






Lecture 03: How Oral Communication Works: Three Models





A **communication model** is a systematic representation of the process which helps in understanding how communication takes place. Three basic models of oral communication have been addressed by researchers.

***1- Linear
Model***



1- Linear Model

The **linear model**, originated in the 1940s, refers to a one -way or linear process where the speaker delivers the message and the listener just receives it.

1.1 Key Features

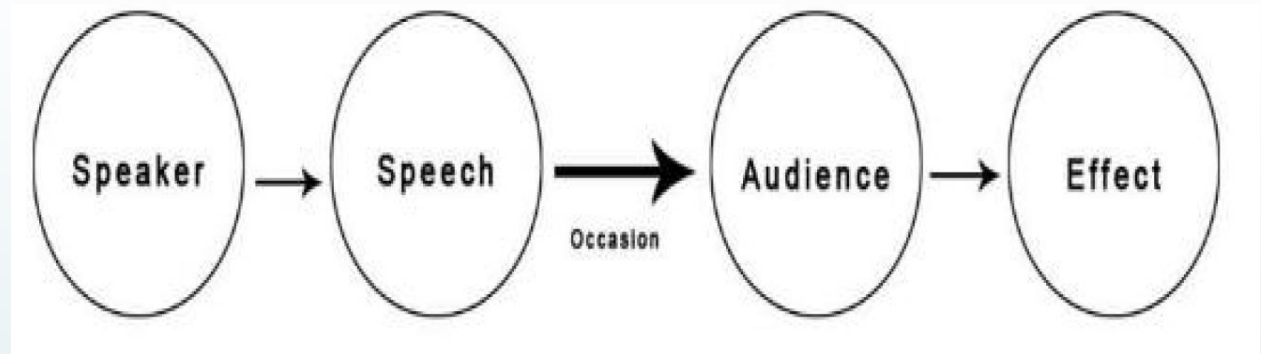
- ☐ No feedback
- ☐ Used for mass communication.
- ☐ Good at audience persuasion and propaganda setting.
- ☐ Intentional results.
- ☐ Communication is **not continuous** as there is no feedback.



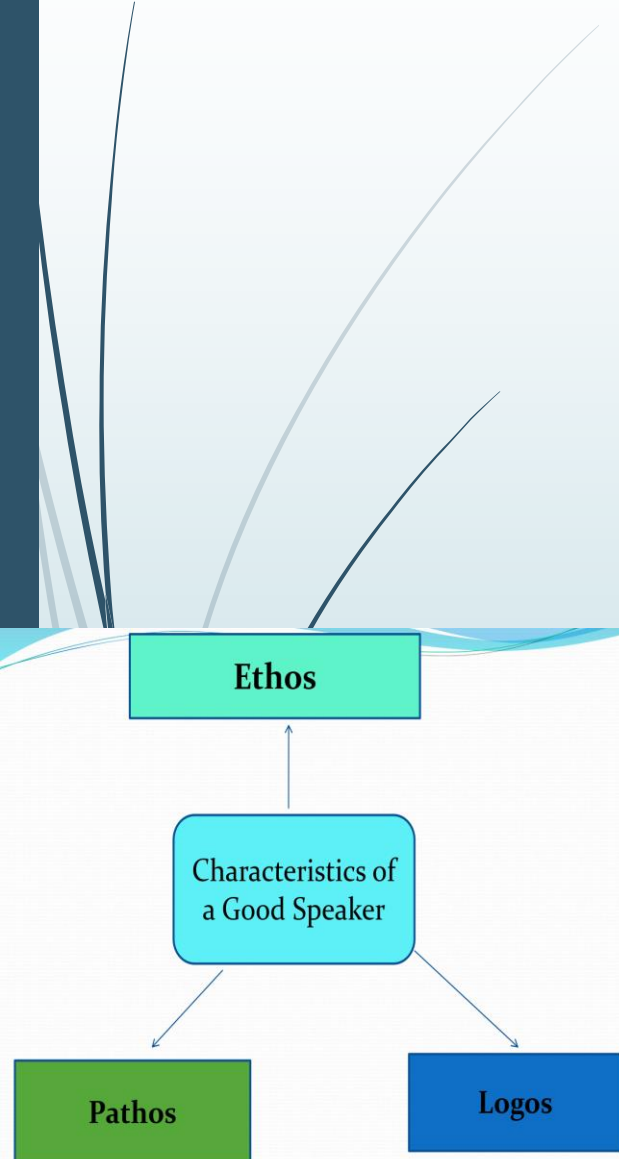
EXAMPLE

- ❖ A **speech** delivered by a public official, such as a president or minister.
- ❖ **Broadcast** **radio** shows.
- ❖ **Lectures** on religious events.

- ❑ Aristotle developed a linear model of oral communication known as **Aristotle's Model of Communication**.



- ❑ The speaker must organize the speech beforehand, according to the target audience and situation (**occasion**).
- ❑ The speech must be prepared so that the audience can be **persuaded** or **influenced** by the speech.
- ❑ For example, a **politician**(speaker) gives a speech to get votes from the citizens/voters (audience) at the time of election (occasion). The civilians only vote if they are influenced by the things the politician says in his speech.



1.2 Limitations of the Linear Model

- ❑ Listeners are **passive**.
- ❑ Only **one message** is transmitted at a time.
- ❑ Communication has a **beginning** and an **end**; so it is not continuous.
- ❑ In fact, a source could transmit a **confusing** or nonsensical message, rather than a meaningful one, and the linear model would work just as well; there is no provision for gauging whether a message has been understood by its receivers.

2-Interactional Model



2- Interactional Model

The **interactional model**, originated in the 1950s, views oral communication as a process in which the speaker and listener take **turns** speaking, listening, and giving **feedback** to each other.

❑ Here, people can respond to any mass **communications** like videos, news, etc. People can exchange their views and ideas. **Schramm's Interactional Model (1954)** is one of the common interactional models of oral communication.

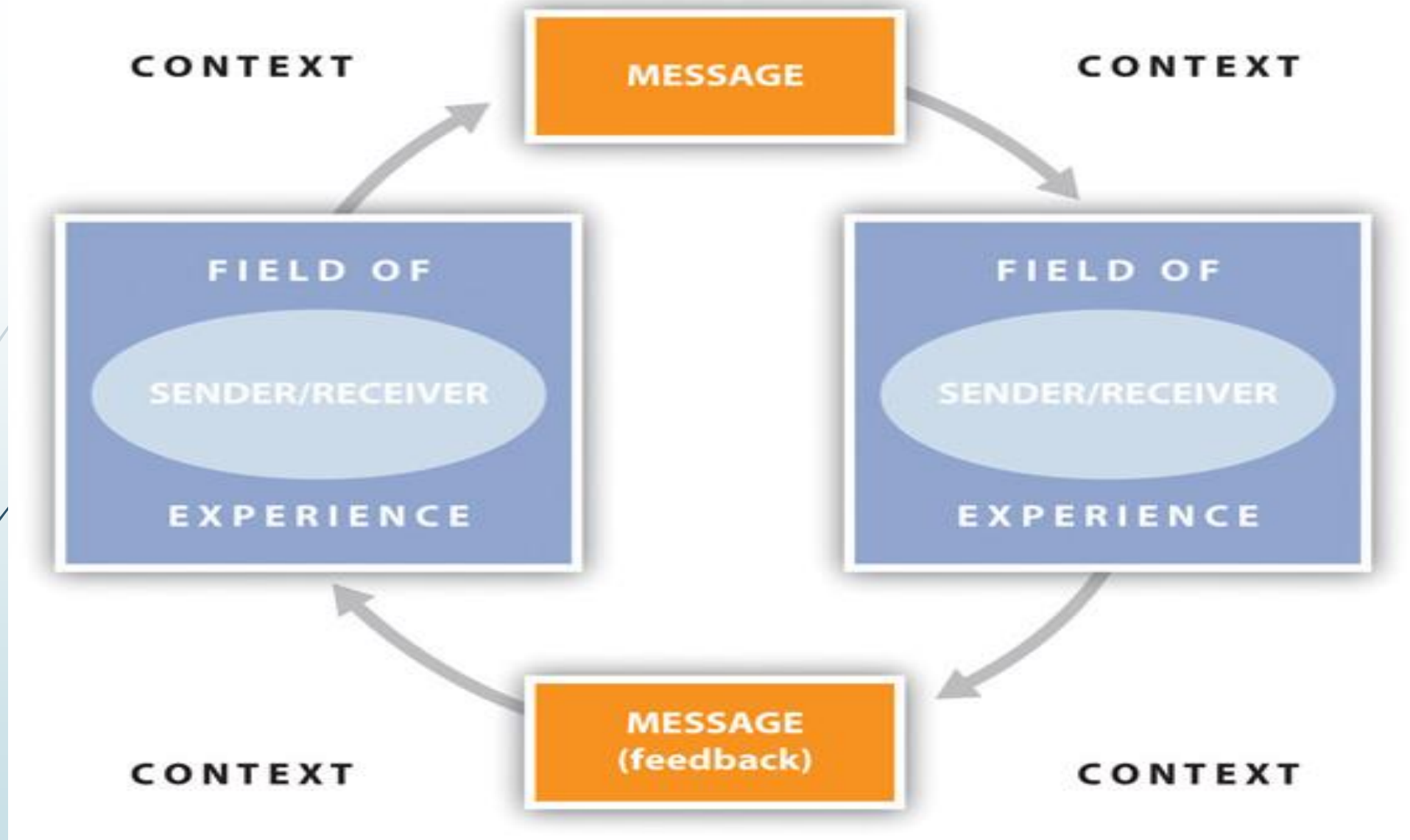


Figure 1 . *Interactional Model of Communication*

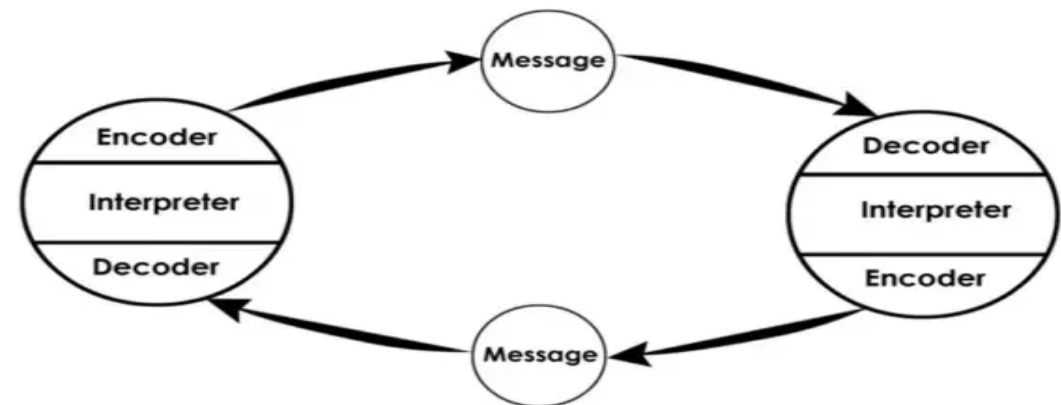
2.1 Schramm's Interactional Model (1954)

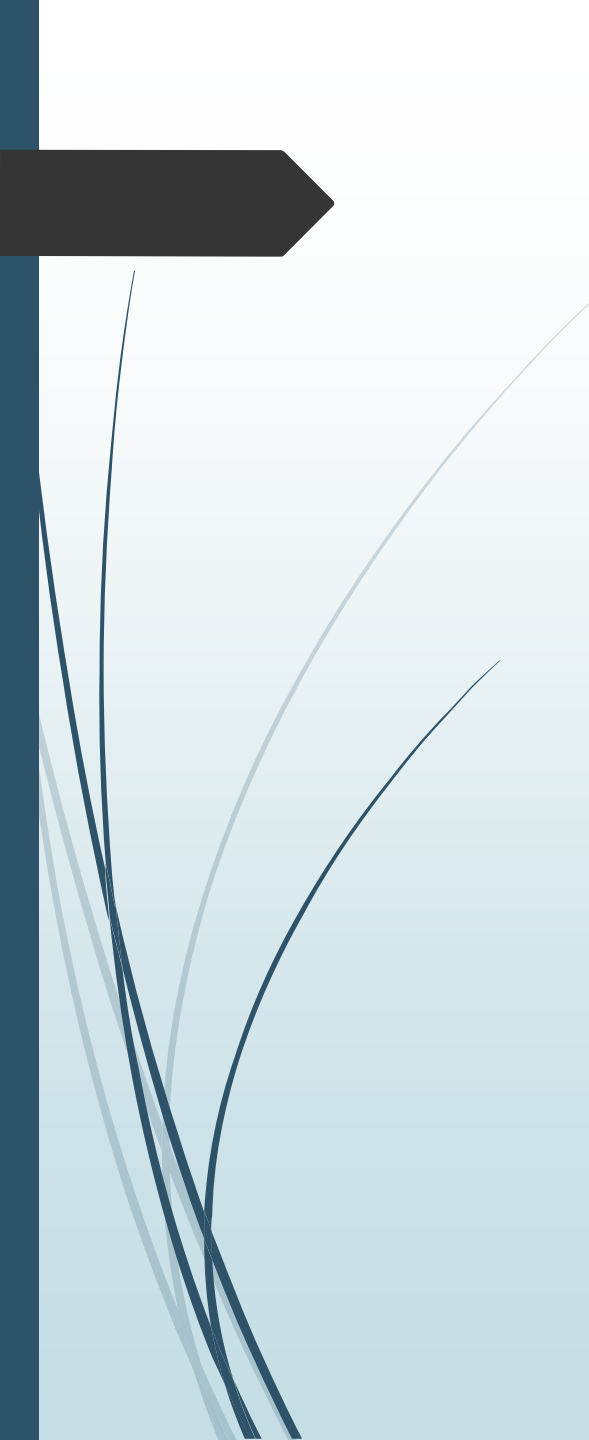
- ❑ Schramm (1954) Model emphasizes the interactive nature of communication. It incorporates **feedback** into communication; there is a **mutual exchange** of information between the sender and receiver.
- ❑ Schramm also describes communication with reference to the **communication context** (the specific setting that may affect meaning) and “**fields of experience**” (the frames of reference and the cultures that each participant brings to the communication) .



- ❑ **Conversations** between two or more people.
- ❑ The **back-and-forth** of conversation allows for a more natural flow of communication and for each person to actively engage in the exchange.

- ❑ With Schramm's model, communication moves from a linear to a **circular process** in which participants are both senders and receivers of messages.
- ❑ The message is sent from the **Sender** to the **Receiver**, but when the Receiver sends a message back to the Sender, the roles are **switched**. Both the transmitter and the recipient switch roles.
- ❑ The model portrays communication like a tennis match: one participant serves up a message and the other participants then makes a return. Each waits, in turn, passively for the other. Thus, communication **goes back and forth** as one person.






Unlike a tennis match, you do not wait passively until the “ball is in your court” before acting communicatively. To demonstrate the **simultaneity of communication**, we move next to another **model**.

3- Transactional Model





3- Transactional Model

The transactional model, developed by Dean Barnlund in the 1970s, views communication as an **ongoing** and continuously changing process which takes into consideration the effects of **noise**, **time**, and **systems**. In this model, communicators can send and receive messages **simultaneously**.

This model's primary objective is **delivering a message** and **forging meaningful relationships** between communicators.

The Transaction Model of Communication

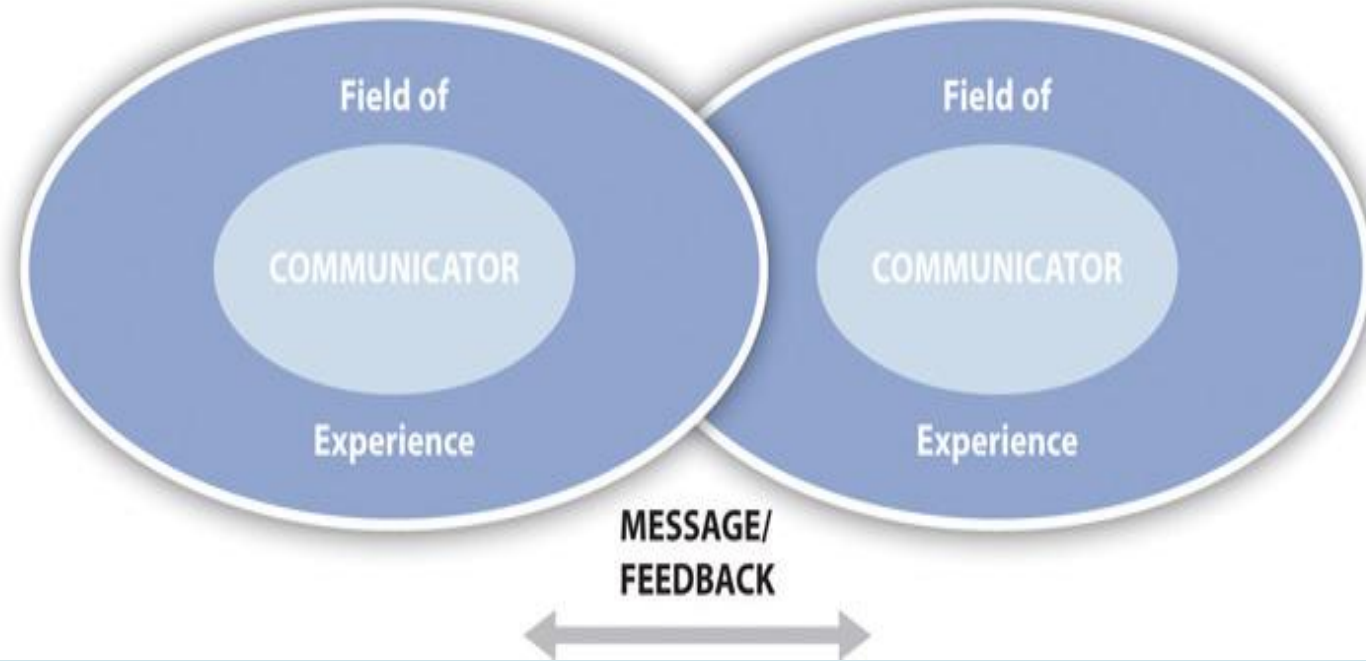
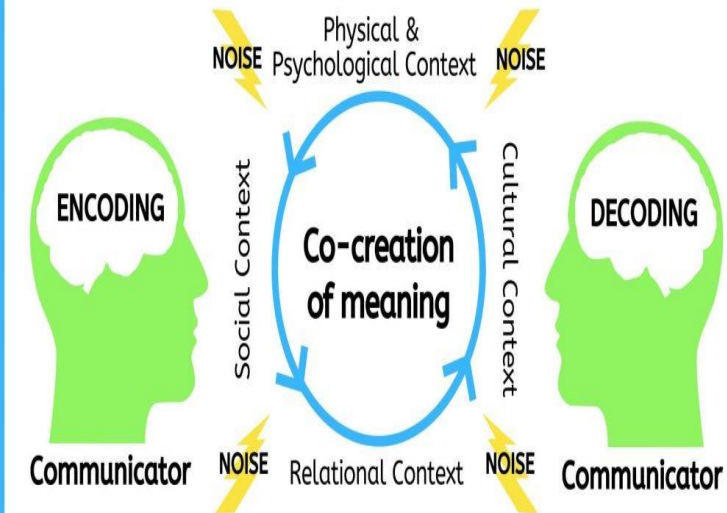


Figure 2. Transactional Model for Communication

3.1 Key features

- ❑ Developed the idea of **simultaneity**.
- ❑ **Messages** and **feedback** are being exchanged at the same time between communicators.
- ❑ Because communicators are engaged together in the transaction, their fields of experience **overlap**.
- ❑ Useful concepts such as **noise** and **context** can likewise be added to the model.
- ❑ More noise due to communicators talking at the same time.



In the Transactional Model, you can have a **face-to-face meeting**, a telephone conversation, a **Skype call**, an interactive training session, or a meeting in which everyone participates by sharing ideas and thoughts.

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❑ Thomson made call to his assistant “come here I want to see you”. During his call, noise appeared (transmission error) and his assistant received “I want” only. Again Assistant asked Thomson (feedback) “what do you want Thomson”.

**Criticize
This!**

Here sender plays the primary role and receiver plays the secondary role.

❑ CNN NEWS – A water leak from Japan's tsunami-crippled nuclear power station resulted in about 100 times the permitted level of radioactive material flowing into the sea, operator Tokyo Electric Power Co said on Saturday.

**Criticize
This!**

The receiver simply receives the information, processes it, and may form opinions without providing any feedback.

□ When you first meet a client, you send verbal messages saying hello, who you are, and why you are there. Before you are done your introduction, the client is reacting nonverbally. You don't wait until you are done sending your verbal message to start receiving and decoding the nonverbal messages of the client.

Transactional model: The receiver's reactions (both verbal and nonverbal) are integrated into the flow of communication.