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INTRODUCTION

Communication generally could be defined as the transfer of information from one person (it could be through text or voice) to another or to a group of people to convey a message. Communication has played a significant role in human existence and development over the years and is still doing it. Communication is what has brought the world together even though we all lived in different continent and speak different languages with different cultural backgrounds. Different scholars have defined communication in their own way so let look at few for us to get a clearer understanding.

McFarland defined communication as “a process of meaningful interaction among human beings. More specifically, it is the process by which meaning is perceived and understanding are reached among human beings”. Another scholar by the name of M.W. Cunnning defined communication as “the process of conveying messages (facts, ideas, attitudes and opinion) from one person to another so they understood”. The last scholar definition of communication we going to consider is by Kelvin Davis. He defined communication as “the process of passing information and understanding from one person to another. It is essentially a bridge of meaning between people. By using this bridge of meaning, a person can safely cross the river of misunderstanding that separates all people”.

Whenever we communicate, it can occur in one of the three ways that is verbal (spoken word), nonverbal (facial expression, appearance, hand gesture) and visual (maps, sign). Verbal communication can be broken into two parts which are oral and written communication. A form of oral communication can be word spoken face-to-face or through telephone call, video call or any medium with the same facilities. This is the most significant form of communication because it makes the process of conveying ideas, thoughts very easy and faster. Written communication on the other hand includes writing. It could be pen and paper document, typed electronic document, text chats, emails, mobile phone SMS or any other form of communication through writings.

Nonverbal communication enhanced verbal communication but can disseminate ideas, thought and feelings for themselves. It involves body language, eye contact, facial expression, body posture, hand gestures like clapping, waving or pointing a finger to an object. Lastly, like nonverbal communication, visual communication strengthens written communication and also can be used to replace written communication altogether depending on the audience. For example, presenting visual dashboard to a group of data analyst to explain a story. Also, a single picture in an art gallery can explain an history or a particular life for a prominent person as the case may be.

From all the explanation above, we can say communication is that process that involves that transfer of information from one end to the other end with the sole essence that the information is clearly understood by the receiving end.

THE THREE MODELS OF COMMUNICATION

Communication occurs varieties of way in which we have discussed the most important and common ones in the introductory. For us to get a better understanding of communication, different scholars have developed communication models in order to give an explicit explanation on how human beings can improved or developed along the line of communication. The models of communication are split into three different categories which are the “Linear models, “Interactive models, and “Transactional models”.

There are over eight scholars that have given a detail explanation of the three categories of communication models which are **Linear, interactive and transactional models**. For this report paper, we are going to limit it only to three scholars one for each category.

Linear Model: - In Linear model communication is one-way wherein feedback is not necessary. For this category we are going to considered David Berlo’s theory. In 1960, David Berlo expanded Shannon Weaver’s 1949 linear model with the Sender-Message-Channel-Receiver (SMCR) model of communication (Belo, 1960). Berlo’s theory explained communication models in four steps: -

- I. **Source** entails communication skills, attitude, knowledge about the subject area, social and culture systems.
- II. **Message**, which include the characteristics of the message, its scope, and structure.
- III. **Channel**, is the medium at which the message goes through and it’s also where the decoding of the messages begins, with the sense of touching, hearing smelling, seeing and so on.
- IV. **Receiver**, this is where the communication process ends by interpreting the message that has been convey. For this stage communication skills, attitude, subject knowledge, social and culture systems are all Integral skills that both the sender and receiver should possessed.

Interactive Model: - The interactive model of communication is that process that involved communication in both ways. Unlike linear model, interactive model of communication tolerates

feedbacks. Wilber-Schramm introduced the interactive model of communication in 1954. He believes that the significant of information is when words are carefully put into actions to transmit a message. Schramm believes that encoding and decoding are the two most significant aspect for an effective communication. Communication can only become effective when the receiver understands or able to decode the information the sender wants to communicate, or else the message will be futile. This model considered the sender and receiver to be in the same position. It best explained and examined personal synchronous communication where feedback is immediate (such as face-to-face discussions). As feed is immediate, noise can be reduced through ongoing clarification of the message during conversation (Drew, 2020).

Transactional model: - As the name implies, this model view communication as a transaction between people. In this model, senders and receivers are referred to as communicators. It explains direct personal information transmission where two-way feedback is immediate. Barnlund's a scholar who explain the transactional model of communication, refers to it as a communication model where feedback for sender is the reply for the receiver. It also lays emphasis on the unique field of experiences that both the sender and receiver possesses. For message to have a clear meaning, both communicators must have some overlapping experiences so that the messages can be interdependent.

ANALYSIS OF THE MODELS OF COMMUNICATION THEORIES

Berlo's SMCR Model of communication assessment focuses on the emotional aspect of the information to be transmitted. For him, the process is broken down into four steps namely Source (communication skills, attitudes, knowledge, social system and culture), Message (content, treatment and code), Channel (seeing, hearing, touching, smelling and tasting), Receiver (communication skills, attitudes, knowledge, social system and culture).

Source implies where the ideas or thought originated. It could also be referred to as the sender. The source is the point from which the information is transmitted to the sender. This is done with the help of communication skills, attitude, knowledge, social system and culture. Communication skills involved where the sender is able to make a clear statement, know where to pause, how to pronounce, how to control his/her accent, where to repeat a sentence and he/she should ensure that receiver is on the same frequency for communication to be effective. Attitude is another significant aspect in Berlo's communication model. He believes that if the sender has the right attitude during the time of transmitting the message or information it will create a lasting

impression on the mind of the receiver. Knowledge is another key aspect in Berlo's model. He believes that one must have knowledge about the information he/she may want to convey. With this, if question comes from the receiver to clarify something, the sender should be in the position to clear these doubts. Social system also plays an integral part in Berlo's model. Let Imagine the Minister of Education delivering a speech about reducing the salary of teachers on a Conference organized by the Teacher Association for all the teacher's nationwide. The displeasure of the listeners was simply because the speaker does not take into consideration the social setup of the place where the communication is taking place. Cultural background implies the cultural background of the listeners where the speech is being delivered.

Message is the ideas and thought of the sender been put into words. It is also divided into content, element, treatment, structure and code. The content is the fortitude of any communication or information. As ideas and thought been put into words a content has to be in place. Element on the other hand has to do with the factors the embellish vocal communication such as hand gesticulation, facial expression, body posture, and so on in order to capture the attention of the listeners. Treatment is simply how you treat your message to conveys it to the listeners/receivers. For example, if your team is behind schedule and you as a team leader want to admonish you team to be more effective, you have to be authoritative when expressing your dissatisfaction or motivating your team. Structure in this context refers to the form in which the message or information should be convey. There are some messages you cannot expressed in one go. You have to structure it so that the receiver can clearly understood the message delivered. Code refers to the way you position yourself when conveying the message to the receiver. With the right posture, hand gesture, eye contact, the receiver will be able to decode the correct message.

Channel- refers to the medium of how the information is convey from the sender to the receiver. Like other channel such as print or electronic medium, Berlo's model take into consideration the five senses of the human body. These are hearing, tasting, seeing, smelling and touching.

Receiver- The receiver should always be on the same frequency as the sender for communication to flow easily. By this way, he will understand what information the sender is trying to convey. He should also possess the same communication skills, knowledgeable about the subject, has the right attitude to receive the message, and should be of the same social and cultural background as the sender.

Wilber Schramm model of communication which he proposed in 1954 after learning from the Shannon Weaver model, implies that information will be of no use until it is carefully put from

thought to words and convey to other (Schramm, 1954). In this model encoding and decoding plays an important role for communication to be effective. Because if the receiver cannot decode the message that the sender is trying to convey the information will be of no use. He also emphasizes that communication is not complete until the sender receives a feedback. The case study about Pedro and Maria.

Pedro works on a building and Maria is his wife. One day Maria phoned Pedro, "when you are coming home see if you can get me a chicken?" Okay, replied Pedro. When he got home, Pedro took off his boots and coat and went into the kitchen. Maria, where are you? He said. Here-in the sitting room, she said. When Pedro went into the sitting room, Maria said where's the chicken? What chicken? Asked Pedro. The one I asked you to get on your way home. Oh no, I thought you said when I come home I will see you in the kitchen.

The above case study is poor communication. Maria who is the sender has conveyed her thought to Pedro to bring a chicken when coming home. Even though Pedro said okay which was a feedback but he still didn't bring the chicken home. This implies that the message was not decoded properly. Maybe it could be a bad signal from the telephone call or maybe Maria and Pedro were not on the same frequency the particular time that she tries to convey her message to Pedro.

CONCLUSION

In concluding, my scholars in their own way have tried to make the model of communication process very easy to digest. Even though these theories have helped us to understand the important aspects of communication processes, some of these theories also have their own flaws. Like Berlo's model of communication, he emphasizes that the speaker and the listener should always be on the same level or operating in the same frequency for communication to be effective which is most times not practical in our everyday life. For the Schramm model, the limitation is that the model is based on assumption. For you to be able to encode or decode a message you may need external assistance but this model no external help is not needed. Like for example, I am presently out of the office and will not return soon and I need to communicate to my team about an urgent change that has been made to the task at hand. I will need external help to convey such messages, like a mobile phone to send a text message or a laptop computer to send email to my team. The receivers

on the other end may able need external help like mobile phones to read my text message or computers to have access to my email.

APPENDIX

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