

Various authors have added slightly different emphases, but this basic model is still the only one offered in many textbooks (e.g. This demonstrates how the various concepts given above interact in the process of communication. Components according to Hargie et al. (1999) COMMUNICATION FUNDAMENTALS 1 2 3 4 1 5 The communication source Encoding Message Channel Communicators (defined as the people involved) Messages Channel Noise Feedback Context 6 Decoding 2 3 4 5 6 Taking these lists of factors, look back on the First Day in the Office case study. EXERCISE 4 This model (analogous to Clappitt's circuit approach) suggests that communication comprises the following steps: 6 7 8 9 10 11 1 Sender A wishes to achieve a certain communicative goal with respect to Receiver B. Taking into account B's background and their common background, A decides on a communication strategy and selects appropriate media. Table 1.1 illustrates the common ground by comparing two definitions of the 'essential components of communication', one taken from a best-selling US text on organizational behaviour and one from a leading British text. 6 7 8 9 Components according to Robbins (1998) 10 7 8 9 2011 1 The receiver Feedback Table 1.1 The 'essential components' of communication? 8 9 30 1 As communication is potentially always a two-way process, we will introduce a further, more elaborate version of this process model, the systems model (Figure 1.3). A evaluates the feedback message to determine whether the message has been effective. A encodes a suitable message and sends it to B using the chosen media. Using both knowledge of A's background and his or her own background, B decodes and interprets the message. Taylor, (1999). What 7 factors do you think are the most important in this situation