

# THEORY OF COMMUNICATION - NOTES

## Definition

- Communication is the process of exchanging information, ideas, thoughts, or feelings between individuals or groups

## Basic Communication Model

### Key Components

- **Sender/Encoder:** Person who initiates the message
- **Message:** Information, idea, or thought being communicated
- **Channel/Medium:** Path through which message travels (verbal, written, visual, digital)
- **Receiver/Decoder:** Person who receives and interprets the message
- **Feedback:** Response from receiver back to sender
- **Noise:** Any interference that distorts or blocks the message (physical, psychological, semantic)

## Types of Communication

### Based on Mode

- **Verbal:** Uses spoken or written words
- **Non-verbal:** Body language, gestures, facial expressions, tone
- **Visual:** Charts, graphs, images, symbols

### Based on Direction

- **Horizontal:** Between peers/colleagues at same level
- **Vertical:** Upward (subordinate to superior) or Downward (superior to subordinate)
- **Diagonal:** Cross-departmental/cross-hierarchical

## Barriers to Communication

- Language differences
- Cultural barriers
- Emotional barriers
- Physical distractions
- Perceptual differences
- Information overload
- Lack of attention or interest

### **Effective Communication Principles**

- Clarity and conciseness
- Active listening
- Appropriate channel selection
- Timely delivery
- Empathy and understanding
- Constructive feedback

### **Communication Theories**

#### **Shannon-Weaver Model**

- Linear model focusing on technical communication process
- Emphasizes encoding, transmission, and decoding

#### **Berlo's SMCR Model**

- Source, Message, Channel, Receiver framework
- Considers communication skills, attitudes, knowledge, social systems, and culture

#### **Transactional Model**

- Communication is simultaneous and continuous
- Both parties are senders and receivers
- Context and relationship matter

### **Functions of Communication**

- Information sharing and knowledge transfer
- Persuasion and influence
- Expression of emotions and feelings
- Social interaction and relationship building
- Decision-making and problem-solving
- Coordination and control in organizations

### **7 C's of Communication**

- **Clear:** Easy to understand
- **Concise:** Brief and to the point
- **Concrete:** Specific and definite
- **Correct:** Accurate information
- **Coherent:** Logical flow
- **Complete:** All necessary information included
- **Courteous:** Respectful and polite tone