

Topic: COMMUNICATION SKILLS

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COMMUNICATION MODELS

Communication models help us to see the components of communication.

1. The linear model - According to this a speaker encodes a message and sends it to a listener through one or more of the sensory channels. The listener then receives and decodes the message. This is just a speaker / listener model and is called a one – way communication.

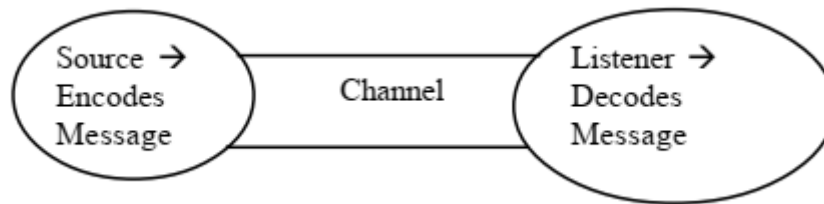


Fig. 1. Linear Model (one-directional)

2. Interaction Model- In this model of communication, the source encodes a message and sends it to the receiver through one or more of the sensory channels. The receiver then decodes the message received. The receiver then encodes feedback (a reaction) and sends the feedback to the source, thus making it a two-way process.

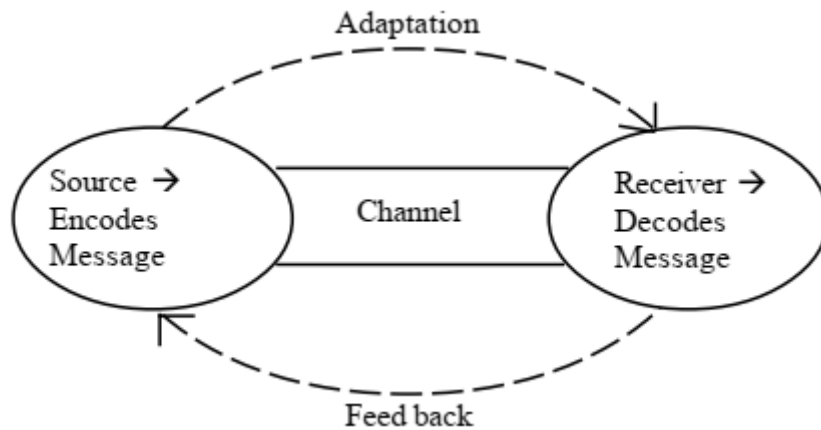


Fig. 2. Interaction Model - (two directional)

3. Transactional Model - In this model encoding and decoding of the message and feedback is happening continuously or simultaneously and so one person is not labelled as the source and the other as the receiver. Both communicators assume sender and receiver roles in the transaction.

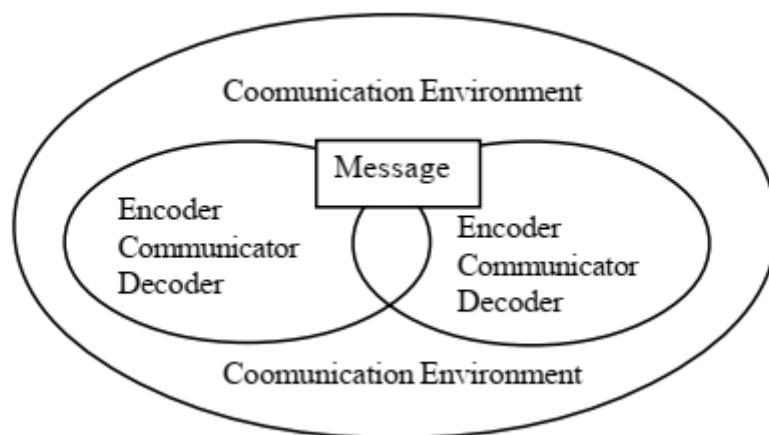


Fig. 3 Transactional model (multi directional)

Feedback - is a message sent to the original communicator / source to reflect how the message has been perceived. This feedback can be verbal or nonverbal. The models discussed above use the very basic ones. Whatever may be the

communication process there is always a lot of disturbance called “noise” or distortion. This affects the communication process.

BARRIERS TO COMMUNICATION

Noise represents any internal or external interference in the communication process, it can be caused by

- 1. Physical noise** - is the outside interference that blocks the communicator / receiver from receiving the message. This noise can be from any loud speaker, music system, fan in the room, running water etc.
- 2. Physiological noise**- any impairment like deafness, tooth removed, headache or pain in the body which can cause a block in effective communication.
- 3. Semantic problem** - this problem arises from the choice of words used to convey a message.
- 4. Syntactical problem** -caused by how a sentence is structured.
- 5. Psychological problem** - when people are nervous, or reluctant to speak or preoccupied with other problems, then this causes a barrier to communication.
- 6. Social noise** - when preconceived ideas are strong and if an individual is influenced by the unchangeable societal input, then these will cause problem to communication. From noise, let us try to understand the meaning of communication, scope and levels of communication and also the important elements involved in the communication process