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### Introduction

According to what I have learned and my opinion, communication skills are a skill that should be used effectively in every field. It helps us to explain the information we want to convey to the other party completely and accurately.

I will tell you about a few communication models and give you examples about the models.

## What is Communication

Being able to communicate well is one of the best skills to learn. Communication can be made verbally, written, visually or non-verbally. All of these communication tools are the most important basic skills for a successful career. (CFI, 2018).

3 communication models we need to know;

### 1.Linear Communication Model

There is some debate about the Linear Communication model and how it recognizes (or does not) recognize the concept of feedback. The linear model is a form of communication in which the sender encodes a message via a channel and the message is decoded by the receiver. television, radio, newspaper, etc. think there is no way to get instant feedback on this model. (Gavi Z, 2019).



(Thecommunicationprocess.com, 2022).

### 2.Interactive Communication Model

The interactive model takes the linear model and quickly gives the feedback message. It now allows for a feedback element Because a message is encoded and sent to the receiver, and the receiver forwards its response to the sender.

For example, your friend sent you a message and it's a text message that you reply to. The same goes for a phone call. A message is sent and a response is received. This is the interactive model. (Gavi Z, 2019).



(Thecommunicationprocess.com, 2022).

### 3. Transactional Communication Model

The Transactional model is getting much more complex.

In the Transactional model, the receiver and sender can play the same roles simultaneously, as messages can be sent back and forth at the same time. (Gavi Z, 2019).



(Thecommunicationprocess.com, 2022).

### Non-Verbal Communication

Covering body language, gestures, how we dress or act, where we stand, and even our scent.

There are many subtle ways that we communicate (perhaps even unintentionally) with others.

For example, the tone of voice can give clues to mood or emotional state, whilst hand signals or gestures can add to a spoken message. (SKILLS YOU NEED, 2011).

### Written Communication:

Which includes letters, e-mails, social media, books, magazines, the Internet and other media.

Until recent times, a relatively small number of writers and publishers were very powerful when it came to communicating the written word.

Today, we can all write and publish our ideas online, which has led to an explosion of information and communication possibilities. (SKILLS YOU NEED, 2011).

### Formal Communication

Formal communication refers to the formal flow of information through predefined channels and routes.

The flow of information is controlled and needs deliberate effort to be properly communicated. Formal communication follows a hierarchical structure and chain of command. (Garvey, 2019).

### Informal Communication

informal communication Refers to a very broad communication. Informal communication moves freely within the organization and is not dependent on predefined channels and means of communication.

The feature of informal communication is speed.

Informal communication is much more relational than formal communication and is a much more natural form of communication as people naturally interact freely with each other and can talk about a variety of topics that often go beyond their job duties. (Garvey, 2019).

I think formal and informal communication skills are very important for our career.

For example.

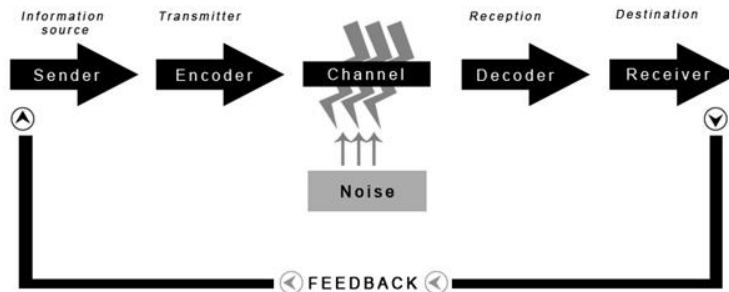
I used to work in a bakery shop and I would like to tell you about the communication I had there. I was working as an assistant manager in a pastry shop and officials from the higher institution came and a meeting was held there, a few questions were asked about the shop and I answered in the official language and was asked to email me. I wrote an e-mail to the head office regarding this issue using my formal communication skills.

### Shannon and Weaver Model of Communication

This model is designed to improve communication between sender and receiver.

They also found the factor that affects the communication process called noise.

The model, which was initially established to improve technical communication, was later widely used in the field of communication. (Communication Theory, 2014)



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Thomson made call to his assistant “come here I want to see you”. During his call, noise appeared (transmission error) and his assistant received “I want” only. Again Assistant asked Thomson (feedback) “what do you want Thomson”.

Sender: Thomson

Encoder: Telephone (Thomson)

Channel: Cable

Noise: Distraction in voice

Reception: Telephone (Assistant)

Receiver: Assistant.

Due to transmission error or noise, Assistant can't able to understand Thomson's messages.

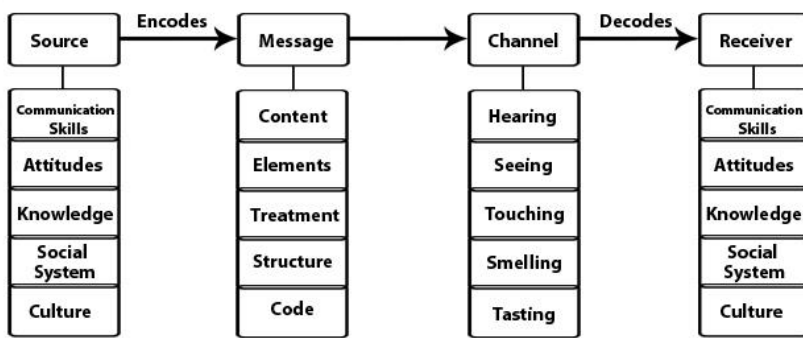
\*The noise which affect the communication flow between them. (Communication Theory, 2014)

### Berlo Model of Communication

David Berlo's SMCR Model of Communication represents the process of communication in its simplest form.

The acronym SMCR stands for Sender, Message, Channel, and Receiver. Berlo's SMCR Model of Communication (1960) describes the different components that form the basic process of communication. Because this communication tool also emphasises the coding and decoding of the message, it can be used for more efficient communication. (Janse, 2019).

## Berlos's SMCR Model of communication



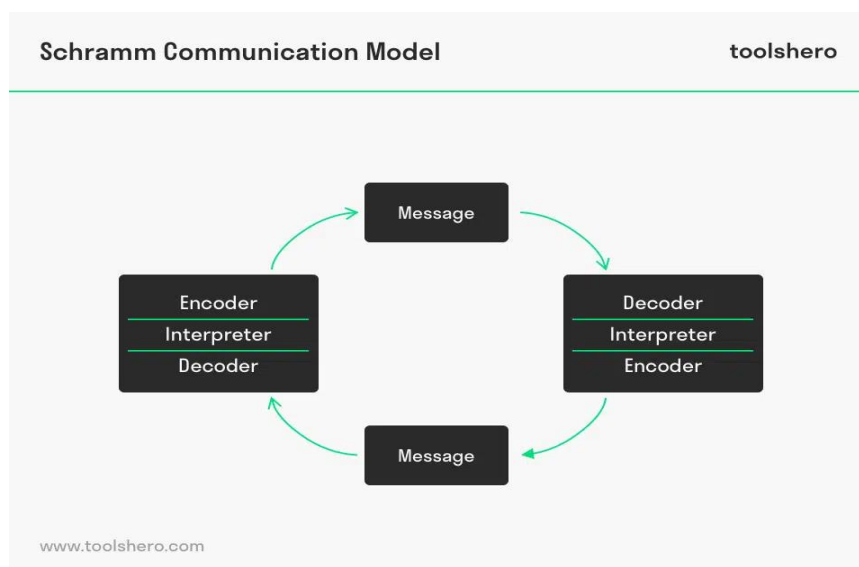
## Schramm Model of Communication

The Schramm Communication Model is a cyclical communication model containing all basic principles of communication.

The Schramm Communication Model offers a classic approach to and explanation of communication.

It can be used to determine how communication between two people works when they're exchanging information, ideas, or attitudes. The cyclical communication model is based on the theory and belief that communication is a two-way street.

This means there's at least a sender and a recipient. The model contains at least one other element as well; the message itself. Usually, communication takes places along the traditional path with a wasteful recipient and sender.



## Conclusion

As I mentioned above, communication skills have a vital importance in our lives and every individual has to follow these rules and these communication skills if they want to be successful in their career.

For this assessment, I wrote an article stating that I had a better understanding of communication skills and included some information I saw in class.

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