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Research Paper Education

"Need of Effective Communication Model in Teaching Learning Process"

Dr. Mujibul Hasan Department of Education, Aligarh Muslim University, Aligarh Uttar Pradesh

ABSTRACT

Model is a plan or pattern for completing any work with objectives in certain steps for the constructive society. It gives easiest perception of something to be done. This paper highlights various communication models like Aristotle's communication model, Schannon-Weaver communication model, Berlo's communication model, Schramm communication model, Helical communication model, Westley and Machean's Conceptual Communication Model, Becker Mosaic Communication Model, Ruesch and Batesan's Functional Communicational Model, Barnlund's Transactional Communication Model. Each and every model has its important element. Some of the important elements of communication model are such as speaker or orator, information source, transmitter (Encoder), Channel, signals, receivers (decoder), destination messages, noise etc. These models of communication have their diagrammatic presentation in this paper. This paper also highlights the suggestions for making model very effective like consideration of systematic approach, understanding communication theories, human behavior, content and relationship, elements of communication, sequence of events, connectivity, conducive environment, clarifying complexity, specific context and allowing audience to ask questions. Each and every teacher must has well understanding of these model of communication for effective communicative process to make everlasting learning in the behavior of the learners.

KEYWORDS: Teaching, Model , Communication, learning, behaviour

"I hope to live to hear that good communication corrects bad manners" – Benjamin Banneker

A model is in the broadest sense, a systematic representation of an object or event in idealized and abstract. Models are somewhat arbitrary by their nature. The act of abstracting eliminates certain details to focus on essential factors. The key to the usefulness of a model is the degree to which it conforms in point by point correspondence to the underlying determinants of communicative behavior.

Model is a plan or pattern that completes any act or work with consideration of objections within its certain steps in any area of constructive society in conducive and effective social settings. A Model gives a easiest perception of something to be done. Communication Models refer to the conceptual model used to describe the human communication process.

There are several communication models as under :

1. Aristotle's Communication Model (384-322 BC)
2. Shannon-Weaver Mathematical Communication Model 1949
3. Berlo's Communication Model (S-M-C-R), 1960
4. Shramm's Communication Model 1954
5. Helical's Communication Models, 1967
6. Westley and Machean's Conceptual Communication Model, 1957
7. Becker's Mosaic Communication Model, 1968

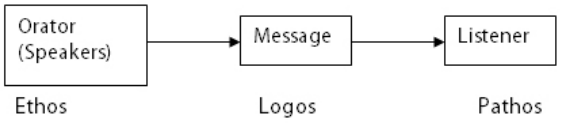
Multidimensional Models

8. Ruesch and Batesan's Functional Communication Model, 1951
9. Barnlund's Transactional Communication Model 1970

Mass media (interactive multimedia) is the most important tool of communication. Communication includes a big action of human and animal beings. The actions of communication are like reading, writing, listening, speaking, viewing images and creating images. Some of the other communication activities are such as expression gestures, body language and non-verbal sounds. Communication is any information related to behavior (Ruben, 1984), "sharing ideas and feelings in a mood of mutuality" (Dale, 1969), "the transformation of information, ideas, emotions by the use of symbols (Berelson and Steiner, 1964), "the transmission of information, ideas, attitudes, or emotions from one person or group to another primarily through symbols" (Theodorson and Theodorson, 1969).

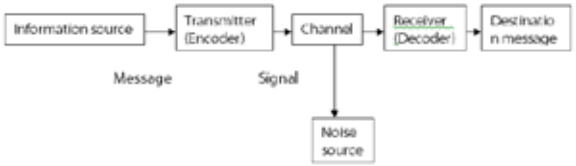
Aristotle's Communication Model :

One of the oldest model of communication is propounded by the ancient Greek philosopher Aristotle in 384-322 BC. Orator is the root of Aristotle's communication model who addresses a huge gathering of audiences. This model of communication is very simple and most applicable in teaching learning process. With the help of this model of communication the teacher makes his teaching learning process is more effective and ever lasting learning in the conducive classroom atmosphere at any level of schooling. The following diagram shows the important elements of Aristotle's communication Model.



ShannonandWeaverMathematicalCommunicationModel

This model came into existence in the year of 1949 by the Claude Shannon, an engineer of Bell Telephone Company. This is most effective model of communication. The objective of this model was to make a theory to help the works of engineers in knowing the most efficient way of transmitting electrical signals from one location to another (Shannon and Weaver, 1949). This model gives emphasis on information theory and in the transmission and reception of messages. This model of communication encompasses six elements like information, a transmitter, channel, a receiver and a sources of noise, destination. The figure of the Shannon-Weaver Mathematical Model is as under :



Schramm's Model of Communication

Schramm's model of communication came into existence in 1954. In this model Schramm includes a task of experience of the sender and receiver. The experiences of the sender is the foundation of encoding the message. The work of the experiences of the user helps decoding the signal. The communication does not take place if there is no common experience of the area of sender and receiver. Decoding the signal correctly based on the level of the overlapping the two fields of experience. For example, a Lecture on industry given to the sixth class students, may take a little communication. The lecturer has background knowledge of agriculture, geography, human resources, natural resources, industrial technology management and administration etc. This model of communication provides the idea of feedback from the receiver to the sender. A continuous process of messages and feedback takes place in this model of communication. The figure of this model is as under :



Berlo's (S-M-C-R) Communication Model 1960

Berlo's (S-M-C-R) communication model came into existence in 1960. Berlo developed "a model of the ingredients of communication". This model provides controlling factors for four identified elements of communication as under :

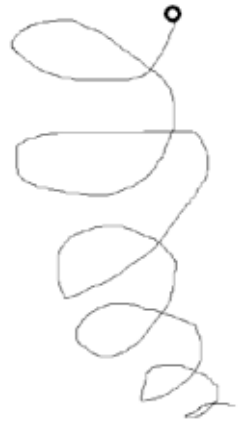
A. Source, B. Message, C. Channel D. Receiver

This model is helpful to identify specific factors for using in experimentation. The figure of this model is as under :



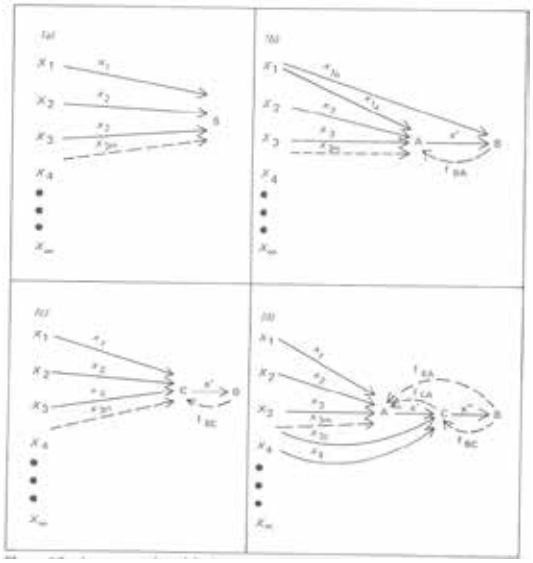
Helical's Communication Model

Helical's communication model came into existence in 1967. This model of communication is also known as Dance's Helical Spiral Model. In this model, communication exists as a dynamic process. The model indicates the way of communication in any individual (human or animal beings) from his birth to the existing moments. "At any and all times, the helix gives geometrical testimony to the concept that communication while moving forward is at the same moment coming back upon itself and being affected by the curve from which it emerges. Yet, even though slowly, the helix can gradually free itself from its lower-level distortions. The communication process, like the helix, is constantly moving forward and yet is always to some degree dependent upon the past, which informs the present and the future. The helical communication Model offers a flexible communication process". The helical model of communication from Dance, 1967 is figured as under:



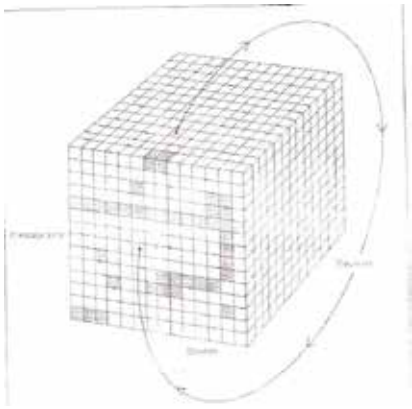
Westley and Machean's Conceptual Communication Model

Westley and Machean's Conceptual Communication Model came into existence in 1957. According to Wesley and Machean's, communication does not come into existence when one individual begin to talk, but rather when a person responds selectively to his immediate physical surroundings. "Each interactant responds to his sensory experience (X1…) by abstracting out certain objects of orientation (X1 …. 3m). Some items are selected for further interpretation or coding (X') and then are transmitted to another person, who may or may not be responding to the same objects of orientation (X, b)". The diagram of this model is given below :



Becker's Mosaic Communication Model,

Becker's mosaic communication model came into existence in 1968. The works of communication link information of message from more than one social situation. The elements of a message occur in bits and pieces. The layers of the cube correspond to layers of information. Each part of the cube indicates a effective source of information. The following diagram shows the Becker's mosaic communication model.



This is helpful to make interaction between two mosaics. One includes the information in a given social milieu and the other includes the private mosaic of information that is internal to the receiver.

Ruesch and Batson's Functional Communication Model

Ruesch and Batson's functional communication model came into existence in 1951. The model consists of four level of analysis for functioning of communication as under :

Level I : The basic intrapersonal process

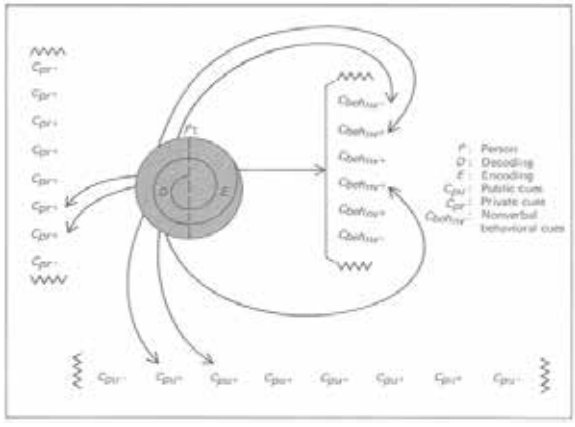
Level II : Interpersonal and focuses on the overlapping fields of experience of two interactants

Level III : Group interaction

Level IV : Cultural activities link large group of people

Barnlund's Communication Model

This model of communication came into existence in 1970. The impresence of any easy or linear directionality in the interplay between self and the physical world is the most important characteristic of Barnlund's Communication Model. The spiral lines connect the actions of encoding and decoding. It provides graphic representation to the connectivity of functions. The figure of this model is as under :



Suggestions for Communication Models

The following suggestions are very important for making communication model effective in teaching-learning process.

1. Adoption of systematic approach
2. Indepth understanding of communication theories
3. Consideration of key assumptions
4. Understanding of complex human behavior

5. Understanding content and relationship
6. Maintaining sequence of events
7. Understanding elements of communication
8. Keeping in mind symmetrical and complementary interaction.
9. Maintaining good connectivity in different elements of communication.
10. Considering the conducive communication environment in the society.
11. Clarifying complexity
12. Considering specific context or setting
13. Allowing audience to ask questions.

At the time of teaching at any level of schooling, a dynamic teacher must consider and apply effective communicative process with the consideration of multi-dimensional approach of communication models in congenial social setting of classroom for making the everlasting learning in the behavior of learners.

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