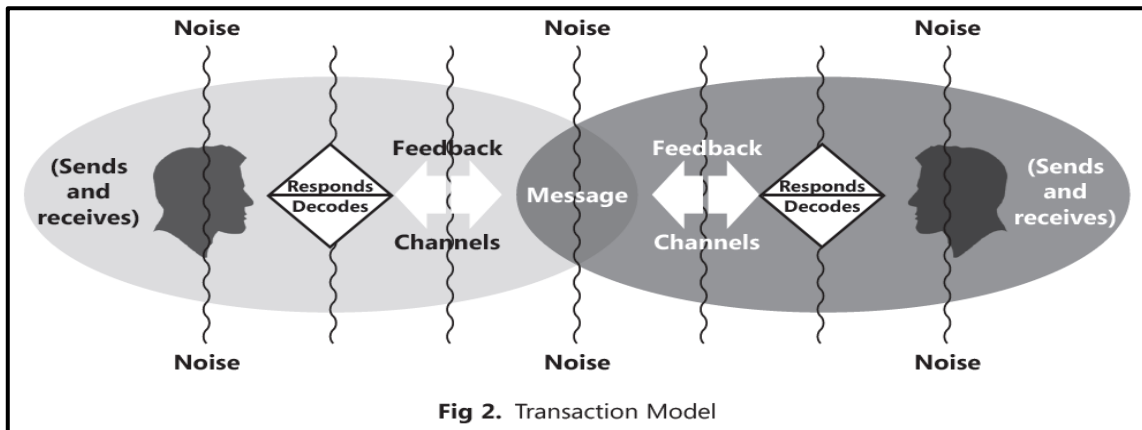


2. Transaction Model

- Unlike the Shannon-Weaver Model, which is a one-way process, the Transaction Model is a two-way process with the inclusion of feedback as one element.

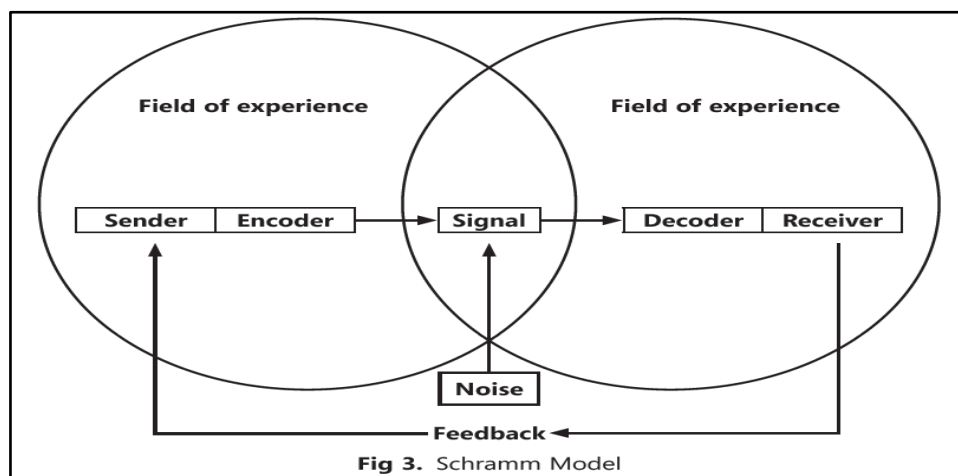


- As shown in Figure 2, this model is more interactive. There is a collaborative exchange of messages between communicators with the aim of understanding each other. It also shows that a barrier, such as noise, may interfere with the flow of communication.



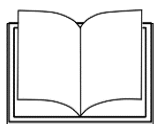
3. Schramm Model

- This Schramm model of communication was introduced by Wilbur Schramm in 1954.
- According to the Schramm's model, encoding and decoding are the two essential processes of an effective communication. He also emphasizes that the communication is incomplete unless and until the sender receives a feedback from the recipient.



Upon learning the various models of communication, refer on this link <https://www.youtube.com/watch?v=5a9AQeSFI1Y>. It is a video that briefly discusses the following models of communication: Linear Model, Interactive Model and Transactional Model.





What's More

The communication models lead you to a better understanding of the communication process to be able to communicate well depending on the context.

As you reflect on the various communication models, you learn that models do differ; however, they contain some common elements of communication. Answer the following activities to reinforce your knowledge about the models of communication.

Use some of the elements of communication to construct a specific conversational example. Note that the sender and the receiver are given. An example is given as your reference.

Encode			Decode		
Sender	>	Message	>	Channel	> Receiver

Example:

Sender	<i>client</i>
Encode	<i>spoken word</i>
Message	<i>"My internet connection has been unstable for three days."</i>
Channel	<i>telephone</i>
Decode	<i>"The internet connection has to be checked by an agent."</i>
Receiver	<i>customer service</i>

Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Communicators are relevant in the situation	10 pts	
Channel is appropriate for the communicators	10 pts	
Dialogue is applicable in the context.	10 pts	

1.

Sender	traffic enforcer
Encode	
Message	
Channel	
Decode	
Receiver	company driver

2.

Sender	engineer
Encode	
Message	
Channel	
Decode	
Receiver	architect

3.

Sender	team captain
Encode	
Message	
Channel	
Decode	
Receiver	player

4.

Sender	customer
Encode	
Message	
Channel	
Decode	
Receiver	baker

5.

Sender	client
Encode	
Message	
Channel	
Decode	
Receiver	technician

It is important that you know who your communicators are, so that you will be able to express yourself soundly to them. It is also proper that you provide the right feedback.

In the next activity, think of your favorite movie/s and describe communication scenes that show the models of communication. Refer to the given example.

Example:

The animated film, which is made to be a movie, "Aladdin." The scene when the Genie from the golden lamp expressed his appreciation for having Aladdin as his master, and for his good heart. In return, with Aladdin's response he claimed that it is the Genie who has taught him to be true to himself and to be contented on what he has.



Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Description is clear and supported.	10 pts	
The model of communication is applied.	10 pts	
Communicators are specified.	10 pts	

1. an interaction between two characters that is linear or one-way process

2. an interaction between two characters that is transactional or has a collaborative exchange of messages

With the same favorite movie/s, refer from your previous answers and explain what are asked from the following:

Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Explanation is supported and elaborated.	10 pts	
Connections between and among ideas are clear.	10 pts	
Comprehension about the lesson is evident.	10 pts	

1. for the linear model, explain how the elements of communication impact the exchange of communication

2. for the transaction model, explain the elements of communication impact the exchange of communication

Simplify through a diagram the given models of communication without losing their nature, and in not more than (3) three sentences, briefly discuss each model.

Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Simplified diagram is understandable.	10 pts	
Desired number of sentences of the explanation is followed.	10 pts	
Discussion is related in the diagram.	10 pts	

Shannon-Weaver Model

Discussion:

Transaction Model

Discussion:

Schramm Model

Discussion:



Upon having more understanding about the models of communication, analyze and list down at least (2) two strengths and (2) two weaknesses of the given communication models:

Use the following rubrics as a guide while working on this activity.

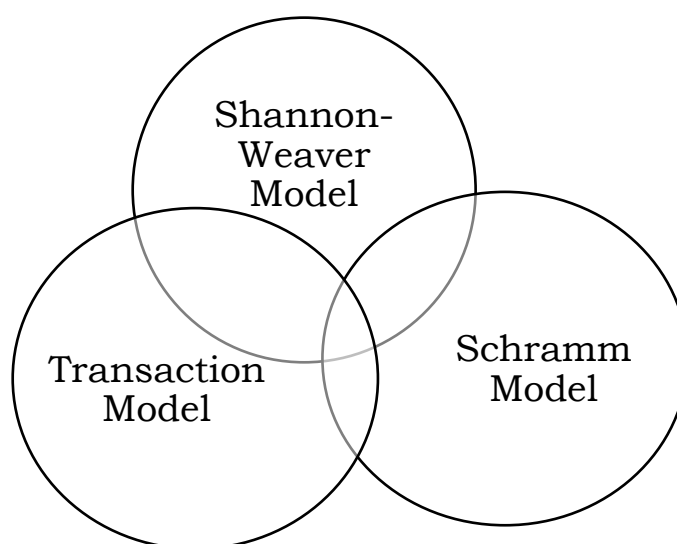
Criteria	Score	Remarks
Independent thinking is evident.	10 pts	
Analysis of strength and weakness is relevant to the model of communication.	10 pts	
Comprehension about the lesson is evident.	10 pts	

Shannon-Weaver Model		Transaction Model		Schramm Model	
Strengths	Weaknesses	Strengths	Weaknesses	Strengths	Weaknesses

The previous activities help you recognize the similarities and differences of the communication models that are discussed earlier. Compare and contrast the following models using the expanded Venn diagram. Write your answer on a separate sheet of paper.

Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Differentiation of the models of communication is clear.	10 pts	
Connections between and among ideas about the models of communication are relevant.	10 pts	
Comprehension about the lesson is evident.	10 pts	



What I Have Learned

Communication models are representations of the process on how communication can be done.

The Shannon-Weaver Model is a linear model of communication, in which the message flows from the sender to the receiver, without any forms of feedback coming from the receiver of the message.

The Transaction Model is a two-way process of communication, in which the sender and the receiver both play an equal role in communication.

The Schramm's Model is an interactive model similar to Transaction Model. In Schramm's Model, the sharing and exchanging of information is mostly done for media or any mass communications.



What I Can Do

Communicate with a family member or a friend about a topic related to your chosen strand/track using the English language. Keep the conversation at least (2) two minutes. Record the conversation and write it here. Choose the communication model that you think best fits your conversation. Write a short reflection why the chosen model of communication is the right model for your conversation. Do this on a separate sheet of paper.

Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Communication is relevant in the given topic.	10 pts	
Desired length of the conversation is evident.	10 pts	
Communication model applied is appropriate in the conversation.	10 pts	
Comprehension about the lesson is evident.	10 pts	

Conversation:

You (Sender): _____

Receiver: _____

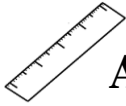
You (Sender): _____

Receiver: _____

Model of Communication:

Reflection:





Assessment

Use the knowledge that you learned from the previous discussion by answering the five-item questions on the models of communication. Choose the model of communication that best corresponds to each of the given descriptions.

Shannon-Weaver Model	Transaction Model	Schramm Model
----------------------	-------------------	---------------

- _____ 1. It is a model that depicts communication as a linear or one-way process.
- _____ 2. According to this model, encoding and decoding are the two essential processes of an effective communication.
- _____ 3. It is known as the mother of all communication models. Shannon-weaver
- _____ 4. It is a model that features a two-way process with the inclusion of feedback as one element.
- _____ 5. This model lacks one element in the communication process: *feedback*.



Additional Activities

Contribute a model of communication by diagramming your own, and briefly discuss it. Do this on a separate sheet of paper.

Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Process of communication is effectively presented.	10 pts	
Model of communication is thought independently.	10 pts	
Description of the model of communication is supported and appropriate.	10 pts	

(Model of Communication)

Description:



References

Sipacio, Philippe and Balgos, Anne. 2016. *Oral communication in context for senior high school*. Quezon City: C & F Publishing, Inc

Shannon, Claude and Weaver, Warren. (1949). *The mathematical theory of communication*. IL: University of Illinois Press

“Schramm’s Model of Communication,” Management Study Guide, accessed May 25, 2000, www.managementstudyguide.com/schramm-model-of-communication.htm

“Models of Communication,” Businesstopia, last modified February 4, 2018, www.businesstopia.net/communication

Video

Taylor Stickle. [Screen name]. (2018, November 2018). *The 3 models of communication* [Video file]. Retrieved from <https://www.youtube.com/watch?v=5a9AQeSFI1Y>

Figures

Communicationstudies.com (Source). Transactional model of communication [Figure title]. Retrieved from <http://communicationstudies.com/wp-content/uploads/2011/05/transactional-model-of-communication.jpg>

University of New Hampshire (Photo source). Shannon-Weaver Model [Figure]. Retrieved from: http://gauss.unh.edu/~mss/gss/Shannon_Weaver_model.gif



Development Team of the Module

Writer: Patricia R. Quine, MAELT (SH-SEHS)
Language Editor: Jose M. Datugan, (MHS)
Reviewer: Remia L. Ricabar, (PSDS)
Internal Reviewer: Janet S. Cajuguiran (EPS-English)
Illustrator: Marexcza Z. Salinas (PHS)
Layout Artist: Shiela Mae A. Cancino (SRNHS)

Management Team:

Sheryll T. Gayola

Assistant Schools Division Superintendent
OIC, Office of the Schools Division Superintendent

Elisa O. Cerveza

Chief, Curriculum Implementation Division
OIC, Office of the Assistant Schools Division Superintendent

Janet S. Cajuguiran

Education Program Supervisor-English

Ivy Coney A. Gamatero

EPS – LRMS

For inquiries or feedback, please write or call:

Schools Division Office- Marikina City

191 Shoe Ave., Sta. Elena, Marikina City, 1800, Philippines

Telefax: (02) 682-2472 / 682-3989

Email Address: sdo.marikina@deped.gov.ph



City of Good Character
DISCIPLINE • GOOD TASTE • EXCELLENCE