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Model of Communication

Models of communication are conceptual models used to explain the human communication process. The first major model for communication was developed in 1948 by Claude Shannon and published with an introduction by Warren Weaver for Bell Laboratories. Following the basic concept, communication is the process of sending and receiving messages or transferring information from one part (sender) to another (receiver).

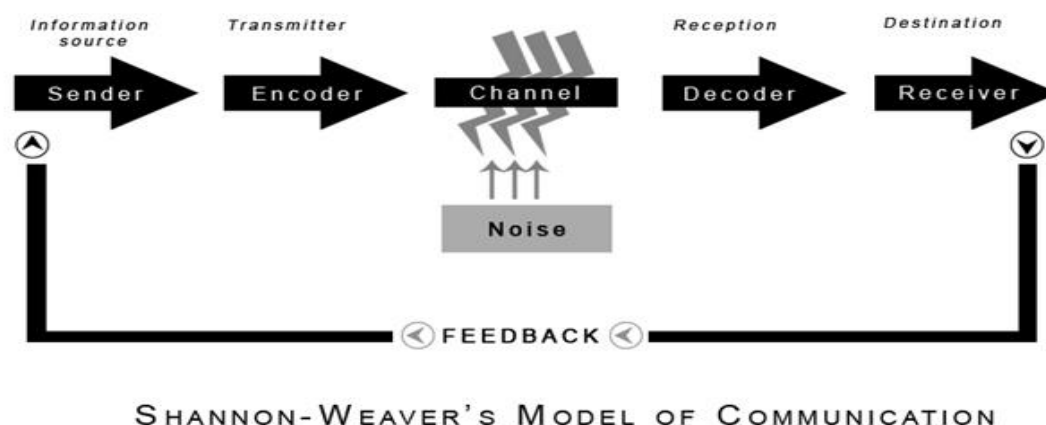
Shannon Weaver's Model of Communication

In 1960, David Berlo expanded the linear transmission model with the sender-message-channel-receiver (SMCR) model of communication.

In 1948, Shannon was an American mathematician, an electronic engineer and Weaver was an American scientist both of them join together to write an article in "Bell System Technical Journal" called "A Mathematical Theory of Communication" and also called as "Shannon-Weaver model of communication".

This model is specially designed to develop effective communication between sender and receiver. Also, they find factors that affecting the communication process called "Noise". At first, the model was developed to improve technical communication. Later it's widely applied in the field of Communication.

The model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode.



1. Sender (Information Source)

The Shannon Weaver model starts with the sender or “information source”. They are the person (or object, or thing – any information source) who has the information, to begin with. The information source starts the process by choosing a message to send, someone to send the message to, and a channel through which to send the message.

A sender can send a message in multiple different ways: it may be orally (through the spoken word), in writing, through body language, music, etc.

Example: An example of a sender might be the person reading a newscast on the nightly news. They will choose what to say and how to say it before the newscast begins.

2. Encoder (Transmitter)

The next step in the Shannon Weaver model is the ‘encoder’. The encoder is the machine (or person) that converts the idea into signals that can be sent from the sender to the receiver. The Shannon model was designed originally to explain communication through means such as telephones and computers which encode our words using codes like binary digits or radio waves.

However, the encoder can also be a person that turns an idea into spoken words, written words, or sign language to communicate an idea to someone.

Examples: The encoder might be a telephone, which converts our voice into binary 1s and 0s to be sent down the telephone lines (the channel). Another encode might be a radio station, which converts voice into waves to be sent via radio to someone.

3. Channel

The next step in the Shannon Weaver model is the ‘channel’. The channel of communication is the infrastructure that gets information from the sender and transmitter through to the decoder and receiver. We sometimes also call this the ‘medium’.

Examples: A person sending an email is using the world wide web (internet) as a medium. A person talking on a landline phone is using cables and electrical wires as their channel.

If we're face-to-face, perhaps we don't have a channel, except the sound waves from our voice that carry the sound from the sender's mouth to the receiver's ear.

4. Noise

The next step in the Shannon Weaver model is 'noise'. Noise interrupts a message while it's on the way from the sender to the receiver. It's named after the idea that 'noise' could interrupt our understanding of a message. There are two types of noise: internal and external.

Internal noise happens when a sender makes a mistake encoding a message or a receiver makes a mistake decoding the message. Here are the two points where it can happen:

- At the point of encoding (for example, when you misspell a word in a text message);
- At the point of decoding (for example, when someone misinterprets a sentence when reading an email)

External noise happens when something external (not in the control of the sender or receiver) impedes the message. So, external noise happens:

- At the point of transmission through the channel (for example, when we're having a conversation by a busy highway and the receiver is having trouble hearing over the sound of cars)

One of the key goals for people who use this theory is to identify the causes of noise and try to minimize them to improve the quality of the message.

Examples: Examples of external noise may include the crackling of a poorly tuned radio, a lost letter in the post, an interruption in a television broadcast, or a failed internet connection.

Examples of internal noise may include someone having a headache so they can't concentrate, someone speaking with a heavy accent, or when the sender mumbles when speaking.

5. Decoder

The next step in the Shannon Weaver model is the 'decoder'. Decoding is the exact opposite of encoding. Shannon and Weaver made this model about communication that happens through devices like telephones. So, in this model, there usually needs to be a device that decodes a message from binary digits or waves back into a format that can be understood by the receiver.

If we're talking about direct communication between people without the use of technology, there may still be a need for decoding. For example, you might need to decode a secret message, turn written words into something that makes sense in your mind by reading them out loud, or you may need to interpret (decode) the meaning behind a picture that was sent to you.

Examples: Decoders can include computers that turn binary packets of 1s and 0s into pixels on a screen that make words, a telephone that turns signals such as digits or waves back into sounds, and cell phones that also turn bits of data into readable (and listenable) messages.

6. Receiver (Destination)

The next step in the Shannon Weaver model is 'receiver'. The receiver is the endpoint of the original Shannon and Weaver model of the technical communication process. This is the step where the person finally gets the message, or what's left of it after accounting for noise.

Examples: Examples of a receiver might be the person on the other end of a telephone, the person reading an email you sent them, an automated payments system online that has received credit card details for payment, etc.

7. Feedback

The final step in the Shannon Weaver model is 'feedback'. The 'feedback' step was not originally proposed by Shannon and Weaver in 1948. Norbert Weiner came up with the feedback step in response to criticism of the linear nature of the approach. ('Linear' means that the messages are only going one way).

Feedback occurs when the receiver of the message responds to the sender to close the communication loop. They might respond to let the sender know they got the message or to show the sender:

- Whether they got the message clearly without noise
- How well they understand the message

Nonetheless, the 'feedback' elements seem like a post-hoc add-on to the model and are the subject of a lot of criticism (see later in this article on 'disadvantages of the model' for details).

Examples: Feedback does not occur in all situations. Sometimes, like when watching TV, we don't tend to let the people talking on the TV know what we're thinking ... we simply watch the show.

SCHRAMM MODEL OF COMMUNICATION

It is a Circular Model so that communication is something circular in nature

Encoder – Who does encoding or Sends the message (message originates)

Decoder – Who receives the message

Interpreter – Person trying to understand (analyses, perceive) or interpret

Note: From the message starting to ending, there is an interpretation that goes on. Based on this interpretation only the message is received.

This model breaks the sender and receiver model it seems communication practically. It is not a traditional model.

It can happen within ourselves or two people; each person acts as both sender and receiver and hence use interpretation. It simultaneously takes place e.g. encoding, interpret and decoding.

Semantic noise is a concept introduced here it occurs when sender and receiver apply a different meaning to the same message. It happens mostly because of words and phrases e.g. Technical Language, So certain words and phrases will cause you to deviate from the actual meaning of the communication.

Note: When semantic noise takes place decoding and interpretation becomes difficult and people get deviated from the actual message.

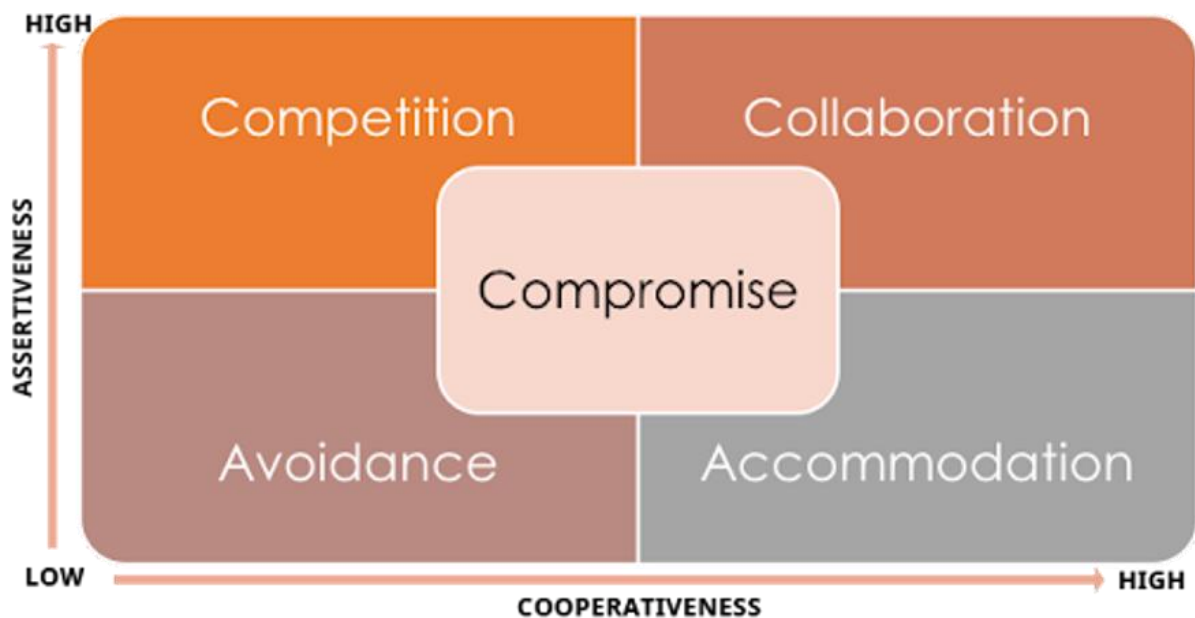
Advantage of Osgood- Schramm model of communication

1. Dynamic model- Shows how a situation can change
2. It shows why redundancy is an essential part
3. There is no separate sender and receiver, sender and receiver is the same person
4. Assume communication to be circular
5. Feedback – central feature.

Model of Thomas and Kilmann

In the 1970s Kenneth Thomas and Ralph Kilmann developed a model of conflict, defines conflict as a situation in which people's concerns are incomparable.

If the things which two people care about are opposed, then there is conflict.



- **Avoiding:** Sidestepping the conflict.
- **Accommodating:** Trying to satisfy the other person's concerns at expense of your own

- **Compromising:** Trying to find an acceptable settlement that only partially satisfies both people's concerns.
- **Competing:** Trying to satisfy your concerns at the expense of others
- **Collaborating:** Trying to find a win-win solution which completely satisfies both people's concerns

When might this mode work best in conflict situations?

- **Avoiding:** it is important to note that there are certain situations where the Avoiding mode can be the right decision.
- **Accommodating:** Picking and choosing battles when the issue your way isn't that important
- **Compromising:** Best suited for issues that are of intermediate importance to you important enough to matter, yet not critical
- **Competing:** When important decisions must be made in an emergency or when time is limited
- **Collaborating:** When all involved are committed to finding a win-win solution