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INTRODUCTION

In this module, we have been able to understand the different types of communication, from the beginning of our civilization and its importance, as well as the other models developed through the passage of time and their developers.

On the other hand, it has allowed us to understand the different skills to develop effective communication in the social and care sector and the advantages and disadvantages of communication.

All this will help us in the future to achieve a more effective form of communication with which we can clearly express our ideas and our points of view about different topics, as well as detect if we are giving a clear and precise message of what we need and if we are also being understood.

MODELS OF COMMUNICATION

➤ SHANNON AND WEAVER

This model was created by Claude Shannon (American mathematician) and Warren Weaver (scientist) in 1948, who describe it as simple, but people are complicated.

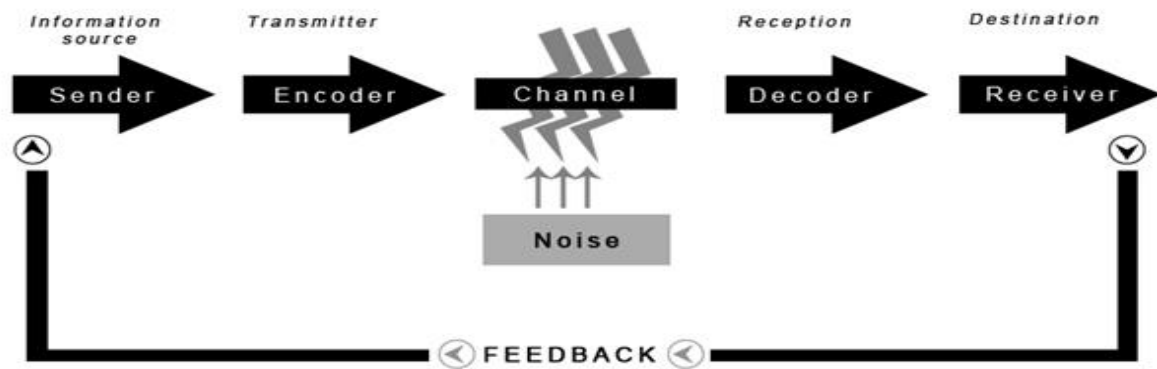
According to this model, communication occurs when a message has been sent and received, it also provides an understanding of how information is transferred and how messages are sent and received. On the other hand, the interpretive and face-to-face dynamics also count.

This model is composed of:

- **Sender** or Information source is the person who meets the message, chooses the channel, and sends the message.
- **Encoder** or transmitter is the sender who uses the machine, which converts the message into signals or binary data; it is also there who includes the message through the device.
- **Channel** is the medium used to send the message.
- **Decoder** is the machine that converts the signals or binary data into messages, or the receiver, which translates the message from signals.
- **Receiver** or destination is the person who gets the message; the receiver provides feedback according to the message.
- **Noise** is the physical disturbances like the environment and people, which this not let the message get to the receiver as was sent.

The limitations of this model can be present when it is non-verbal or missing feedback.

Shannon-Weaver Model of Communication
(Nursing Society,2018).



SHANNON-WEAVER'S MODEL OF COMMUNICATION

➤ SCHRAMM

Also known as the Osgood-Schramm communication model because it was initially proposed by Charles Osgood and later amended by W. Schramm.

Based on the Shannon-Weaver model was proposed in 1954, exposing communication as a circular model containing elements with a bidirectional path where the message passes continuously between the sender and the receiver.

This model is based on the understanding of the message between the sender and the receiver; for example, a scientist cannot explain the bases of law reform to a primary school student due to the lack of knowledge of it.

Within this model, we can find elements such as encoder or transmitter, decoder or receiver, interpreter, and message, in which the passage of the message from the sender to the receiver is established, which in turn sends back the information included, producing an exchange of roles.

In this model, both sending and receiving elements have to encode and decode the message, which is essential for the effectiveness and good understanding of the message; on the other hand, if problems of interpretation or decoding of the message occur by the recipient, the communication process is not completed.

One of the points of this model is that communication does not end until the sender receives feedback from the receiver.

In the previous model, communication usually ended when the message was sent to the receiver. However, Schramm, a faithful believer in bidirectional communication, developed the study based on the directional flow in which the sender and receiver exchange roles.

This model is composed of:

Sender, which is what the source of the message is called, must be clear and understandable for the receiver, in addition to ensuring that the information is essential and accurate because, in this, it is the origin and, in this model, the end of the message

Receiver, which in turn is also known as a decoder, is the one who receives the message from the sender and understands it by deciphering it, in which many factors intervene, such as language, culture, and understanding of the receiver, for example, if the language is different from that of the sender communication could not take place.

That is why this process can be considered satisfactory only if there is an understanding between both parties.

Message is the central part of communication since it is the information that passes between the sender and receiver, which can be given through text, audio, video, or a combination of these and, in turn, can be verbal or non-verbal (handshake, body language) playing a fundamental role in communication.

Comments, in this element, the receiver plays an important role in communication because the feedback transmits information based on that received by the sender.

This cannot be as explicit as the original message, but it is essential so that the sender can understand if the receiver has understood the message.

Semantic Noise is the interference that occurs in the development of communication, causing variations or alterations in the message's meaning. The receiver only captures part of the information.

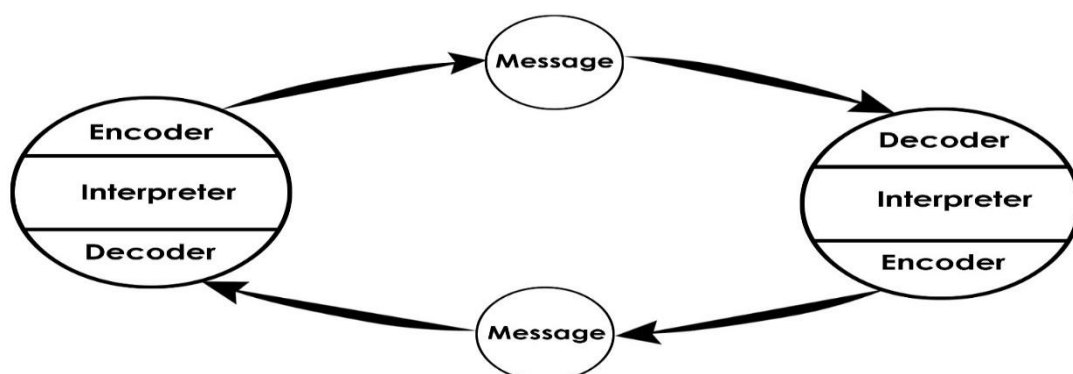
Advantages

Not being a linear model, it allows bilateral communication by developing a circular model, which also includes noise when decoding it and, thanks to feedback, allows the sender to check if the message has reached the receiver and verify if he has understood it.

Limitations

Because it assumes that encoding and decoding do not require external help to carry out communication independently, this model does not contemplate the need for assistance that it requires, as well as being unable to deal with complex processes or communication of different levels or multiple transmitters and receivers.

Bhasin (2021) was a helpful source of information.



➤ **BERLO**

Created in the 1960s by David Berlo and also known as the SMCR model of communication, which assigns a fundamental part of the model to the speakers where the emotional part of the message is considered an integral aspect of communication.

Sender

It is the person who begins the message, a common element in most communication models in charge of composing and sending the message.

The following factors must be considered:

Communication skills affect the process and the quality of communication, so the ability of the sender and receiver must be considered, who, in addition to speaking, must know how to listen, understand, write, and read because the absence of these skills can contribute that the development of communication does not occur effectively.

On the other hand, the attitude of the sender and the receiver is essential in the tone of the message because if a message is produced with a positive attitude, it has a completely different effect than a message sent or received with a negative attitude.

Another point to keep in mind is that the message varies depending on the knowledge of the sender and receiver. If there is a lack of this, the message will not be transmitted effectively, giving rise to the presence of errors.

Finally, the influence of the social system, such as values or laws, can affect the sender; in addition to the language barrier, cultural differences can vary the communication process; for example, a harmless situation in one culture can be considered an offense in another culture.

Message

The message is known as the main substance or the context of the communication that is transferred through text, video, or other media from the sender to the receiver where elements such as:

The structure of the message, because a poorly structured message is incomprehensible and open to interpretation.

The content that is the subject of the message and present in each message must be excellent and attractive to be appreciated by the recipient.

Called treatment is the way to transmit the message and influences the receiver's feedback. For this reason, it should be treated with importance and known how to handle it.

Last but not least, nonverbal elements should be considered, such as tone of voice, expressions, or body gestures, in addition to the message's code, which is how the message is sent as audio, text, etc.

Channel

The medium used to send the message is known as a channel; in this element, we can find different types, such as the internet, television, etc., but in this model, it refers to all the human senses that are used to decipher the arrival of the message, when this is affected decreases the effectiveness of the message.

Receiver

At the other extreme, we can find the receiver who deciphers and understands the message received from the sender; according to the model that we are studying together with the pattern of thought, there are the previously explained factors that, when synchronized with the sender, achieve the development of effective communication.

The similarity between sender and receiver must be considered because the absence of this diminishes the effect on the receiver and increases his frustration in the communication.

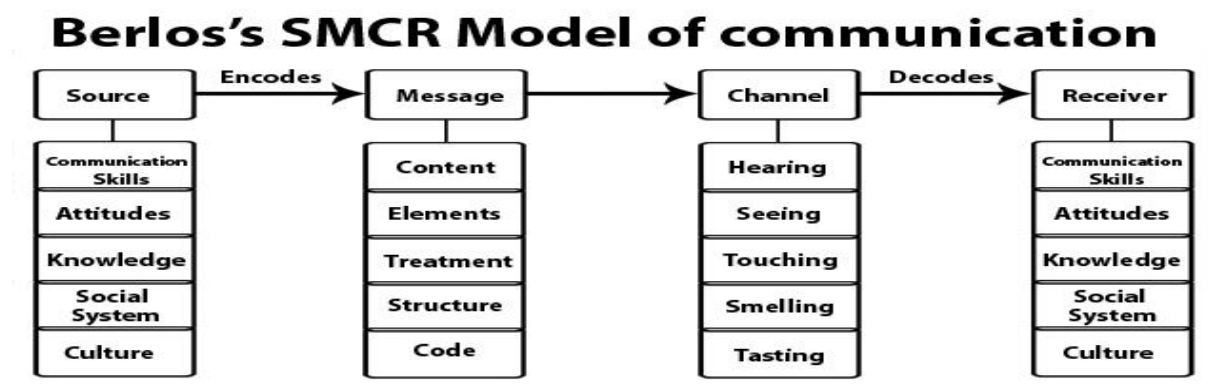
Advantages

It is easy to understand compared to the new models, still used today as a basis for higher communication models.

Limitations

Noise is considered the main source of interruption in the development of communication in this model; in addition, the absence of feedback in this model may be a crucial aspect in the ineffectiveness of the development of communication.

Bhasin (2021) was a helpful source of information.



COMMUNICATION SKILLS

Thanks to communication skills, an effective way to understand a message and be understood by others.

These skills include communicating ideas to others clearly, a good attitude and confidence when speaking, respecting different points of view, and the ease of expressing ourselves to our surroundings.

The skills to consider are:

Active listening indicates a listener who pays attention to the conversation, which allows him to earn the respect of his environment and receive more attention from the speaker; it may seem like a simple task. Still, sometimes it isn't easy to develop and improve.

The adaptability of the communication style to the audience is essential since it should not be communicated in the same way, for example, to a potential employer than to a colleague.

Friendliness and trust are other important skills to develop since a positive attitude and confidence in communicating attract the listener.

On the other hand, **the way of offering and receiving comments** influences when receiving good feedback and allows you to focus on problems and their appropriate solutions.

Volume, clarity, empathy, and respect are other skills that should be developed in a conversation since speaking loud and clear should not be confused with shouting. This can be taken as arrogance, disrespect, or losing the listener's interest.

On the other hand, showing empathy to emotions helps to understand and share feelings and allows you to use time wisely with the other person and respect the turns of participation in the dialogue.

Observing and understanding non-verbal language allows us to identify whether we are communicating the message we want to give through our gestures or expressions.

The answer is a fundamental part of communication; if we cannot provide an answer immediately, we must let the other party know that it will be sent in the shortest possible time.

What Are Communication Skills?
(Indeed Editorial Team, 2020).

ADVANTAGES AND DISADVANTAGES OF TECHNOLOGY IN COMMUNICATION

➤ Advantages

It is easier to understand, more effective, more accessible, and above all, when it comes to transmitting a message thanks to new technologies such as the internet, email, or social networks.

➤ Disadvantages

Problems with the network due to climatic changes, viruses, or possible hackers that can steal information from us sometimes create trust or efficiency problems when developing a conversation.

Communication Methods: Advantages and Disadvantages.
(UKEssays, 2018)

CONCLUSION

Through the different models studied and their respective ways of developing communication, I have come to the conclusion that the clarity and understanding with which a message is sent and received is very important, as well as the importance of feedback to understand if the message has followed its correct path, on the other hand in this module we have also explained the importance and possible factors that can reduce the effectiveness of technology in communication.

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