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1.Introduction

What's mean by communication ?



Communication refers to two-way process of conveying information, ideas, feelings or opinions between two or more persons either verbally or non-verbally using a medium.

The process of communication starts with the communicator or the sender who has something to communicate with others which can be an idea information fact or anything else then after the sender includes the message by selecting the language in which the receiver can correctly understand the medium of expression can be speaking, writing, eye contact, facial expression, gesture posture etcetra....

2. Models of communication

2.1 Shannon and Weaver (1948)

Shannon Weaver model of communication was created in 1948 when Shannon wrote an article entitled a mathematical theory of communication in bell system technical journal with Warren Weaver.

Shannon was an American mathematician whereas Weaver was a scientist, the mathematical theory later came to be known as Shannon Weaver model of communication or mother of all models.

Concepts in Shannon Weaver model:

a) Sender (Information source)

Sender is the person who makes the message, choose the trial and sends the message.

b) Encoder

Encoder is the sender who uses machine which converts message into signals or binary data.

c) Channel

Channel is the medium used to send message.

d) Decoder (receiver)

Decoder is the machine used to convert signals or binary data into a message for the receiver who translate the message from signals.

e) Receiver (destination)

Receiver is the person who gets the message or the place where the message must reach, the receiver provides feedback according to the message.

f) Noise

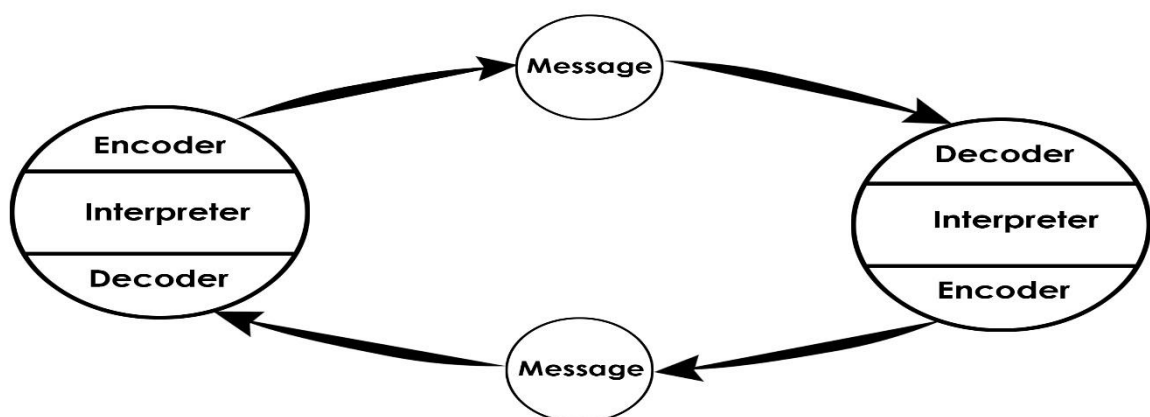
Noise is the physical disturbance like people and environment which does not let the message get to the receiver as what we said.

2.2 Schramm (1954)

Schramm model is built on the theory that communication is two-way street with a sender and receiver.

Different components of Schramm model :

- a) Sender**
- b) Encoder**
- c) Decoder**
- d) Interpreter**
- e) Receiver**
- f) Message**
- g) Feedback**
- h) Medium**
- i) Noise**



Concepts of Schramm model :

- 1) Field of experience
- 2) Context of the relationship
- 3) Context of social environment
- 4) Influencing the field of reference
- 5) Use of metaphors

Advantages :

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

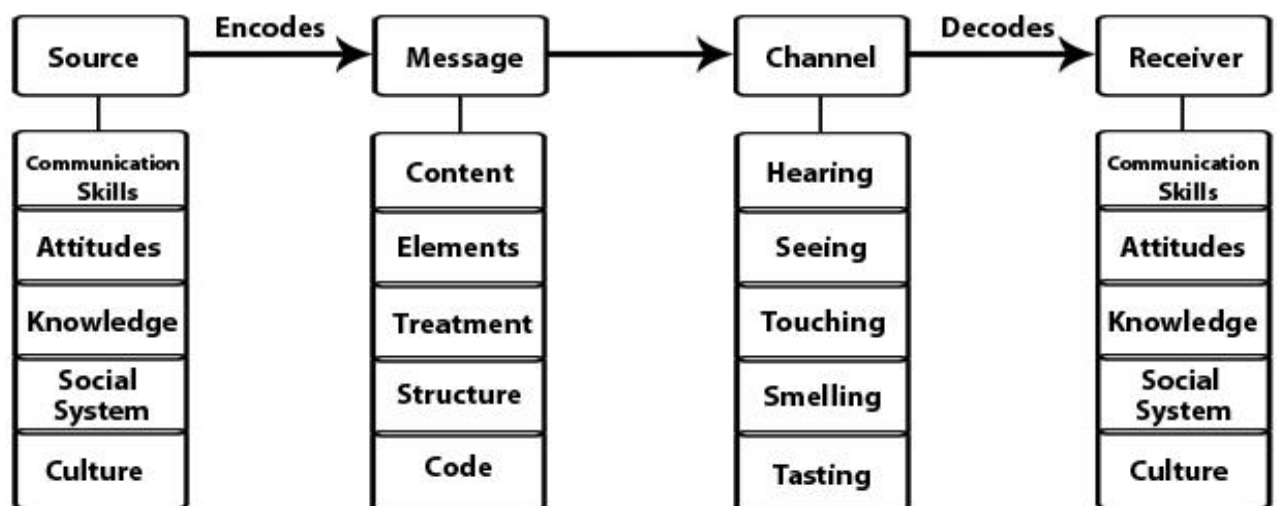
Disadvantages :

This model doesn't talk about semantic noise and it assume the moment of encoding and decoding.

2.3 Berlo (1960)

The communication model suggest that the speaker is the one who drives the entire communication, the Berlo's model of communication takes into account the emotional aspect of the message the Berlo's model operates on the smcr model, his model includes verbal an non-verbal communication.

Berlos's SMCR Model of communication



- S stands for source or the centre he's the one that transfers information to the receiver after putting his thoughts into words

how does the source transfer his information to the recipient ?

it's done with help of communication skills, attitude, knowledge, social system and culture

- M stands for message when an individual converts his thoughts into words a message is created the process is also called encoding.

- C stands for channel, channel refers to the medium of how the information flows from the sender to the receiver all the five senses are the channels which help human beings to communicate with each other.
- R stands for receiver, when the message reaches the receiver he tries to understand what the listener actually wants to convey and then responds accordingly this is also called as decoding.

Disadvantages:

- 1) There is no feedback
- 2) Doesn't mention any barriers to communication
- 3) No room for noise

3.Communication skills

3.1 Verbal communication

- Verbal communication is a communication in which we use words and language to communicate message to others.

It can be preformed into two ways :

- **Oral communication**

Oral communication is the process of expressing information or ideas by word of mouth.

Types of oral communication include formal communication, such as classroom lectures, speeches and meeting presentations, and informal communication, such as casual phone or dinner table conversation.

Advantages :

Time saving, quick feedback, application in special areas, powerful means of persuasion and control, saving money, more reliable, flexibility and complete understanding.

- **Written communication**

Writing is a core communication skill, if you have good writing skills you are able to use language effectively and express yourself clearly written communication can refer to note taking, composing an email, editing an assignment, shopping list and writing a report amongst much more.

Attention to writing conventions go a long way in ensuring our messages have maximum impact.

Written communication does not always have to be delivered on the spot unlike verbal communication this means that we can take our time to compose an edit written messages to achieve the desired effect written communication serves as a record of messages conveyed they can be saved for reference evidence or proof if required This is why writing is most often used for business correspondence when dealing with facts figures and important details it is important to review a message properly before reverting with a response

when communicating with several people at once
written communication is most efficient as it saves time
and you can ensure that the same message is conveyed
to everyone finally written communication is useful
when communicating with people who have different
fluency levels as it helps reduce the chances of
misinterpretation.

3.2 Non-verbal communication

The process of communicating without the use of words,
facial expressions, body language, gestures, postures, etc..

A great amount of human behaviour is emphasized through
non-verbal signals.

When verbal communications conflict with non-verbal clues
people will utilise the nonverbal clues to interpret the true
meaning.

Types of non-verbal communication :

- **Aesthetic**

Aesthetic communication involves creative expression
such as art, music, dance, theatre, etc..

- **Physical**

Physical communication involves bodily movements
used during social interactions such as a smile, frown,
wink, etc..

- **Signs**

Signs include any signals that are used or displayed to communicate a message or that have a special meaning.

- **Symbols**

Symbols are any material objects that promote social status such as jewellery, cars, clothing, etc..

Physical communication is the most common form of non-verbal communication (Phutela, 2015)

Non-verbal communication is used to transmit feelings, attitude and overall message (Portes, 1969)

Non-verbal communication has a tendency to either support or replace verbal communication (Phutela, 2015)

Non-verbal communication is more reliable than words spoken (Dumbrava, 2009)

There are six universal human emotions :

- **Happiness**
- **Anger**
- **Sadness**
- **Envy**
- **Fear**
- **Love**

Your body language can communicate for you in 4 keyways:

- It can repeat the message that was verbally spoken
- It can contradict the message that was verbally spoken
- It can be a substitution for your verbal message
- It can add the meaning of your message

3.3 Listening

Types of listening :

1) Appreciative listening

- Appreciative listening is a type of listening where the listener seeks certain information which they will appreciate.
- One uses appreciative listening when listening to good music, poetry or maybe even the words of a great leader. In appreciative listening you should avoid engaging in other communications and focus only on the sounds or words.

2) Critical listening

- Critical listening is a type of listening that involves analysis, critical thinking and judgement.
- For example if there is an upcoming election and you need to decide who to vote for you probably use some form of critical listening when you watch a televised debate, you listen and you evaluate.

3) Discriminative listening

- Discriminative listening is the most basic type of listening, whereby the difference between different sounds is identified. If you cannot hear differences then you cannot make sense of the meaning that is expressed by such differences.
- In this type of listening you can look to body language, tone changes and volume to determine what the speaker really thinks and feels.

4) Relationship listening

- Relationship listening is also known as “therapeutic” listening, because the ultimate goal of the listener is to be a sympathetic ear, without requiring detailed verbal responses.
- The best example is helping a friend through a problem solve a conflict between co-workers or prompt people to open up through support and honesty.

5) Biased listening

- Biased listening happens when the person hears only what they want to hear. Such biased listening is often very evaluative in nature.

6) Dialogic listening

- Dialogic listening means learning through conversation and an engaged interchange of ideas and information in which we actively seek to learn more about the person and how they think.

4. Conclusion

To sum up everything that has been stated so far, we can see how communication is very important, not just in our business, but also in our daily life and how it can affect on us.

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