

Assignment 1

Name: Oscar David Sedano Gil

Student ID: 2133003

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Lecturer: Dr. Lizeta Demetriou

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Introduction

Communication skills are important for both students and professionals. Communication is the act of transferring information between individuals. We have verbal and non-verbal communication (Skills you need, 2023). There are different modules of communication. The three main modules of communication; the Shannon and Weaver of communication, the Berlo's model of communication and the Schramm's model of communication. This report explains these three modules. In addition, it discusses the advantages and disadvantages of using technology in communication.

Overview of the Three Models of Communication

There are a few models developed during the last 70 years but, all could be seen as a variation or improvement of The Shannon-Weaver's Model of Communication (1948/1949). This report will be focus on the main models at current days. Berlo's SMCR Linear Model, Schramm's Circular Model and, as mentioned above Shannon-Weaver Transactional Model.

Shannon and Weaver Model of Communication

The Shannon-Weaver model of communication, developed by Claude Shannon and Warren Weaver in 1948, presents a mathematical theory aimed at achieving effective communication between a sender and a receiver. The model also incorporates the concept of "noise", factors that can interrupt the communication process. Originally developed in the technical domain, the model has found application across different fields. The model comprises several key

components. The sender, as the source of the message, selects the intended information to be conveyed. Subsequently, the encoder transforms the message into signals suitable for transmission. For instance, in telephony, voice signals are converted into wave signals for cable transmission (Shannon and Weaver, 1948).

Upon reception, the decoder retrieves the original message by reversing the encoding process, ensuring comprehension by the recipient. However, noise can impede smooth communication between sender and receiver.

Noise, a crucial aspect of the model, refers to external factors that can disrupt the transmission of messages or signals. It includes physical noise like ambient sounds or interference, as well as errors that may occur during signal encoding. These interruptions can affect the accuracy and clarity of the received message. The Shannon-Weaver model primarily focuses on external noise factors originating outside the communication system that impact transmitted messages or signals. However, the model refers as well to have in consideration the potential of Internal noise due to Mental Disturbance. While the Shannon-Weaver model has significantly contributed to communication theory and found wide application, it has also received criticism. Some of the criticisms include its simplicity (Wildman, 1996), it is primarily focus on sender-receiver dynamics (Steward, 2001), and it has limited application to group or mass communication (Barlund, 2008). Moreover, the model assumes communication to be a unidirectional process, neglecting the crucial role of feedback, which is essential for effective communication (Dance, 1970). Understanding the nature and implications of noise is crucial to addressing challenges in the communication process (Berlo, 1960).

Berlo's SMCR Model of Communication

Berlo's SMCR Model provides a basic yet influential framework for analysing the communication process. The acronym SMCR represents the model's four main components: Source, Message, Channel, and Receiver (Berlo, 1960).

The Source refers to the originator of a communication - the person creating and sending the message. The source's communication skills, knowledge, attitudes, culture, and social position affect how they encode and send the message. The characteristics of the source influence the message's creation.

The Message itself contains the information or content being shared. The structure, clarity, and coding of the message through language, symbols and nonverbal cues impact how the receiver can understand it. A well-organized, logically presented message coded in language the receiver understands helps ensure effective communication.

The Channel represents the medium used to transmit the message from source to receiver. The choice of channel - whether verbal, nonverbal, written, or digital - shapes how the message is conveyed and received. Different channels can lead to variations in how the same message is interpreted.

The Receiver decodes and interprets the message based on their own characteristics and position. Like the source, the receiver's communication skills, knowledge, attitudes, culture, and social system influence how they understand the message. The receiver assigns meaning to the message.

While influential, Berlo's SMCR Model has limitations as a linear process that oversimplifies communication. It does not account for feedback loops (McQuaid, 2005), context or the complexity of modern communication involving multiple senders, receivers, and simultaneous channels (Fiske, 2010). Despite its shortcomings, the model provides a basic, yet valuable illustration of the fundamental components involved in communication and how variation in those elements' shapes understanding. The SMCR model highlights the transactional nature of the communication process.

Osgood-Schramm's Model of Communication

The Osgood-Schramm model, conceptualized by Charles E. Osgood and Wilbur Schramm in the mid-20th century, is a circular, iterative framework that emphasizes the dynamic, interactive nature of communication. It underscores the reciprocal roles of the sender and receiver, who are interchangeably known as the encoder and decoder (Littlejohn & Foss, 2011).

Unlike earlier linear models, the Osgood-Schramm model suggests that communication is a two-way process, where feedback is an integral part. It incorporates the concept of mutual

'field of experience', which implies that successful communication depends on the overlap of participants' shared experiences, knowledge, and perception (West & Turner, 2010).

The model also acknowledges the constant presence of noise – physical, psychological, or semantic – which can disrupt the communication process. Osgood and Schramm further assert that interpretation plays a pivotal role in communication, where meanings are not merely transmitted, but constructed and reconstructed through a shared symbolic system (Berger & Luckman, 1967).

However, the Osgood-Schramm model is not without criticism. Some scholars argue that it lacks specificity and does not sufficiently account for power dynamics or the broader social, cultural, and historical context within which communication occurs (Fiske, 1990). Additionally, the model's emphasis on mutual field of experience can be seen as overly optimistic, potentially underestimating the barriers to understanding between diverse individuals or groups (Hall, 1959).

Despite these criticisms, the Osgood-Schramm model continues to be influential in the field of communication studies. Its recognition of the cyclical, interactive nature of communication has informed subsequent theories and models, contributing significantly to our understanding of communication as a complex, dynamic process.

The Advantages and Disadvantages of Communication Technology

Communication technology has transformed the way we interact with each other and access information. The internet, social media, and other digital tools have enabled us to access to a wealth of information and resources that can be used to support their studies. For example, students can use the internet to find articles, books, and videos on any topic they are interested in. They can also use social media to connect with other students and teachers, and to get help with their studies. However, the use of communication technology has also raised concerns about its impact on learning and social interaction.

One of the most significant advantages of communication technology is the access to information it provides. The internet has made it possible for people to access vast amounts of information from anywhere in the world. This has made it easier for students to conduct

research and access educational resources, regardless of their location. Communication technology also enables people to connect with each other and share ideas, regardless of their geographical location. Social media platforms, for example, have made it possible for people to connect with others who share similar interests and opinions. This has created a global community where people can collaborate and learn from each other.

According to a study by the Global Web Index, 60% of people use social media to stay in touch with friends and family, while 40% use it to connect with people who share similar interests (Global Web Index, 2018). This shows that communication technology has the potential to foster global collaboration and community building. One of the most significant concerns is the impact of technology on mental health. Excessive use of technology has been linked to increased levels of anxiety, depression, and loneliness. According to a study by the American Psychological Association, 45% of people aged 18-24 report feeling stressed when they are unable to access their electronic devices (American Psychological Association, 2017). This shows that technology can have a negative impact on mental health, particularly for young people.

Another concern is the impact of communication technology on social interaction. While technology enables people to connect with each other, it can also create a sense of isolation. People may spend more time interacting with their devices than with other humans, leading to a decline in face-to-face communication skills. According to a study by the Pew Research Center, 54% of people aged 18-24 report feeling lonely at least sometimes, despite being heavy users of social media (Pew Research Center, 2018). This shows that communication technology can have a negative impact on social interaction and relationships.

Furthermore, communication technology can also create a distraction from learning. Students may spend more time on social media or browsing the internet than on their academic work. According to a study by the National Center for Education Statistics, 60% of students aged 16-24 report using the internet for non-educational purposes during class time (National Center for Education Statistics, 2018). This shows that technology can be a distraction from learning, particularly for young people.

Finally, there is also the issue of cyberbullying and online harassment. The anonymity of the internet can create a breeding ground for bullying and harassment, which can have serious consequences for mental health. According to a study by the Cyberbullying Research Center, 34% of students aged 12-17 report experiencing cyberbullying (Cyberbullying Research Center, 2018). This shows that communication technology can have a negative impact on mental health, particularly for young people.

In conclusion, communication technology has both positive and negative impacts on learning and social interaction. While it has the potential to bridge the knowledge gap and foster global collaboration, it also has the potential to negatively impact mental health, social interaction, and learning. It is important for educators and policymakers to be aware of these impacts and to develop strategies to mitigate the negative effects while maximizing the positive impacts.

Conclusion

In conclusion, the three models of communication - Shannon-Weaver, Berlo's SMCR, and Osgood-Schramm - offer a comprehensive framework that enhances our understanding of the intricate process of communication. Each model brings attention to different facets of communication, such as information transmission, the role of various elements, and the reciprocal nature of the process. By delving into these models, we can acquire a deeper comprehension of the interconnected factors that influence effective communication.

Moreover, the use of technology in communication has both advantages and disadvantages. While technology has greatly expanded access to information and connected people across the globe, overreliance on it can lead to distraction from learning and weakened social skills. Therefore, it is essential to develop digital literacy and use technology in moderation to maximize its benefits and minimize its risks.

this report underscores the significance of striking a balance between technology usage and face-to-face communication. While technology can facilitate communication in numerous ways, human interaction remains vital for optimal learning and overall well-being. By acknowledging the advantages and disadvantages of technology and managing its usage effectively, we can leverage various forms of interaction to enrich our lives and society.

Additionally, continuous research is essential to maximize the rewards and address the challenges posed by communication technology. By persistently studying the impact of technology on communication, we can gain deeper insights into how to employ it constructively and develop strategies to mitigate its negative effects.

In conclusion, effective communication is a vital component of society, and it continues to evolve alongside emerging influences. The three models of communication and the discussion on the use of technology provide valuable insights into the complexities of communication and the role of technology in it. By heeding these insights and continuing to research and develop effective communication strategies, we can create a brighter future for human connection and interaction.

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