Communication and Therapeutic Communication

Models of Communication

Background

▶ **The ancient men communicated and transmitted message through their cave, painting, smoke signals, and drum beats.**

▶ **Today we communicate across distance faster and**
with more accuracy.

▶ **In today's electronic communication , a bandwidth**
was used to transmit message.

Bandwidth

▶ **In the term of electronic data transfer rate-the amount of data that a channel can carry from one point to another within a given time period, usually in one second.**

▶ **The term (Bandwidth) used to describe the speed of internet connection.**

Models of Communication

The study of communication started in an ancient Greece and was resumed after the invention of the telegraph in the 1980s.
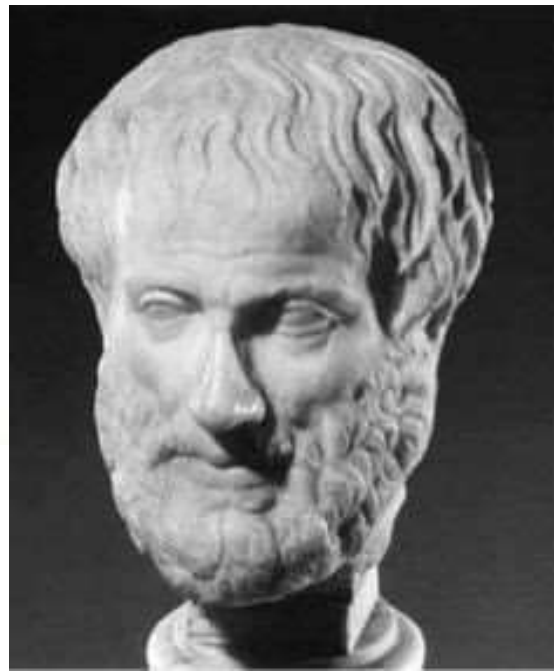
(1Aristotle's triad of Communication

According to Aristotle, communication is a means of persuasion to influence the other so that the desired effect is achieved.

Three elements ensure effective communication; Speaker, Subject (Speech), and audience.

Aristotle's model

- According to Aristotle, communication has three ingredients
- **Speaker** – the person who speaks
- **Speech** – the speech that the individual produces
- **Audience** – the person who listens

Aristotle's Triad of Communication (350 BC)

(25)

Based on:
- Clear
- Linear thinking
- Facts
- Speaker credibility
- Audience readiness/emotion

SPEAKER

SUBJECT (message)

AUDIENCE

Three elements that ensure effective communication.

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The telegraph Model (1948)

Linear Model (Shannon-Weaver)

**In this model, communication is represented as a system in which a source selects information that is formulated into a message.

**This message transmitted by a signal through a channel to a receiver.
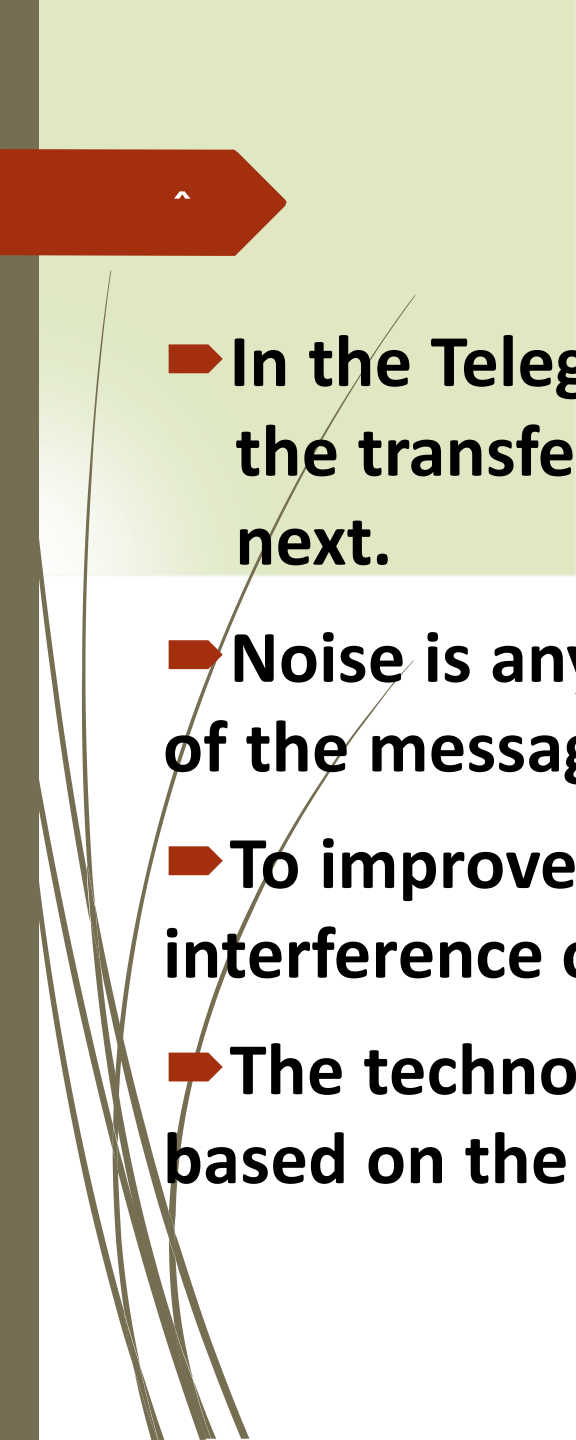
**The receiver interprets the message and send it to a destination.

**Noise indicates those influence factors that disturb or influence message as they are being transmitted.

Figure 1: Shannon-Weaver Communication Model

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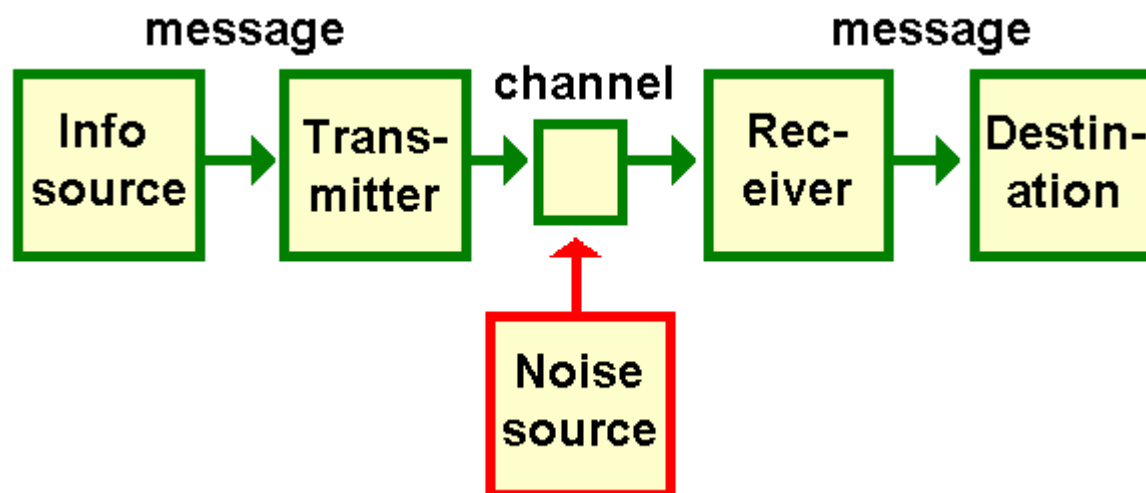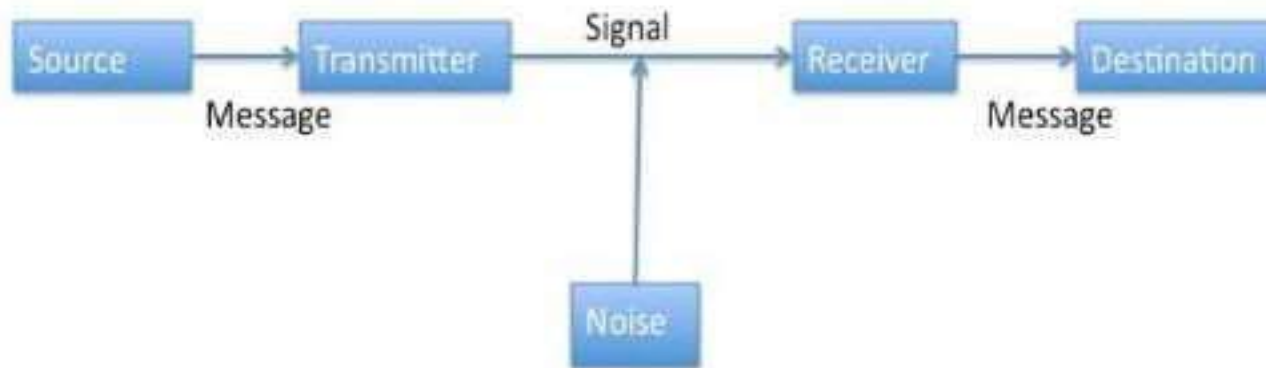
> In the Telegraph model, the communication is the transfer of information from one point to the next.

> Noise is anything that interferes with the transfer of the message.

> To improve communication, decrease interference or noise.

> The technology model of communication is based on the telegraph model.

Telegraph model

Strength	Limitations
The uniform manner in which it describes the pathway of a communication from source to destination	It doesn't demonstrate the transactional relationship between the source and the receiver
	Because the model is linear, it implies that the communication is one way and lacks feedback that regulate and monitor the flow of information

SMCR Model (Berlo, 1960s)

➡ **In this model (Source-Message-Channel-Receive) the linear telegraph model of communication become complex.**
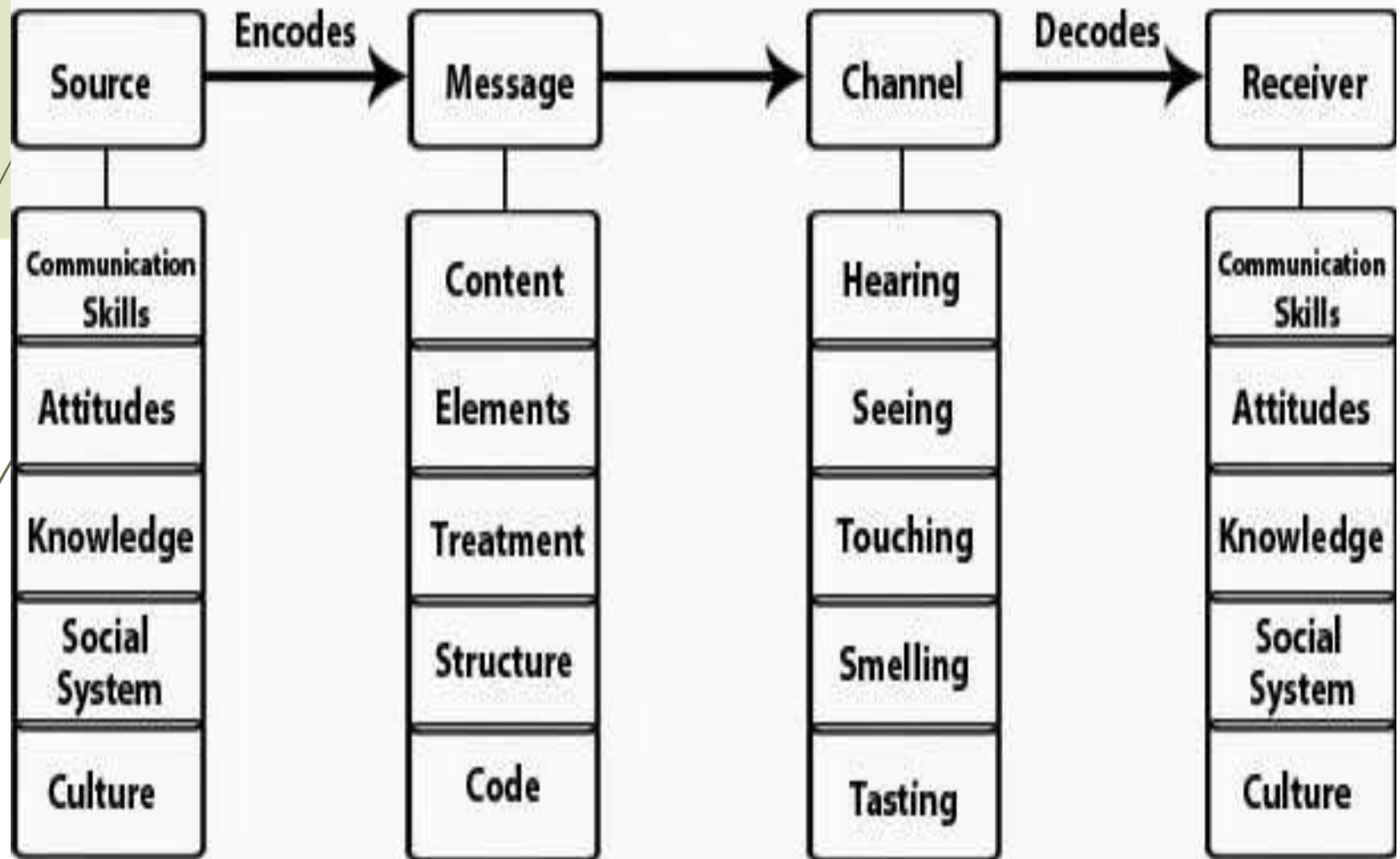
According to Berlo:

reh/sih hguorht egassem eht sedocne rednes ehT*➡
.slliks gntiirw dna gnikaeps

reh/sih hguorht egassem eht sedoced reviecer ehT*➡
.slliks gnidaer dna gninetsil

 ***Both the sending and the receiver are influenced by knowledge, attitudes, experiences, and skills, and affected by the channel through which the message is sent**

Berlos's SMCR Model of communication

Source	Encodes →	Message	→	Channel	Decodes →	Receiver
Communication Skills		Content		Hearing		Communication Skills
Attitudes		Elements		Seeing		Attitudes
Knowledge		Treatment		Touching		Knowledge
Social System		Structure		Smelling		Social System
Culture		Code		Tasting		Culture

The source is were the message originates. [1]

- **Communication skills** – It is the individual's skill to communicate (ability to read, write, speak, listen etc...)

- **Attitudes** – The attitude towards the audience, subject and towards one self for e.g. for the student the attitude is to learn more and for teachers wants to help teach.

- **Knowledge** - The knowledge about the subject one is going to communicate for e.g. whatever the teacher communicates in the class about the subject so having knowledge in what you are communicating.

- **Note**: It is not talking about the general knowledge it is all about the knowledge of the subject, so it is the familiarity of what you are communicating. 6/23/2017

S: Source:

- **The source is were the message originates.** (2)

- **Social system** – The Social system includes the various aspects in society like values, beliefs, culture, religion and general understanding of society. It is were the communication takes place.

- For e.g. class room differs from country to country like behaviors, how we communicate etc.

- **Note**: We can communicate only to the extent that the social system allows, when we communicate take social system into account.

- **Culture**: Culture of the particular society also comes under social system.

- All to this model, only if you have the above in the proper or adequate proportion v can communicate.

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Encoder:

The sender of the message (message originates) is referred as encoder, so the source is encoding the message here.

Message

**M:
Message** (1)

- **Content** – The beginning to the end of a message comprises its content for e.g. From beginning to end whatever the class teacher speaks in the class is the content of the message.

- **Elements** – It includes various things like language, gestures, body language etc, so these are all the elements of the particular message. Content is accompanied by some elements.

- **Treatment** – It refers to the packing of the message. The way in which the message is conveyed or the way in which the message is passed on or deliver it.

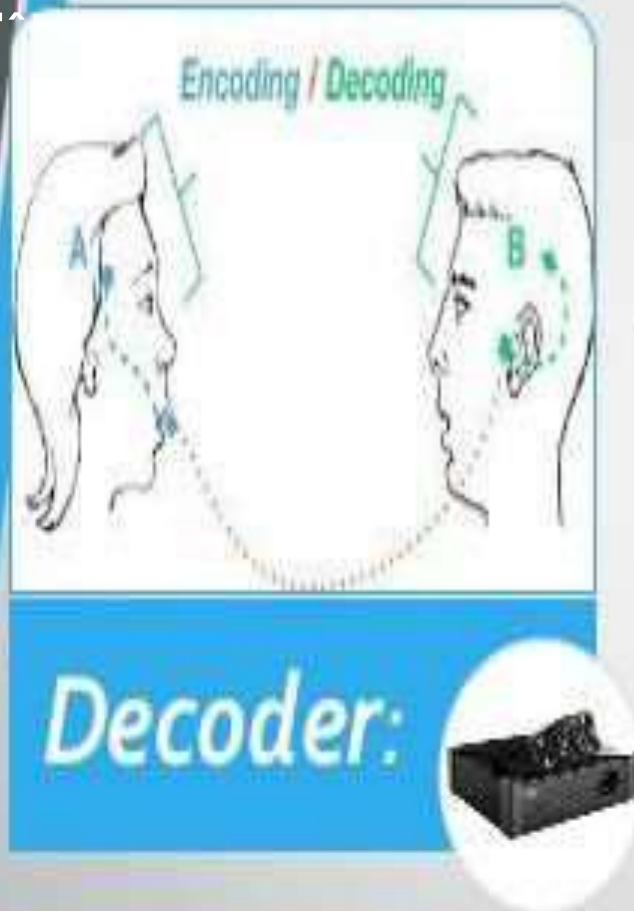- **Note**: When it is too much treatment also the communication will not happen properly.

Message

- **Structure**- The structure of the message how it is arranged, the way you structure the message into various parts.

- **Note**: Message is the same but if the structure is not properly arranged then the message will not get to the receiver.

- **Code**- The code of the message means how it is sent in what form it could be e.g. language, body language, gestures, music and even culture is a code. Through this you get/give the message or through which the communication takes place or being reached.

- **Note**: Only when the code is proper, the message will be clear, improper use may lead to misinterpretation.

M:

Message (2)

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Channel

- **Hearing**: The use of ears to get the message for e.g. oral messages, interpersonal etc.

- **Seeing**: Visual channels for e.g. TV can be seen and the message is delivered.

- **Touching**: The sense of touch can be used as a channel to communicate for e.g. we touch and buy food, hugging etc.

- **Smelling**: Smell also can be a channel to communicate for e.g. perfumes, food, charred smell communicates something is burning, we can find out about which food is being cooked etc.

- **Tasting** : The tongue also can be used to decipher e.g. Food can be tasted and communication can happen.

- **Note**: Despite not mentioning a medium we need to assume that as communication is taking place channels can be any of the 5 senses or combination.

C: Channel (2)

Encoding / Decoding

Decoder:

Decoder : Who receives the message and decodes it is referred to as decoder.

Receiver The receiver needs to have all the thinks like the source.

- Communication skills
- Attitudes
- Knowledge
- Social system
- Culture

Application Example:

➤ **Nurse (Sender) says: What's your pain level on a scale of ?10-1**

➤ **Patient (receiver) says: four.**

➤ **The nurse encodes the question using the numeric scale without assessing the patient's understanding of what the numbers mean to the health care team.**

➤ **The patient decodes the pain scale numbers using his own interpretation.**

Strength of this Model:
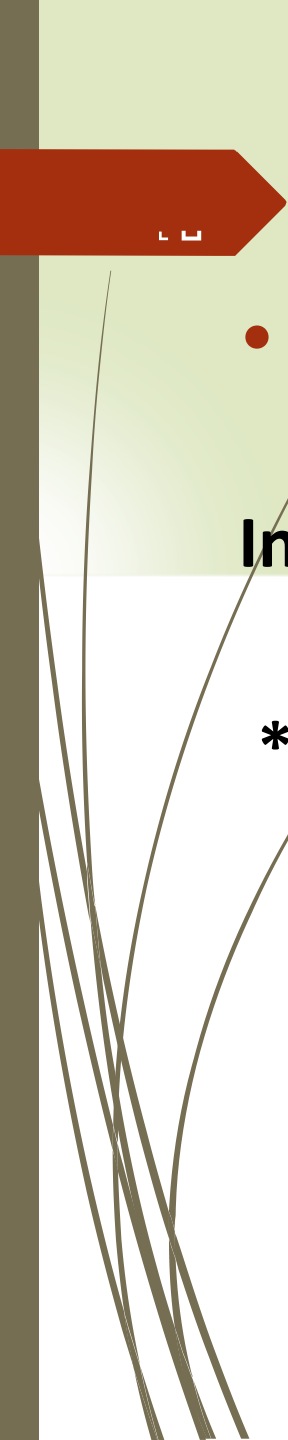**The manner in which it treats communication as a process.**

Criticism of berlo's SMCR model of communication:

No feedback / don't know about the effect

* Does not mention barriers to communication

* No room for noise

* Complex model

* It is a linear model of communication

* Needs people to be on same level for communication to occur but not true in real life

* Main drawback of the model is that the model omits the usage of sixth sense as a channel which is actually a gift to the human beings (thinking, understanding, analyzing

The addition of feedback:
Transactional Model(1960)

*Feedback is the receiver's reaction to the message, which he/she sends back to the sender.

*Feedback is any message that the receiver sends to
the sender.

- It could be verbal, nonverbal, or silence.

*Nonverbal feedback can create misunderstanding as different cultures, and interpret nonverbal gesture differently.

- **A nod in one culture may mean (yes), while in other cultures means (No).**

In the final analysis ,the communication process is not linear, circular, or even interactive.

*It is transactional (means that the encoding, encoding, receiving, and sending feedback and other components of the process are all interrelated and all happen simultaneously in at least two places at once.

Application example

➤Nurse as a sender: what's your pain level on a scale Of?10-1

➤Patient as a receiver: nurse wants me to give her a number but I'm not sure what she means by pain scale.(

➤Patient as a sender: About ,gnicamirg tnetiap)4 yreve htiw etis lacigrus gntinilps dna ,gninaom .(tnemevom

➤Nurse as receiver/sender: era uoy ekil kool uoY ?4 .''kcabdeef .tnemevom fo dnik yna htiw tol a gntiruh

➤Patient as receiver/sender: you're right. I am in a lot of pain right now feedback

Convergence Model of Communication (Kinkaid 1980s).

The communication is the convergence of meaning, Not merely the exchange of information.

Convergence ytilaer ruoy dna ytilaer ym erehw : gninaem derahs fo loop a si ti ,oS ;teem .reviecer dna rednes neewteb
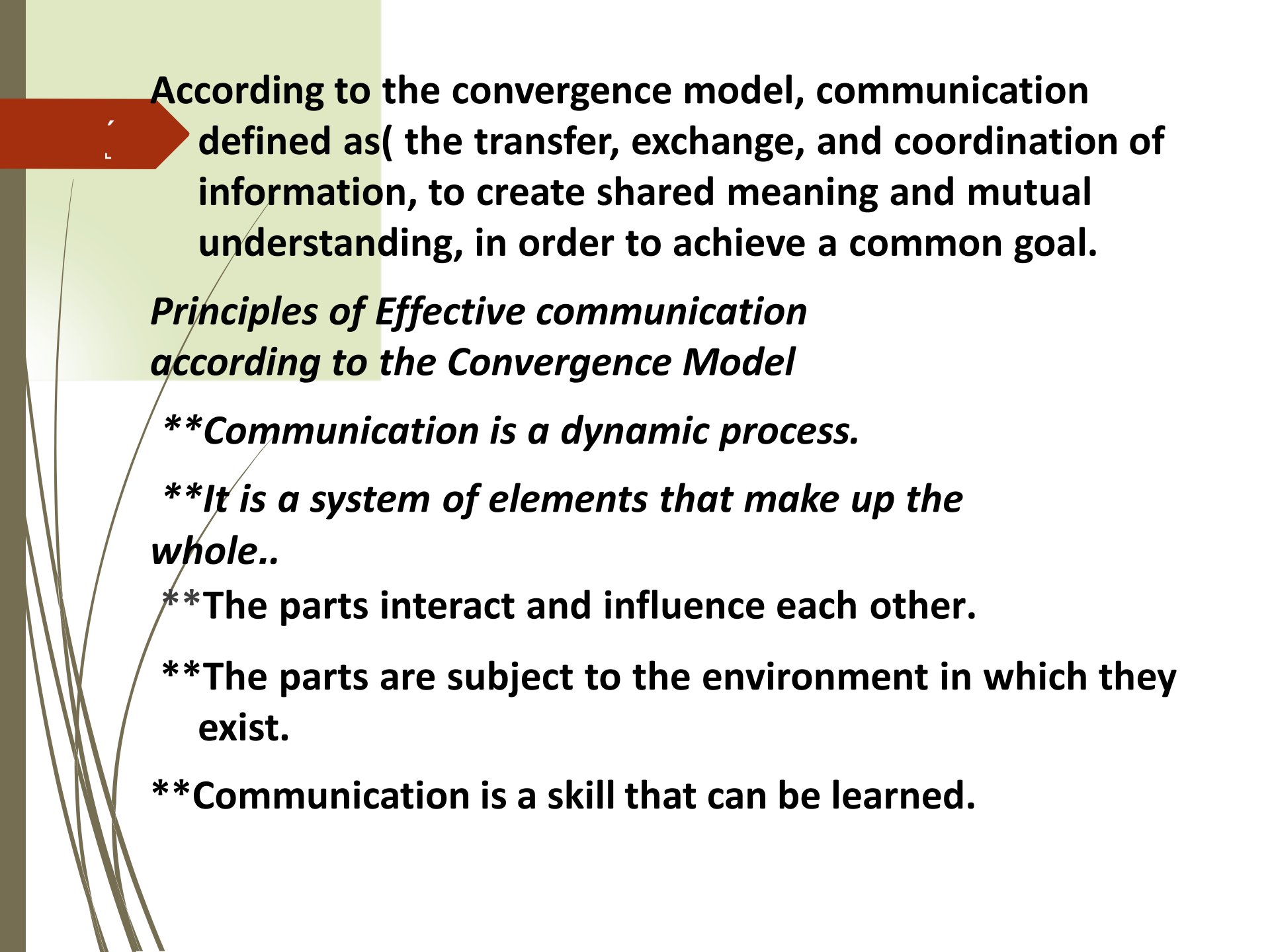
Sender   receiver
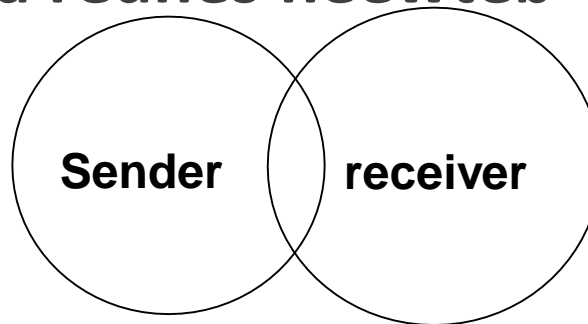
Application Example

A patient was given instruction to take his medications for hypertension. He returns to the officer after a month and reports that he/she has stopped taking his/her medications.

The patient says he does not feel hyper any more, nor is he/she experiencing any more tension in his/her life.

According to the convergence model, communication defined as(the transfer, exchange, and coordination of information, to create shared meaning and mutual understanding, in order to achieve a common goal.

Principles of Effective communication
according to the Convergence Model

**Communication is a dynamic process.*

**It is a system of elements that make up the*
whole..

**The parts interact and influence each other.

**The parts are subject to the environment in which they exist.

**Communication is a skill that can be learned.