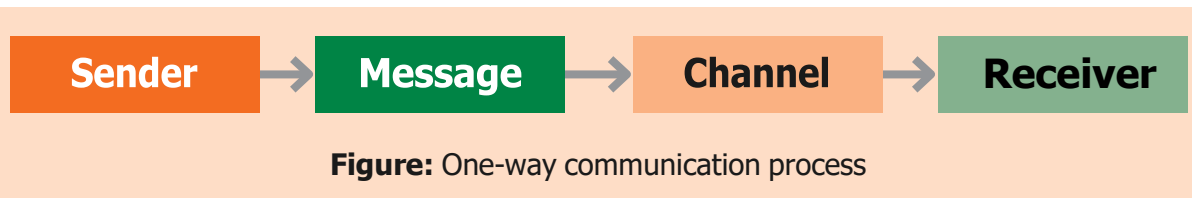


Handout on Communication Model and Elements

Communication Model and Elements

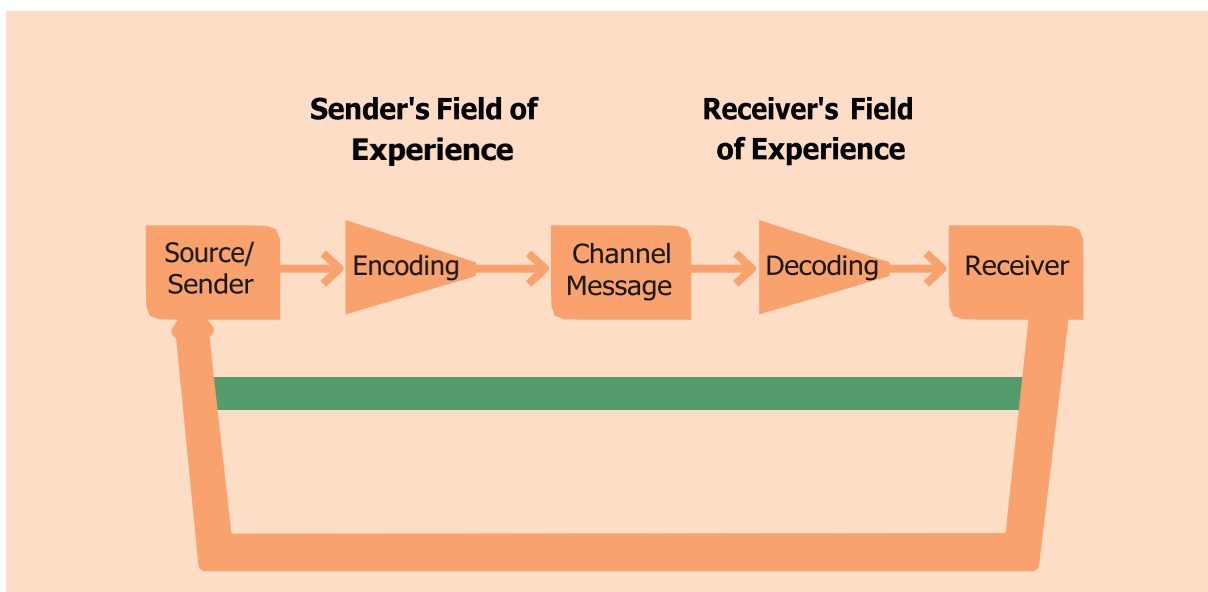
Communication can be a one-way process and a two-way communication. Let us first understand this difference.

One-way communication process: When information flows in one direction it is known as one-way communication. In this communication process, information flows from sender to receiver and receiver does not send any feedback to the sender. One-way process of communication is shown in the following figure:



Two-way communication process: Two-way communication occurs when receiver sends response or feedback to sender's message. Communication process basically indicates the two-way process whereby both the sender and receiver can understand each other's view or opinion. It is also known as circuit communication process. The two-way process of communication is shown below the figure: :

Figure: Two-way communication process



Communication Model Elements

The Source

The first element in the process of communication is source. The source is the originator of the message. The source can be an individual, group of individuals or an institution or organisation. The source is important in communication planning process, because of credibility attached to the messages by virtue of their source. The source should be accessible, acceptable, and legitimate. Source creates an idea (ideation) or chooses a piece of information to communicate.

The Message

The message is the idea being communicated. The message should be simple, straightforward and action-oriented. The content of the message should be presented among the intended audience and not based on the perception of the programme staff. Too often, the messages are designed centrally and that may not be relevant to specific situations.

The Channel

A channel is the means by which the message travels from the source to receiver/ audience. The channels may be interpersonal where the message passes directly from source to receiver, or group communication where several receivers receive messages from one or several sources. They may involve media, such as news print, telephone or satellite transmission or radio. The choice of the channel is important in determining the efficiency and effectiveness of the communication. Multiple channels of communication should be used for better results. The other purpose is to ensure maximum coverage of audience if more than one channel is used.

Receiver or Target Audience

Who are the target audience for specific messages? Audience segmentation or grouping is essential to identify an audience. Some examples of target audience in broad categories are children, parents, friends, colleagues.

Feedback

Feedback is an essential element of communication. Feedback is the response or reactions by the receiver to the source. The perceptible feedback originating from the receiver serves as a useful data to the source to modify its messages. Experienced communicators are always sensitive to feedback and continuously modify messages in the light of what they observe or hear from the intended audience. Without feedback of audience, the communication is one-way traffic.

Noise

Noise is anything that interferes while receiving a message. At one extreme, noise may prevent a message from getting from source to receiver. A roaring noise or line static can prevent entire messages from getting through to phone receiver. At the other extreme, with virtually no noise interference, the message of the source and the message received are almost identical. Most often, however, noise distorts some portion of the message a source sends as it travels to a receiver. Just as messages may be auditory or visual, noise comes in both auditory and visual forms. Four types of noise are especially relevant:

Physical noise is interference that is external to both speaker and listener; it interferes with the physical transmission of the signal or message and would include the screeching of passing cars, the hum of a computer, sunglasses, blurred type or fonts that are too small or difficult to read, misspellings and poor grammar and popup ads.

Physiological noise is created by barriers within the sender or receiver and would include visual impairments, hearing loss, articulation problems and memory loss.

Psychological noise refers to mental interference in the speaker or listener and includes preconceived ideas, wandering thoughts, biases and prejudices, close-mindedness, and extreme emotionalism. One is likely to run into psychological noise while talking with someone who is close-minded or who refuses to listen to anything he or she doesn't already believe.

Semantic noise is interference that occurs when the speaker and listener have different meaning systems; it would include language or dialectical differences, the use of jargons or overly complex terms, and ambiguous or overly abstract terms whose meanings can be easily misinterpreted. This type of noise is regularly seen while talking to a doctor or a lawyer.

