

1111 Various authors have added slightly different emphases, but this basic model is still the 2 only one offered in many textbooks (e.g. This demon- 3 strates 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 11 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 5 comprises the following steps: 6 7 s 8 s 9 40 s 1 s 2 3 s 4 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 3 ground by comparing two definitions of the 'essential components of communication', one 4 taken from a best-selling US text on organizational behaviour and one from a leading British 5 text. 6 7 8 9 Components according to Robbins (1998) 10 7 8 9 20 11 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, 2 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?