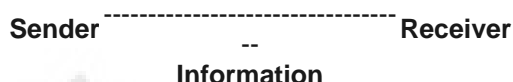




# Communication

The process of passing any information from one person to the other person with the aid of some medium is termed as communication.

The first party who sends the information is called the sender and the second party who receives the information, decodes the information, and accordingly responds is called the receiver or the recipient. Thus, in simpler terms communication is simply a process where the sender sends the information to the receiver for him to respond.



## The Communication Process

Communication process is a simple process where a message is being transferred from a sender to the receiver. The receiver after receiving the message understands the message in the desired form and then acts accordingly.

### The Process of Sending the Message

The first party or the sender first thinks of information, whatever he intends to communicate or transfer to the others. Then he puts the information or the message in words or prepare a content. The process of putting the thoughts in words is called encoding. Finally, the content after being ready is transmitted to the receiver.

### The Process of Receiving the Message

The message reaches the sender, who then decodes the message or in simpler terms breaks the information, understands it, and responds to the receiver. The sender also gives feedback to the receiver after he has understood the complete information.

Communication in simpler terms is a process of passing the information from the first party (sender) to the second party (receiver). Communication plays a vital role not only in organizations or one's professional career but also is essential in day to day life.

## Different Types of Communication

### Verbal Communication

- Verbal communication is a type of communication where the information flows through verbal medium like words, speeches, presentations etc.

- In verbal communication the sender shares his/her thoughts in the form of words. In organizations, individuals communicate verbally among each other in the form of dialogues, speech, presentations, discussions to name a few.
- The tone of the speaker, the pitch and the quality of words play a crucial role in verbal communication. The speaker has to be loud and clear and the content has to be properly defined. Haphazard and unorganized thoughts only lead to confusions and misunderstandings among individuals.
- In verbal communication, an individual must understand the importance of words and how to put them across.
- In verbal communication it is the responsibility of the sender to cross check with the receiver whether he has downloaded the correct information or not and the sender must give the required response.

### **Nonverbal communication**

- Imagine yourself in a situation, where you can't speak but have to communicate an urgent information to the other person or for that matter, you are sitting in an important meeting and you want to express your displeasure or pleasure to your colleague without uttering even a word. Here nonverbal mode of communication comes into picture.
- Facial expressions, gestures, hand and hair movements, body postures all constitute nonverbal communication.
- Any communication made between two people without words and simply through facial movements, gestures or hand movements is called as nonverbal communication.
- In other words, it is a speechless communication where content is not put into words but simply expressed through expressions. If one has a headache, one will put his hand on his forehead to communicate his discomfort - a form of nonverbal communication. Nonverbal communications are vital in offices, meetings and even in romantic chats.

### **Visual Communication**

- In visual communication, the recipient receives information from signboards, displays, hoardings, banners, maps etc. The sign board of Mc Donald's or KFC indicates eating joints - a form of visual communication.
- The sign board of "No Parking Zone" communicates to the individuals that any vehicle must not be parked in the vicinity - again a mode of visual communication. Vision plays a very important role in visual communication and it depends on the recipient how to interpret the message.

## What is Communication Theory?

Communication theory was proposed by S. F. Scudder in the year 1980. It states that all living beings existing on the planet communicate although the way of communication is different.

## Communication Theory Framework

Let us examine communication and communication theory through the following viewpoints:

1. **Mechanistic** - The mechanistic viewpoint says that communication is simply the transmission of information from the first party to the second party. The first party being the sender and the second party being the receiver.
2. **Psychological** - According to the psychological viewpoint, communication is simply not the flow of information from the sender to the receiver but actually the thoughts, feelings of the sender which he tries to share with the recipients. It also includes the reactions, feelings of the receiver after he decodes the information.
3. **Social** - The social viewpoint considers communication as a result of interaction between the sender and the receiver. It simply says that communication is directly dependent on the content of the speech. "How one communicates" is the basis of the social viewpoint.
4. **Systemic** - The systemic viewpoint says that communication is actually a new and a different message which is created when various individuals interpret it in their own way and then reinterpret it and draw their own conclusion.
5. **Critical** - The critical viewpoint says that communication is simply a way with the help of which an individual expresses his power and authority among other individuals.

## Communication Models

### What is a Model

A model is widely used to depict any idea, thought or a concept in a simpler way through diagrams, pictorial representations etc. Models go a long way in making the understanding of any concept easy and clear. Through a model one can easily understand a process and draw conclusions from it. In simpler words a model makes the learning simple.

Let us now learn about the various communication models:

1. Aristotle Model of Communication
2. Berlo's Model of Communication
3. Shannon and Weaver Model of Communication
4. Schramm's Model of Communication
5. Helical Model of Communication

## 1. Aristotle Model of Communication

Aristotle was the first to take an initiative and design the communication model.

According to this model, the speaker plays a key role in communication. He is the one who takes complete charge of the communication.

The sender first prepares a content which he does by carefully putting his thoughts in words with an objective of influencing the listeners or the recipients, who would then respond in the sender's desired way.

No points in guessing that the content has to be very impressive in this model for the audience or the receivers to get convinced.

The model says that the speaker communicates in such a way that the listeners get influenced and respond accordingly.

The speaker must be very careful about his selection of words and content in this model of communication. He should understand his target audience and then prepare his speech. Making eye contact with the second party is again a must to create an impact among the listeners.

The Aristotle model of communication is the widely accepted and the most common model of communication where the sender sends the information or a message to the receivers to influence them and make them respond and act accordingly.

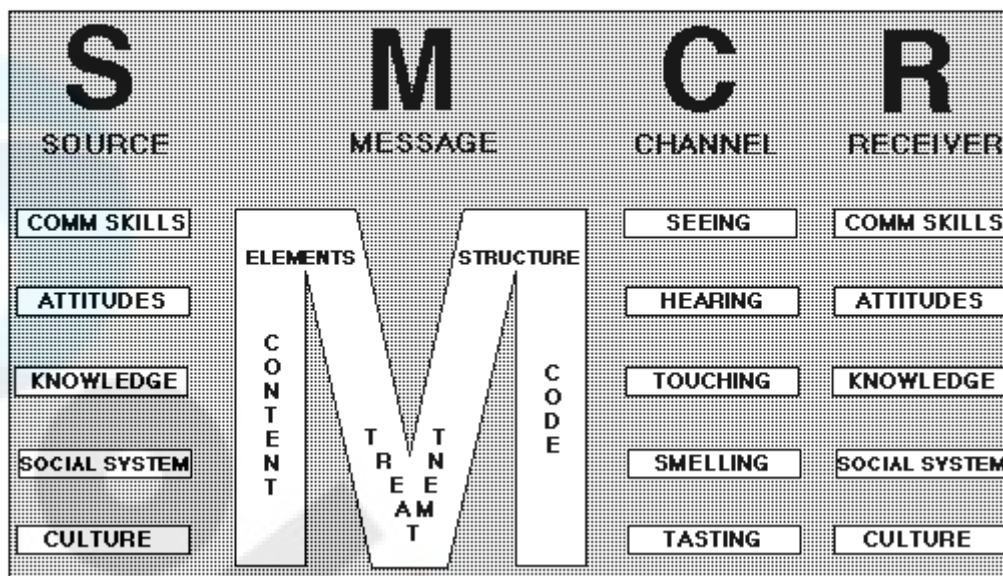
Aristotle model of communication is the golden rule to excel in public speaking, seminars, lectures where the sender makes his point clear by designing an impressive content, passing on the message to the second part and they simply respond accordingly. Here the sender is the active member and the receiver is passive one.

## 2. Berlo's Model of Communication

While the Aristotle model of communication puts the speaker in the central position and suggests that the speaker is the one who drives the entire communication, the Berlo's model of communication considers the emotional aspect of the message. Berlo's model of communication operates on the SMCR model.

In the SMCR model

- S - Stands for **Source**
- M - **Message**
- C - **Channel**
- R - **Receiver**



Let us now study the all the factors in detail:

### S - Source

The source in other words also called the sender is the one from whom the thought originates. He is the one who transfers the information to the receiver after carefully putting his thoughts into words.

How does the source or the sender transfer his information to the recipient?

It is done with the help of communication skills, Attitude, Knowledge, Social System and Culture.

- **Communication Skills**

An individual must possess excellent communication skills to make his communication effective and create an impact among the listeners. The speaker must know where to take pauses, where to repeat the sentences, how to speak a particular sentence, how to pronounce a word and so on. The speaker must not go on and on. He should also make a point to cross check with the recipients and listen to their queries as well. An individual must take care of his accent while communicating. A bad accent leads to a boring conversation.

- **Attitude**

It is rightly said that if one has the right attitude, the whole world is at his feet. There is actually no stopping for the person if he has the right attitude. A person might be a very good speaker but if he does not have the right attitude, he would never emerge as a winner. The sender must have the right attitude to create a long-lasting impression on the listeners. An individual must be an MBA from a reputed institute, but he would be lost in the crowd without the right attitude.

- **Knowledge**

Here knowledge is not related to the educational qualification of the speaker or the number of degrees he has in his portfolio. Knowledge is actually the clarity of the information which the speaker wants to convey to the second party. One must be thorough in what he is speaking with complete in-depth knowledge of the subject. Remember questions can pop up anytime and you have to be ready with your answers. You need to be totally familiar with what you are speaking. Before delivering any speech, read as much you can and prepare the subject completely without ignoring even the smallest detail.

- **Social System**

Imagine a politician delivering a speech where he proposes to construct a temple in a Muslim dominated area. What would be the reaction of the listeners? They would obviously be not interested. Was there any problem in the communication skills of the leader or he didn't have the right attitude? The displeasure of the listeners was simply because the speaker ignored the social set up of the place where he was communicating. He forgot the sentiments, cultural beliefs, religious feelings of the second party. Had it been a Hindu dominated society, his speech would have been very impressive.

- **Culture**

Culture refers to the cultural background of the community or the listeners where the speaker is communicating or delivering his speech.

### **M - Message**

When an individual converts his thoughts into words, a message is created. **The process is also called as Encoding.**

Any message further comprises of the following elements:

- **Content**

One cannot show his grey matter to others to let him know what he is thinking. A thought has to be put into words and content has to be prepared. Content is actually the matter or the script of the conversation. It is in simpler words, the backbone of any communication.

Ted to Jenny - "I am really exhausted today, let's plan for the movie tomorrow evening".

Whatever Ted has communicated with Jenny is actually the content of the message. It is very important for the speaker to carefully choose the words and take good care of the content of the speech. The content has to be sensible, accurate, crisp, related to the thought to hit the listeners bang on and create an immediate impact.

- **Element**

It has been observed that speech alone cannot bring a difference in the communication. Keep on constantly speaking and the listeners will definitely lose interest after some time. The speech must be coupled with lots of hand movements, gestures, postures, facial expressions, body movements to capture the attention of the listeners and make the speech impressive. Hand movements, gestures, postures, facial expressions, body movements, gestures all come under the elements of the message.

- **Treatment**

Treatment is actually the way one treats his message and is conveys to the listeners. One must understand the importance of the message and must know how to handle it. If a boss wants to fire any of his employees, he has to be authoritative and can't express his message in a casual way. This is referred to as the treatment of the message. One must understand how to present his message so that the message is conveyed in the most accurate form.

- **Structure**

A message cannot be expressed in one go. It has to be properly structured in order to convey the message in the most desired form.

- **Code**

Enter a wrong code and the locks will never open. Enter a wrong password, you will not be able to open your email account. In the same way the code has to be correct in the communication. Your body movements, your language, your expressions, your gestures are actually the codes of the message and have to be accurate otherwise the message gets distorted and the recipient will never be able to decode the correct information.

## **C - Channel**

Channel - Channel actually refers to the medium how the information flows from the sender to the receiver.

How does one know what the other person is speaking? - Through **Hearing**.

How does one know whether the pasta he has ordered is made in white sauce or not? - Through **Tasting**.

How does one know that there is a diversion ahead or it is a no parking zone? - Through **Seeing**.

How will an individual come to know that the food is fresh or stale? How do we find out the fragrance of a perfume? - Through **Smelling**.



How will you find out whether the milk is hot or not? - Through **Touching**.

All the **five senses are the channels** which help human beings to communicate with each other.

### **R - Receiver**

When the message reaches the receiver, he tries to understand what the listener actually wants to convey and then responds accordingly. **This is also called as decoding.**

The receiver should be on the same platform as the speaker for smooth flow of information and better understanding of the message. He should possess good communication skills to understand what the speaker is trying to convey. He should have the right attitude to understand the message in a positive way. His knowledge should also be at par with the listener and must know about the subject. He should also be from the same social and cultural background just like the speaker.

There are several loopholes in the Berlo's model of communication. According to the Berlo's model of communication, the speaker and the listener must be on a common ground for smooth conversion which is sometimes not practical in the real scenario.

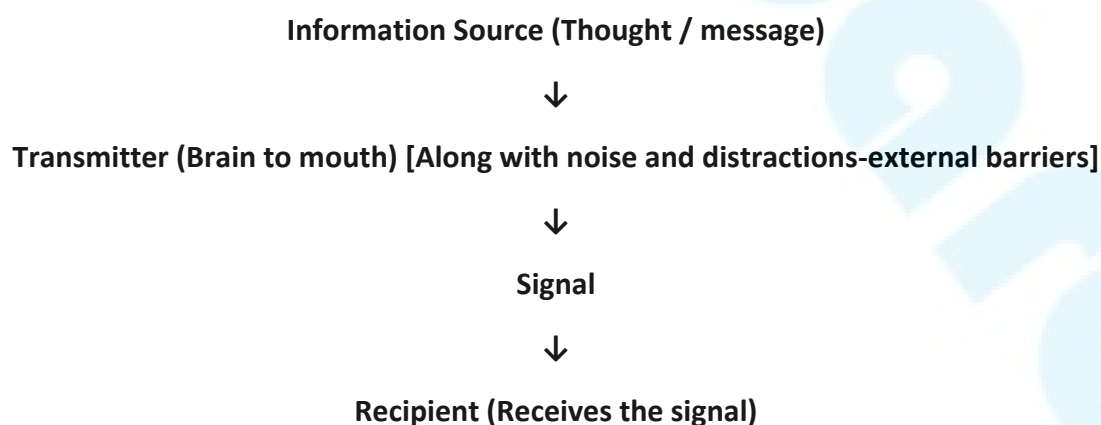
### **3. Shannon and Weaver Model of Communication**

Shannon and Weaver model is the most popular model of communication and is widely accepted all over the world.

Shannon and weaver model simply proposes that a message actually originates from the person who gets the thought or has the information.

The sender is also called the Source of information or the Information Source. The information then gets transmitted from the brain to the mouth and comes out as a signal which then reaches the recipient after joining hands with several noises and other disturbances.

The recipient then further passes on the message to its final destination or other minds of other individuals.





**Final Destination (Finally gets the message)**

#### 4. Schramm's Model of Communication

After learning the Shannon weaver model, let us find out about Schramm's model of communication which has its roots from the Shannon weaver model itself.

Wilber Schramm proposed the model of communication in 1954.

Information is of no use unless and until it is carefully put into words and conveyed to others. Encoding plays a very important role because it initiates the process of communication by converting the thought into content. When the information reaches the recipient, his prime responsibility is to understand what the speaker intends to convey.

Unless and until the second party is able to understand or decode the information what the sender wants to communicate, the message is actually of no use. Thus, encoding and decoding are two most important factors of an effective communication without which information can never flow between two individuals. Schramm's model also revolves around the above principle.

According to the Schramm's model, coding 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. Imagine a person sharing his thoughts with his friend and his friend not responding to him.

Is the communication complete? NO. Schramm believed that communication is actually a two-way process between the first party and the second party.

**Sender**

**M↓ ↑M**

**Receiver**

**M** - Stands for message

Schramm believed that an individual's knowledge, experience, and cultural background also play an important role in communication. Individuals from diverse cultures, religion or background tend to interpret the message in different ways.

To conclude according to this model of communication when a sender passes on the information to the receiver, the receiver must interpret it in the desired form the sender

wants and give him the feedback or respond accordingly. Any communication where the sender does not get the feedback, the communication is not complete and thus ineffective.

## 5. Helical Model of Communication

Another very important model of communication is the Helical Model of communication. The **Helical Model of communication was proposed by Frank Dance in 1967** to throw some more light on communication process. Dance thought of communication process similar to helix.

### What is a helix?

A Helix is nothing but a smooth curve just like a spring which if goes upwards also comes downwards. The Helical model of communication was designed by Frank Dance keeping the simple Helix in mind.

According to the Helical model of communication, the process of communication evolves from the very birth of an individual and continues till the existing moment.

All living entities start communicating from the very first day of their origin. When seeds are planted, they convey the message to the gardener that they need to be watered daily and should be treated well with fertilizers and manure.

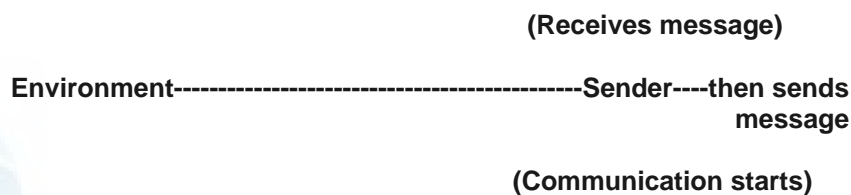
When a plant emerges from the seed it also starts communicating its need for water, sunlight, manure, and fertilizers, thus supporting the Helical model of communication. The same also applies for animals, birds, fishes, and all living creatures.

The Helical model of communication understands communication in a broader perspective and considers almost all the activities of an individual from day one to till date. It cumulates all the activities occurring in the complete span of an individual that affects the process of communication, which in turn goes forward and also depends on the past activities.

## 6. Westley and MacLean's Model of Communication

Yet another achievement in the discipline of communication was the **Westley and MacLean's model of communication proposed in the year 1957 by Bruce Westley and Malcolm S. MacLean Jr.**

This model considers a strong relation between the signals from the surroundings and the process of communication. According to this model the process of communication begins with receiving messages rather than sending messages.



In this model it is not necessary that the signals coming from the surroundings are intentionally sent to start the process of communication.

Sometimes events might accidentally occur, or the thought can be accidentally received.

Thus, signals can be received anytime, and communication can begin anytime.

This is a common loophole of this model of communication, where the information sometimes gets modified when it is passed from one person to the other individual.

To conclude this model of communication supports the initiation of communication from receiving messages rather than the sender sending it.

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