

1.1 MODELS OF COMMUNICATION IN BUSINESS:

A model can be defined as a visual presentation that identifies, classifies and describes various parts of a process. In the communication process, sender, message, media and receiver are associated. Communication process starts with the transmission of message by communicator and end with receiver's feedback. When this communication process is represented through a line or picture, it is called communication model. In other words, pictorial presentation of communication process is known as communication model.

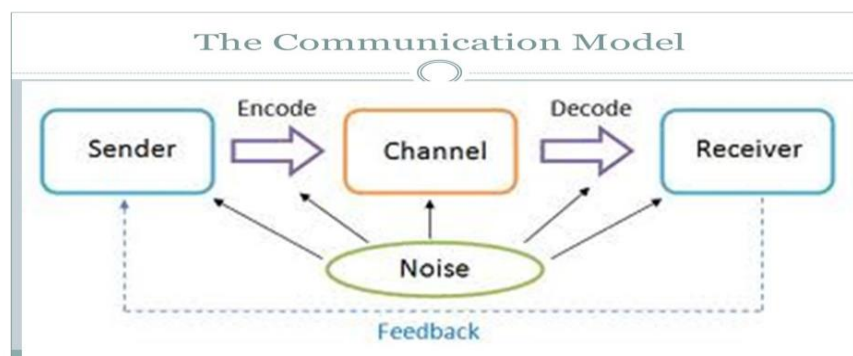
Types of Communication Model:

1. Aristotle's model
2. New Combs Model
3. Thayer's Organizational Model
4. Circular Model
5. Shannon Weaver Model
6. Modern Communication Model
 - i. Transactional Model
 - ii. International Model
 - iii. Linear Model
 - iv. Berlo's Model
 - v. Exchange theory Model

1. Aristotle's model:

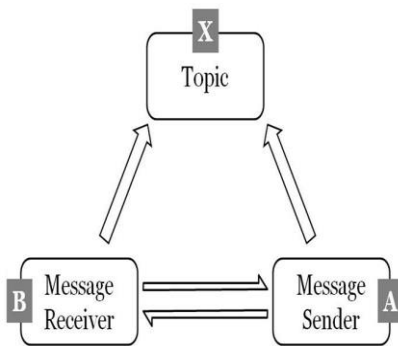
According to this model the existence of sender, message and receiver are essential for establishing communication. In this model no focus is given on the responses from the receiver ,so this models is called as one way communication. Aristotle's model defines three agents of Communication-

- a. Speaker/ Sender,
- b. Speech/ Channel,
- c. Audience/ Receiver



2. New Combs Model/ Social Model

The New Comb's model of communication was introduced by Theodore M Newcomb of the University of Michigan in 1953. He gives different approach to the communication process. The main purpose of this theory is to introduce the role of communication in a social relationship (society) and to maintain social equilibrium within the social system. He does not include the message as a separate entity in his diagram, implying it only by use of directional arrows. He concentrates on the social purpose of communication, showing all communication as a means of sustaining relationships between people. Sometimes it's called as an "ABX" model of communication.



The Newcomb's Model

3. Thayer's Organizational Model

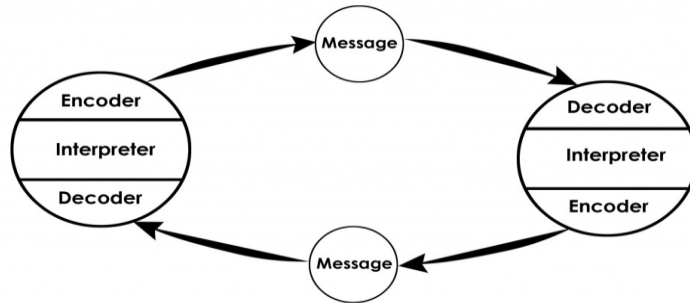
The main slogan of this model is to concept the individual communication process with the organization structure. In this model Thayer's has shown that to attend to an accomplishment of any task through personal communication greatly influences the process of organizational communication.



Thayer's Organization Communication Model

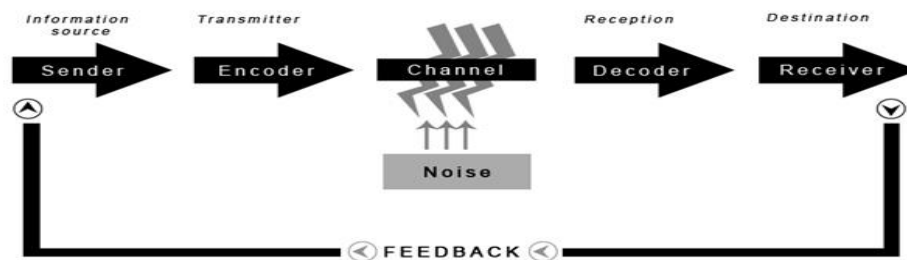
4. Circular Model

This model highlights two way communication. Here the response of the receiver is given importance. So, sender always anticipates feedback from receiver. As a result communication is completed.



5. Shannon Weaver Model (information Model)

This model shows that communication is originated from the sender brain. The sender initiates communication based on thoughts and transmits information through selected media to the receiver. Such model gives importance on two way flow of communication and therefore helps to measure the effectiveness of communication.



SHANNON-WEAVER'S MODEL OF COMMUNICATION