

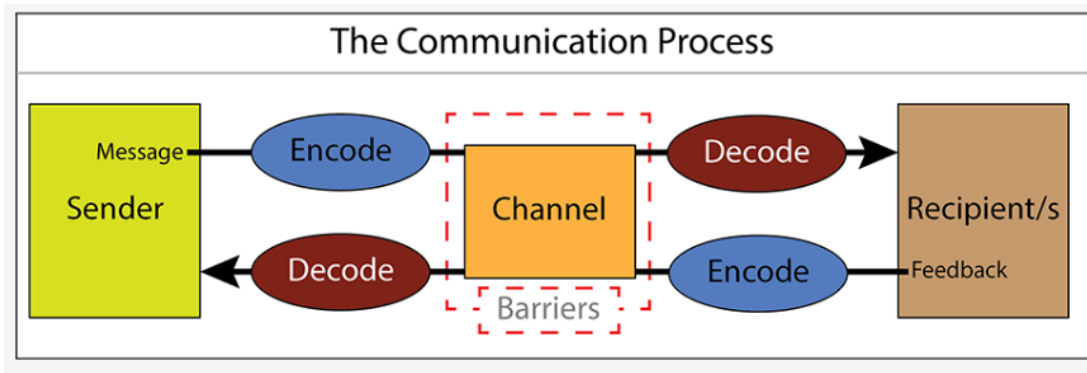
THE COMMUNICATION PROCESS

What is Communication?

- Communication is the process of **exchanging information**, ideas, thoughts, or feelings between people using words, symbols, gestures **to create and exchange meaning**.
- It is a **two-way process** involving a **sender and a receiver**.
- The **message** is conveyed through spoken words, written texts, facial expressions or digital media.
- It is the **foundation** of how we connect, influence and make sense of the world around us.

The 7 Key Elements of the Communication Process

1. **SENDER**- The one who initiates the communication process by encoding a message, which can be in the form of spoken words, written text, non-verbal cues, or any other medium.
2. **MESSAGE**- It is the actual content being communicated. It can range from a simple sentence to a complex multimedia presentation.
3. **ENCODING**- It involves transforming the message into a format suitable for transmission through the chosen channel.
4. **CHANNEL**- It refers to the medium through which the message is transmitted. It can be face-to-face conversations, phone calls, emails, social media platforms, television, radio, newspapers, or any other form of communication.
5. **RECEIVER**- The individual or group for whom the message is intended; they interpret and respond to the message.
6. **DECODING**- It is the process where the receiver interprets and understands the message by extracting meaning from the words, images, or non-verbal cues used by the sender.
7. **FEEDBACK**- It is the response or reaction received from the receiver. It helps to validate whether the receiver understood the message as intended and provides an opportunity for clarification or further communication.



Types of Communication

1. **VERBAL COMMUNICATION** – The use of spoken words to convey messages and information through face-to-face conversations, phone calls, speeches, or discussions.
2. **NON-VERBAL COMMUNICATION** – The transmission of messages without words, using body language, facial expressions, gestures, eye contact, posture, and tone of voice to express meaning.
3. **WRITTEN COMMUNICATION** – The expression of ideas and information through written symbols such as letters, emails, reports, memos, and text messages that can be read and referenced.
4. **VISUAL COMMUNICATION** – The use of visual elements such as images, signs, charts, graphs, videos, and other visual aids to represent and communicate ideas effectively.
5. **INTRAPERSONAL COMMUNICATION** – Communication that occurs within oneself, involving thoughts, reflections, or internal dialogue.
6. **INTERPERSONAL COMMUNICATION** – Direct, face-to-face or mediated communication between two or more people involving the exchange of information and feelings.
7. **MASS COMMUNICATION** – The transmission of messages to large, diverse audiences through media platforms such as television, radio, newspapers, or social media.
8. **SYNCHRONOUS COMMUNICATION** – Real-time communication where participants interact simultaneously, such as in video calls, phone conversations, or live chats.
9. **ASYNCHRONOUS COMMUNICATION** – Communication that does not happen in real time, allowing a delay between sending and receiving messages, such as emails or forum posts.
10. **FORMAL COMMUNICATION** – Structured communication that follows official channels or protocols, often used in workplaces, schools, or organizations.
11. **INFORMAL COMMUNICATION** – Casual or spontaneous communication that occurs in everyday interactions without formal structure, such as friendly chats or gossip.
12. **METACOMMUNICATION** – Communication about communication, including non-verbal cues or messages that give context to how something is said or interpreted.

COMMUNICATION MODELS

Communication models provide conceptual representations of how human exchange occurs, evolving from straightforward transmission frameworks to dynamic, socially constructed systems. They fall into three primary categories: **linear**, **interactive**, and **transactional**.

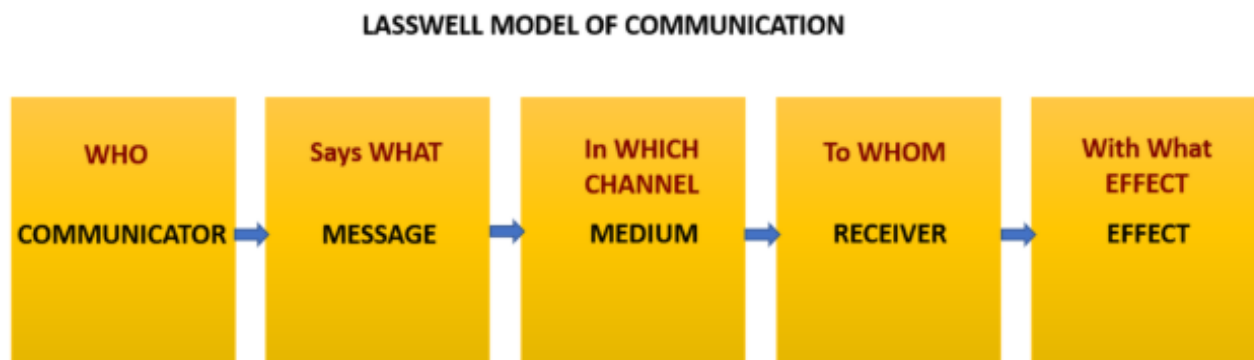
1. Linear Models (One-Way Transmission)

Linear models view communication as a straight line where a sender transmits a message to a receiver without immediate feedback.

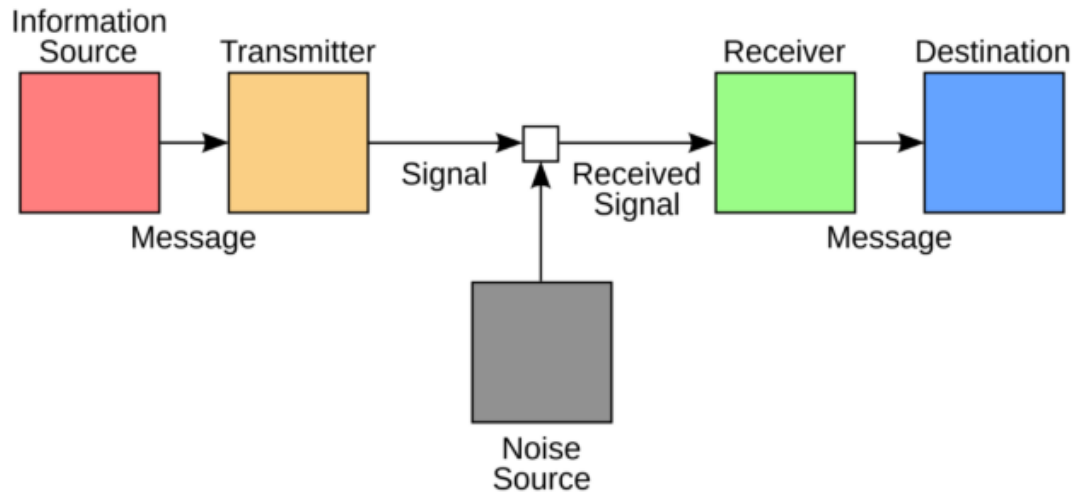
- **Aristotle's Model**- This model focused primarily on public speaking and rhetoric. It consists of five elements: Speaker, Speech, Occasion, Audience, and Effect. The emphasis is entirely on the speaker's ability to persuade the listener based on ethos, pathos, and logos.



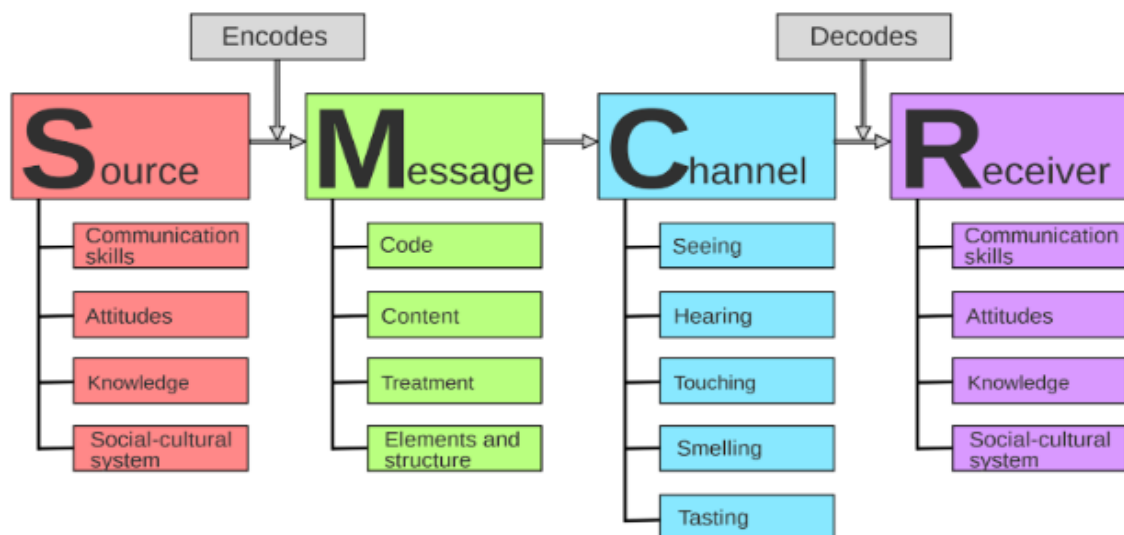
- **Lasswell's Model (1948)**- It was developed primarily for mass communication and media analysis. It poses five key questions: Who, Says What, In Which Channel, To Whom, and With What Effect.



- **Shannon-Weaver Model (1949)**- It was originally designed for telecommunication, this model introduced technical concepts such as information source, transmitter, channel, receiver, and critically, noise (any interference that distorts the transmitted signal). While later adapted to include feedback, its core structure remains linear.



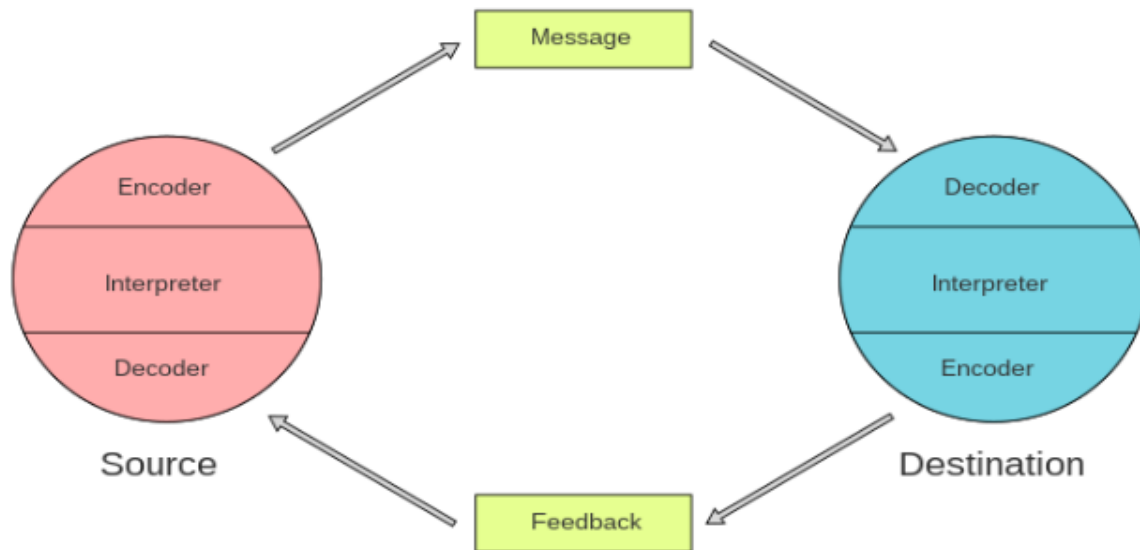
- **Berlo's SMCR Model (1960)** This model identifies four core components: Source, Message, Channel, and Receiver. Berlo emphasized that communication fidelity depends heavily on shared variables between source and receiver, such as communication skills, attitudes, knowledge, social system, and culture.



2. Interactive Models (Two-Way with Alternate Turns)

Interactive (or convergence) models treat communication as a circular, exchange-based process where participants alternate between being senders and receivers.

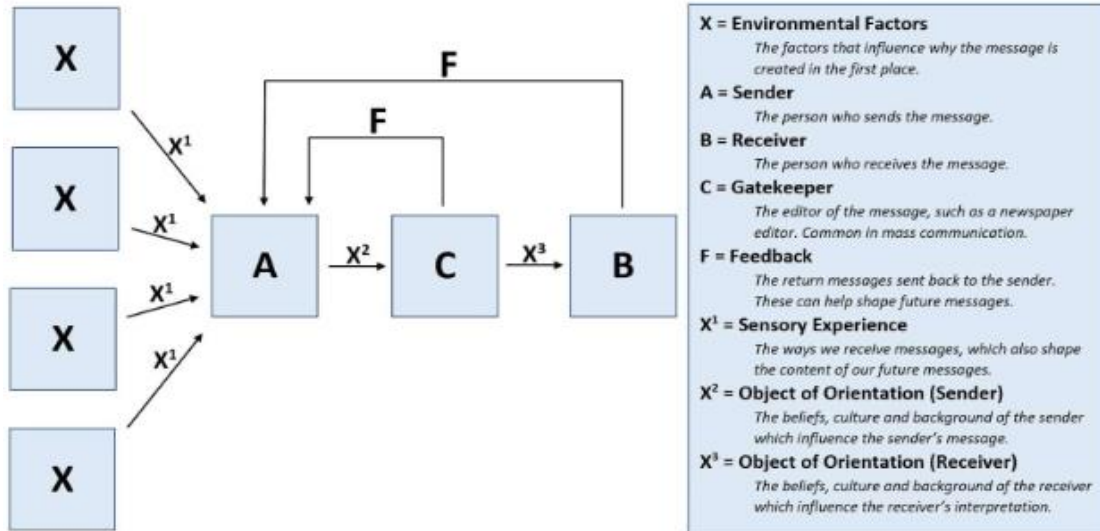
- **Osgood-Schramm Model (1954)**- This model discards the traditional single-direction pipeline. Both parties act simultaneously as encoders, interpreters, and decoders. Communication is continuous and cyclical, mediated by feedback.



Schramm's Field of Experience- It expanded the concept to demonstrate that effective communication occurs only within the overlapping field of experience (shared cultural background, language, beliefs, and personal history) between communicators.

- **The Westley and MacLean Model of Communication (1957)**- It was developed to bridge the gap between interpersonal communication and mass media dynamics. Adapted from Theodore Newcomb's ABX co-orientation model, it shifts the concept of communication from an isolated sender-receiver pipeline into an environmentally driven process shaped by sensory objects, gatekeeping, and multi-layered feedback.

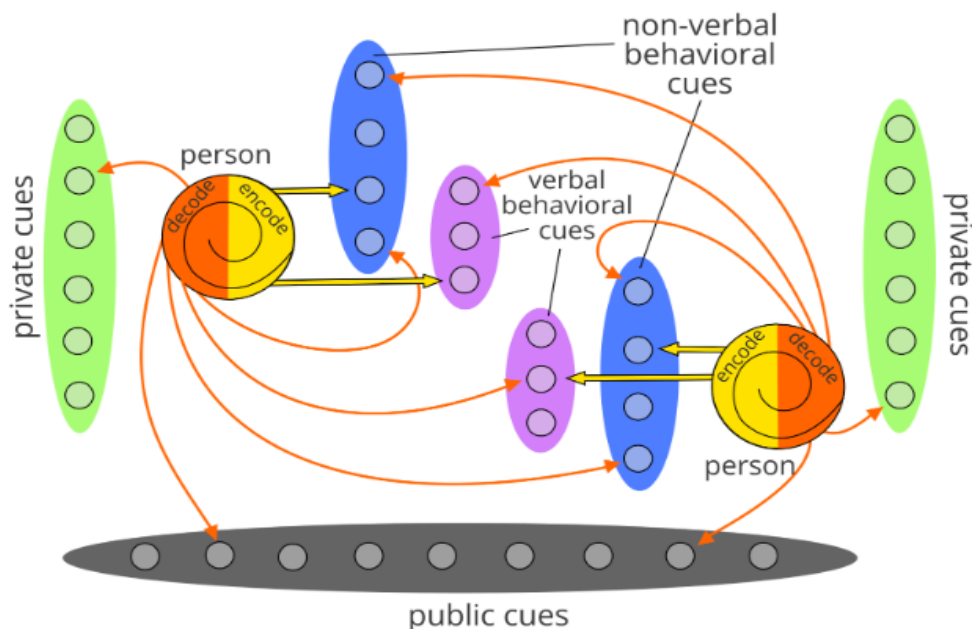
The Westley and Maclean Model of Communication



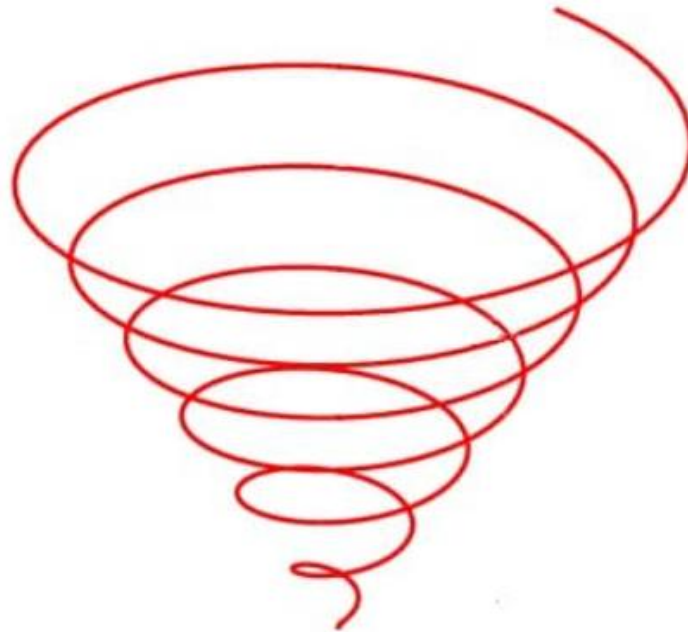
3. Transactional Models (Simultaneous & Contextual)

Transactional models represent communication as an ongoing, fluid process where participants send and receive messages simultaneously. Communication is seen as constructing relationships and social realities rather than merely exchanging information.

- **Barnlund's Transactional Model (1970)**- This model posits that sending and receiving are inseparable and simultaneous. Communicators constantly respond to environmental, public, private, and non-verbal cues. Meaning is negotiated in real time rather than simply transferred.



- **Dance's Helical Model (1967)**- This model depicts communication not as a closed loop, but as an upward-expanding helix. It emphasizes that communication is dynamic, evolutionary, and irreversible; every interaction builds directly upon past experiences and alters future encounters.



DANCE'S HELICAL MODEL depicts communication as an endless spiral of increasing complexity.

The 7 Barriers to Effective Communication

1. Physical Barriers

Environmental and structural obstacles that physically obstruct the transmission of a message. These include loud ambient noise, poor acoustic design, physical distance, closed doors, or faulty communication hardware (e.g., poor microphone audio or unstable internet connections).

2. Perceptual Barriers

Internal mental filters shaped by personal biases, preconceived notions, and stereotyping. When sender and receiver hold different worldviews, the receiver may interpret words or intent through their own assumptions rather than the speaker's actual meaning.

3. Emotional Barriers

Mental and affective states—such as anxiety, anger, mistrust, defensiveness, or extreme stress—that hinder receptive listening. Strong emotions trigger cognitive overload or defensive posturing, causing individuals to misread tone or dismiss critical information.

4. Cultural Barriers

Differences in norms, values, traditions, and social expectations across cultural groups. These manifest through misaligned nonverbal cues (e.g., eye contact, personal space, gestures), high-context versus low-context communication styles, and conflicting attitudes toward hierarchy and authority.

5. Language (Semantic) Barriers

Difficulties arising from the vocabulary and symbols used to convey meaning. This includes technical jargon, idiomatic expressions, regional dialects, acronyms, and ambiguous phrasing that the listener cannot decode accurately.

6. Gender Barriers

Obstacles rooted in learned gender-differentiated communication patterns and social conditioning. Differences often emerge in conversational styles (e.g., rapport-building versus report-focused speech, direct versus indirect assertiveness) and the unconscious biases listeners apply based on gender expectations.

7. Interpersonal Barriers

Relational dynamics and personality frictions between specific individuals. Poor listening habits, ego clashes, lack of mutual trust, power imbalances, and defensiveness prevent parties from engaging in honest, open dialogue.

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