

Communication Models

Linear Communication Model

Communication is an activity that flows in one direction, from a start point to an end point. There must be **sender(s)** of the message, the individual(s) who generates the information, makes it a message and chooses the channel for sending it.

Noise: environmental factors that impede message

There must be a **receiver**, the individual that is intended to receive the message

Interactive Communication Model

Also views communication as a process of senders and receivers; however, communication is influenced by two additional factors: Feedback and Fields of Experience.

Feedback: verbal and nonverbal messages that recipients convey to indicate reaction

Fields of experience: beliefs, attitudes, values, and each participant holds

Transactional Communication Model

Suggests communication is **fundamentally multidirectional**. There are no senders or receivers.

Rather, all parties exchange messages and feedback, creating meanings together.

Communication as Strategic Control

Unlike previous models, strategic-control perspective regards communication as a tool for controlling the environment. Due to personal, relational, and political factors, greater **clarity is not always the main goal** in communication. Communicators have multiple goals. For example, a supervisor may have two primary goals: to be understood and to preserve a positive working relationship. In addition this perspective recognizes that people cannot be expected to communicate reasons for behavior in ways that maximize others' understanding.

Strategic ambiguity: a concept that describes the ways in which people communicate unclearly but still accomplish their goals. May promote unified diversity, preserves privileged positions, is deniable, and facilitates organizational change. Nike's "Just do it" is an example of strategic ambiguity.