

Faculty of Human and Social Sciences

Department of Human Science

Level: 2nd year LMD Human Science (Group1+2)

Instructor: Ms. Saci Meriem

Module: English

Lesson n°2: Communication Models

Introduction

Communication models are theoretical frameworks that explain how information is transmitted from a sender to a receiver. They help us understand the process of communication, the roles of participants, and the factors that may influence the effectiveness of a message.

I. Basic Elements of Communication: Most communication models share common elements:

- **Sender:** The person who creates and sends the message
- **Message:** The information or idea being communicated
- **Channel:** The medium used to transmit the message (e.g., speech, text, media)
- **Receiver:** The person who receives and interprets the message
- **Feedback:** The response given by the receiver
- **Noise:** Any interference that affects the clarity of the message

II. Major Communication Models

a. Linear Model: The linear model presents communication as a one-way process. The sender transmits a message to the receiver without feedback.

Example: Television broadcasting or public speeches.

Characteristics: One-directional - No interaction- Focus on message delivery

Faculty of Human and Social Sciences

Department of Human Science

Level: 2nd year LMD Human Science (Group1+2)

Instructor: Ms. Saci Meriem

Module: English

b. Interactive Model: The interactive model introduces feedback into the communication process. Communication becomes a two-way process, but it is still not simultaneous.

Example: Email exchanges or classroom discussions.

Characteristics: Includes feedback - Two-way communication - Time delay between messages

c. Transactional Model: The transactional model views communication as a dynamic and continuous process where participants act as both sender and receiver at the same time.

Example: Face-to-face conversations.

Characteristics: Simultaneous interaction- Continuous feedback- Influenced by context and environment

III. Factors Affecting Communication

- **Context:** Communication is influenced by the situation, environment, and cultural background.
- **Noise:** Noise can be physical (e.g., loud sounds), psychological (e.g., stress), or semantic (e.g., misunderstanding of words).
- **Experience:** Personal experiences and knowledge affect how messages are interpreted.

IV. Importance of Communication Models

- Help explain how communication works
- Improve understanding between individuals
- Identify barriers to effective communication
- Enhance media and communication