

THEORIES RELATING TO MODELS OF COMMUNICATION.

In health care communication theory research is used to understand, define and predict health convictions, attitudes and behaviours of individuals and the intentions of different people.

Nowadays in our society it is very essential to focus on improving knowledge with organisations, the management of every company has to accommodate the tools which people can use very often to share both unstated and explicit knowledge.

In all the model communication we have got 8 models of communication and the way which it can be explain, such as: .Aristote Model: Linear

.Lasswell's Model: Linear

.Shannon-weaver Model: Linear

.Berlo's S-M-C –R Model: Linear

.Osgood-Schramm Model: Interactive

.Barlund 's Transactional Model: Transactional

.Westley and Maclean model: Interactive

.Dance 's Helical model: Transactions





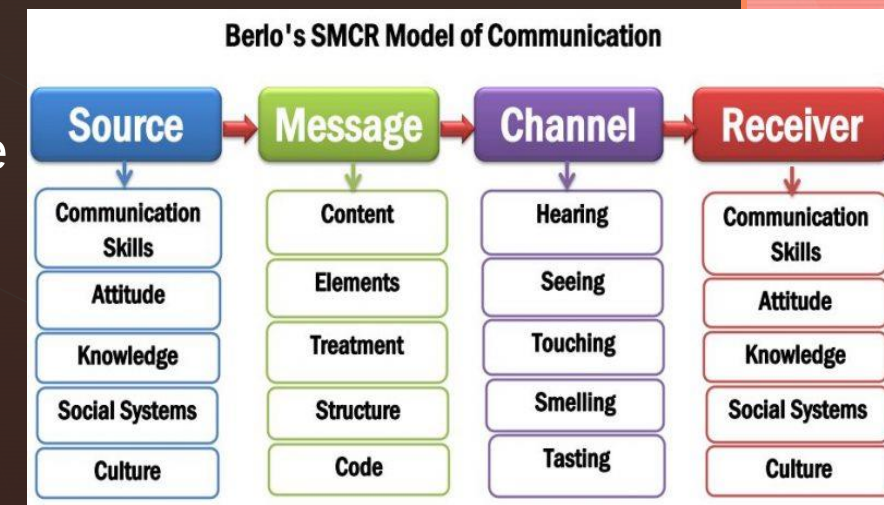
Linear: We talk about linear in the communication model when the message is passed one direction from the sender to the receiver, this model is it was first introduced by Shanon and Weaver in 1949.

Interactive: is defined as a process of communication which everyone who is involved in the discussions are in the position which they can send messages and received feedback in the same time.(Schramm,1997).

Transactional: This model of transactional communication include a face-to-face meeting ,a phone call, a chat in the box, interactive training ,or a talk in which all the participants can share ideas and comments to participate in the meetings .



- While talking about all them communication model who can clearly see that all this communication model is very important in our society and student can highlight how communication occurs. they are most theories which is necessary to know. I will try to talk about Berlos model of communication which should be relevant in most of the companies which I think most of the people must agree when having time to follow my presentation.
- The Berlos model communication is detailed in four steps which is : Source, Message, Channel and Receiver which is very interesting because it giving at least the detailed account of the transmission of the message.
- References:
- What are 8 models of communication[online] Available at (<https://notesread.com>) Abdullah Sam.[accessed date 2019]
- Methods and Techniques Communication in care[online]Available at (<https://www.skillsforcare.org.uk/socialcare/comm>)





Presented by
Dorcas
Kabeya