



BUSINESS COMMUNICATION SKILLS

THEORIES AND MODELS OF COMMUNICATION

PART TWO

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INTRODUCTION

- The rationale of this lesson is discuss some models of communication.
- These models helps us to know and understand how business communicates. These are;
 - 1) Shanon and Weaver's Informational Theory Model
 - 2) Collin and Guetzkowr's Group Communication Model
 - 3) Interactional Model of Communication
 - 4) Berlo's S-M-C-R model
 - 5) Modern Model of Communication

1. Shanon and Weaver's Informational Theory Model

- This model shows that the communication process begins from the brain of the sender.
 - The sender moulds his thought, concept or ideas into message and sends to the receiver.
 - Then the message goes to the receiver through certain media and his brain receives it.
 - After the message being perceived, the reaction of the receiver is sent back to the source of the message (Sender).
- The model also includes a transmitter that converts the message into perceivable signal.
- The whole process can be interrupted by noise.

This Model imitates the transmission of radio messages

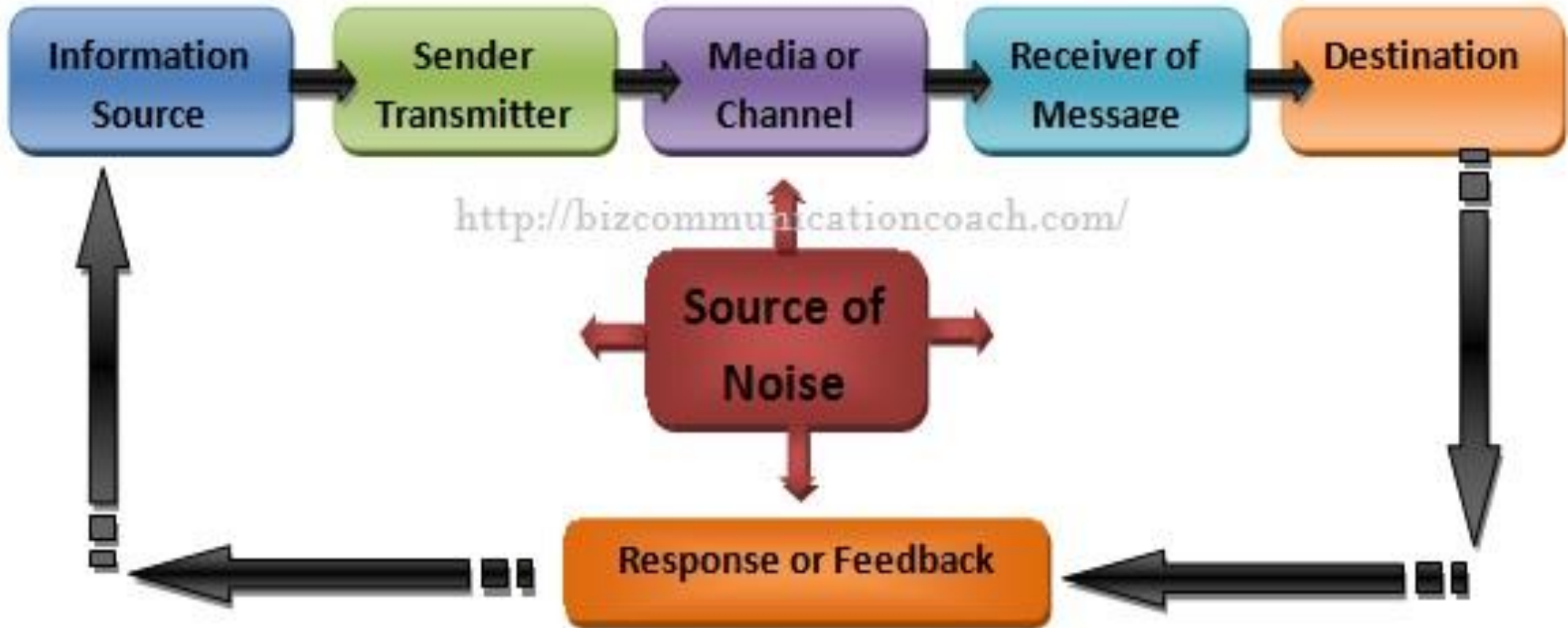


Figure: Shanon and Weaver's Information Theory Model

2. Collin and Guetzkowr's Group Communication Model

- This model analyzes the decision making process of communication in small and big or large groups.
- This group communication is almost same as organizational communication.
- It presents three boxes which indicate sources of problems, group behavior and reward of work environment.
- The other three boxes indicate sources of public behaviour, interpersonal behavior and interpersonal reward.
 - In every group communication, this process is active and environmental barriers in workplace and interpersonal environmental barriers largely impact on the group communication behavior.

3. Interactional Model of Communication

- Developed by Stewart L. Tubbs and Sylvia Moss in 1983. They named it the interactional model of Business Communication.
- This model shows the communication process as an exchange process of message between the parties.
- E.g. person X (Sender) sends a message to person Y (Receiver).
- Y becomes the sender when he sends response to X, who becomes the receiver this time.
- This process will be continued until the desired result of the parties is achieved.
- This is also referred to as 'Two Way Business Communication Model'.

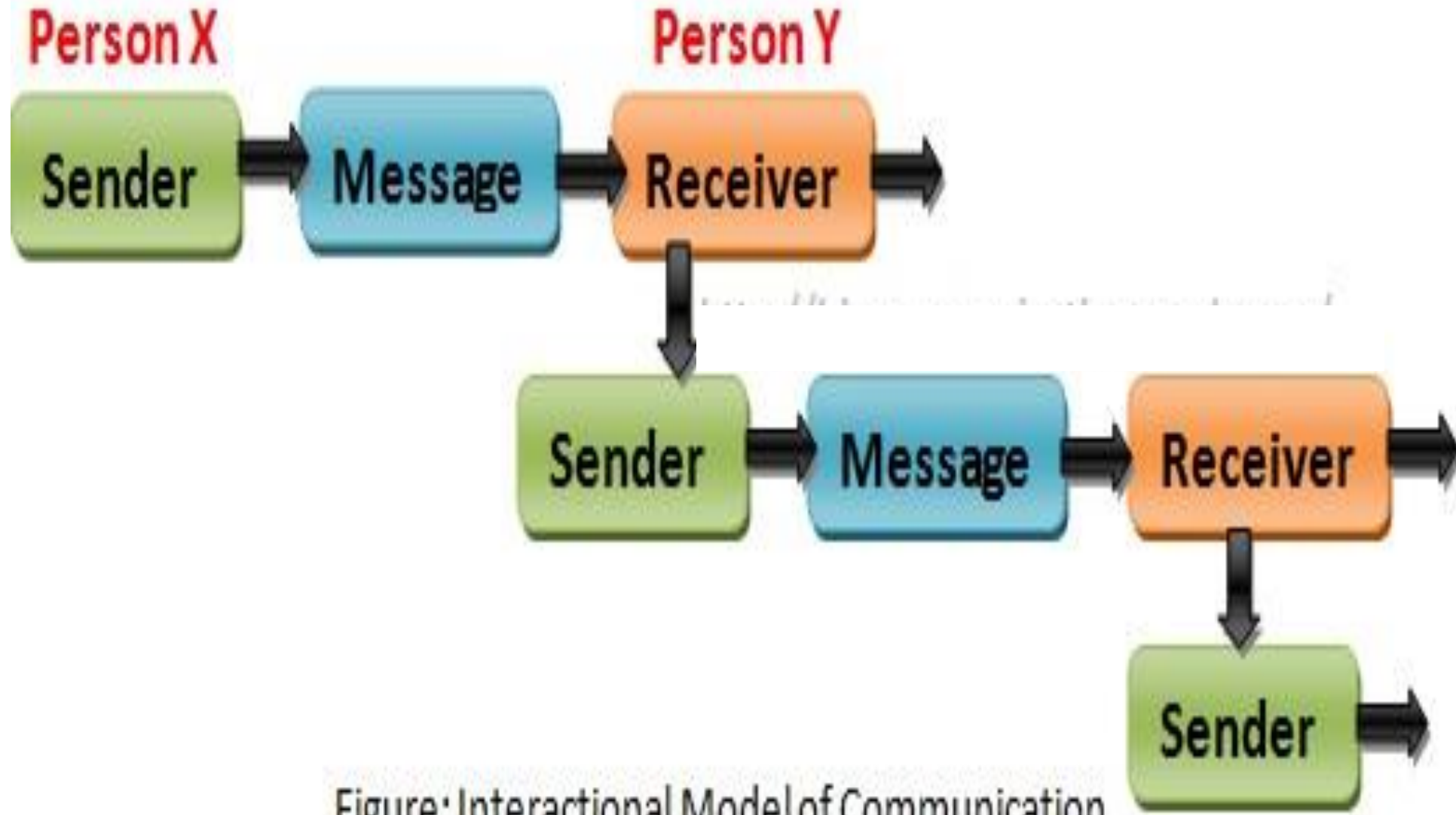


Figure: Interational Model of Communication

4. Berlo's S-M-C-R Model

- The S-M-C-R model of Business Communication was developed by David K. Berlo in 1960.
- S = source
- M = message
- C = Channel and
- R = receiver.

Berlo's S-M-C-R Model....

- The model shows that the source (Sender) transmits the message to the receiver through some channel.
- It also indicates that both the sender (Source) and the receiver are influenced by their own culture, social system, knowledge, attitudes, communication skills and other factors.
- This model does not emphasize on feedback. However, it is still comprehensive because it shows how the sender and the receiver can be influenced by various factors.

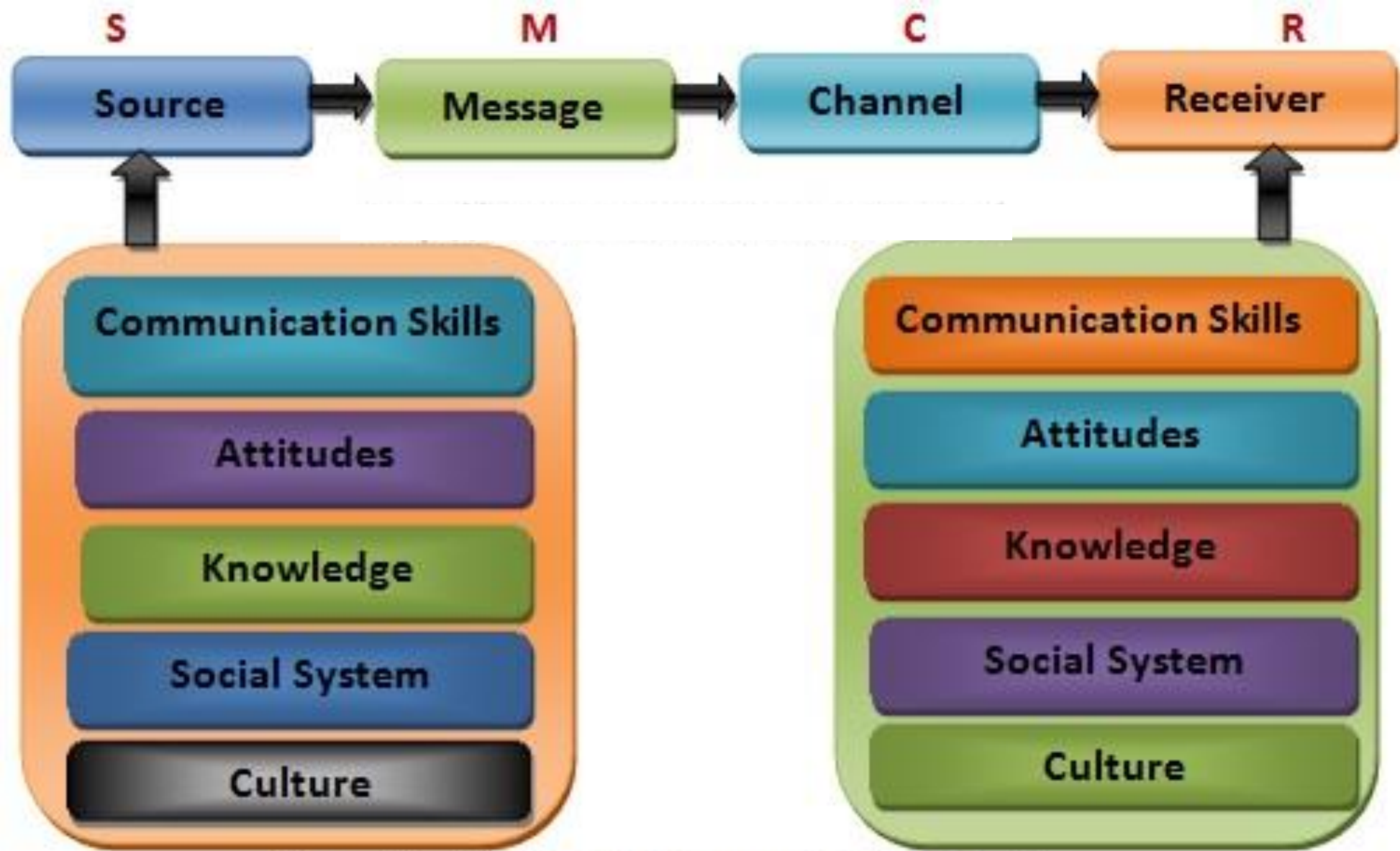


Figure: Berlo's S-M-C-R Communication Model

5. The Modern Model of Communication

- The modern communication model has important and new items or elements in it. The Modern Communication model has evolved from Shannon and Weaver's information Theory Model.
- It includes nine elements and also emphasizes on the feedback system.
 - The **sender** and **receiver** are the major parties in the communication process;
 - **message** and **media** are the major communication tools;
 - **encoding, decoding, response** and **feedback** are the major communication functions;
 - the last element is **noise** that can create interruption at stage of the Business Communication Process.

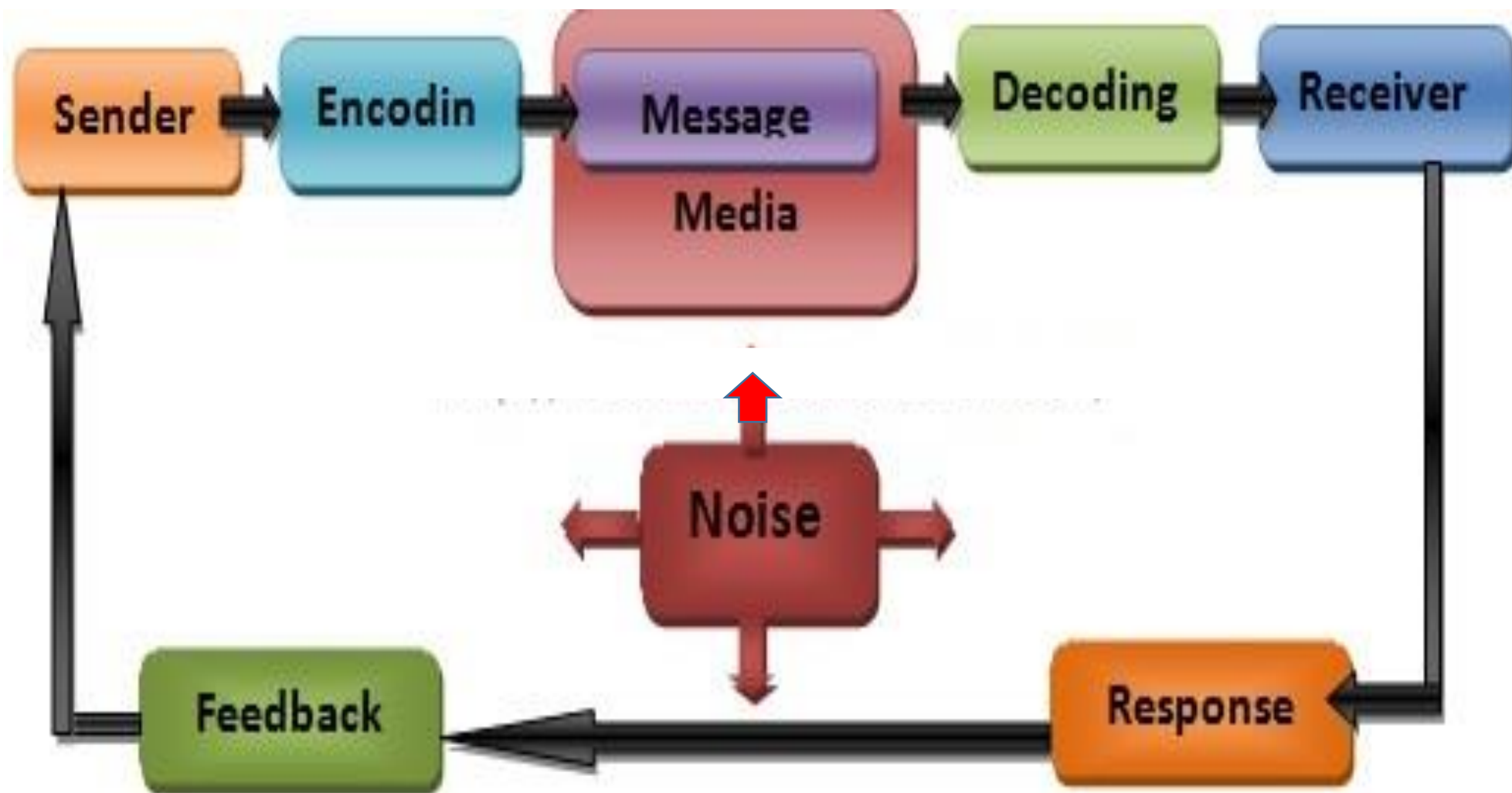


Figure: The Modern Model of Communication

Conclusion

- Over the period of time, Business Communication Process has been developed a lot.
- The communication theorists are still investing their endeavor to make the Business Communication system more compressive and conceivable by including important and new items or elements in it.
- So do not be surprised if you continue seeing new models of communication coming up!

REVIEW QUESTIONS

1. Which models closely imitates the radio message transmission. Give reasons
2. Identify the model which is best for effective conversation. Give reasons
3. What does S-M-C-R stand for in Berlo's model of business communication?