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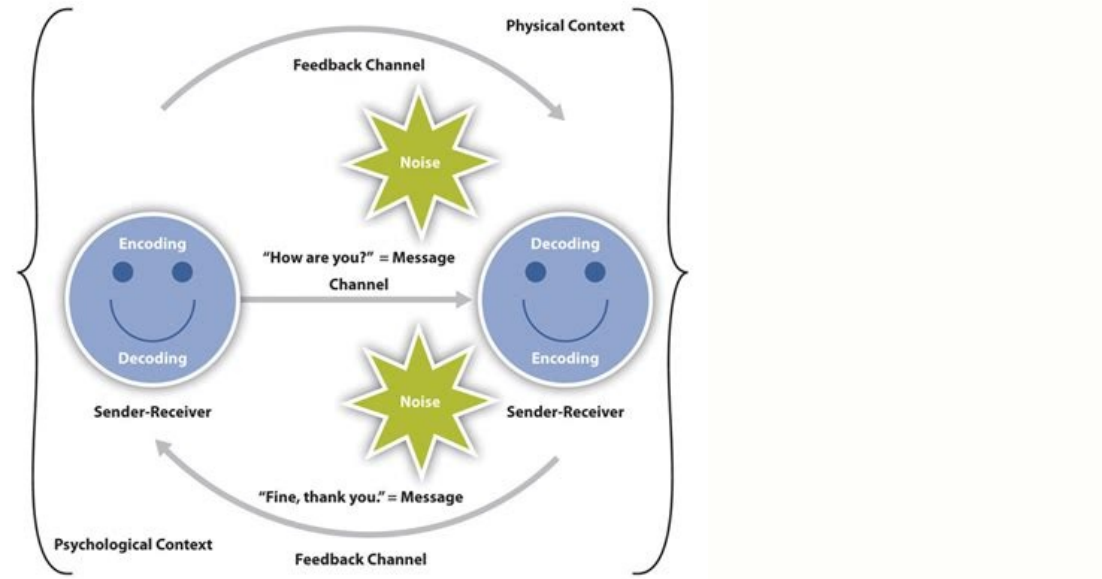
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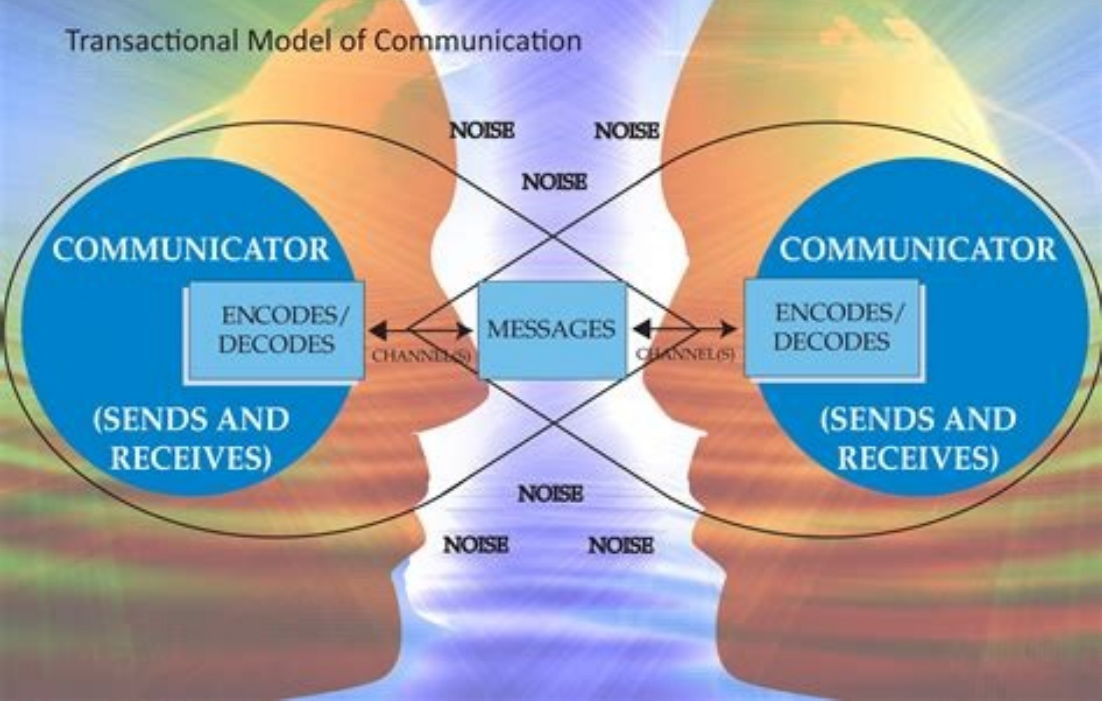
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Interactive model of communication example

Facebook Twitter LinkedIn More Interactive Model of Communication: In the digital age, our interactions have become more complex and multifaceted. At the heart of these interactions lies the interactive model of communication, a transactional system that encapsulates the complexities of human interaction. It enables us to explore the dynamics between the sender, receiver, and the message they exchange.The Interactive Model of Communication was first proposed by Wilbur Schramm in 1954. Schramm's model was a significant improvement on the previous linear models, as it incorporated the concept of feedback, which allows for two-way communication. His model also emphasized that both the sender and receiver interpret the message based on their background, making it an iterative, complex process.Schramm's model is often viewed as the foundation for later, more sophisticated interactive and transactional communication models. These later models, including ones proposed by David Berlo and Dean Barnlund, have expanded and refined Schramm's initial concepts to account for more complexity in the communication process.To understand the interactive model of communication, we must first familiarize ourselves with its integral parts. They include the sender (the communicator or the encoder), the receiver (the decoder), the message (content, whether verbal or nonverbal), the channels (visual, auditory, or sensory), and the noise (environmental or semantic) that can interfere with the process.Elements of Interactive Model of CommunicationAt the crux of communication lies the sender and the receiver. The sender, or the encoder, initiates the interaction by converting thoughts into a communicative form – a process known as encoding. Conversely, the receiver or the decoder plays a pivotal role by interpreting the sender's message, turning the communication back into thoughts, in a process known as decoding.The communication process thrives on encoding and decoding. Encoding involves turning thoughts into communication, while decoding turns communication into thoughts. This transactional process creates a two-way interaction, facilitating efficient communication between the sender and the receiver.The message, encompassing both content and form, whether verbal or nonverbal, is the lifeblood of communication. A well-crafted message resonates with the receiver, fostering an effective and meaningful interaction. It is the encoded thoughts of the sender that the receiver decodes to comprehend.Channels of communication, including visual, auditory, and sensory, play a critical role in the interactive model of communication. They serve as mediums that carry the encoded message from the sender to the receiver, making the transaction of communication possible.Noise, whether environmental or semantic, can disrupt the communication process. It introduces misunderstandings or misconceptions, which can distort the intended message, making it vital to minimize noise for effective communication.The Heart of Interaction Feedback is the lifeblood of the interactive model of communication. It provides the sender with a response, a reaction to their message.



This iterative process not only enables the sender to gauge the efficacy of their communication but also serves to enrich the interaction.The context of communication, whether physical, psychological, or relational, significantly impacts the effectiveness of the interactive model. It influences the sender's encoding, the receiver's decoding, and ultimately, the overall interaction and transaction of the message.The Interactive Model in Action In everyday life, we apply the interactive model of communication in various ways. For example, in a team meeting, the leader (sender) communicates their ideas (message) through a presentation (channel), team members (receivers) interpret and respond (feedback), all while managing potential distractions (noise) in the meeting environment (context).The evolution of communication models has been marked by gradual shifts from linear to more interactive frameworks. The earliest models of communication were linear, starting with the classic Shannon-Weaver Model developed in 1948. This model presented communication as a linear process involving a sender transmitting a message to a receiver through a channel.However, the linear models were deemed overly simplistic for the complexity of human communication.

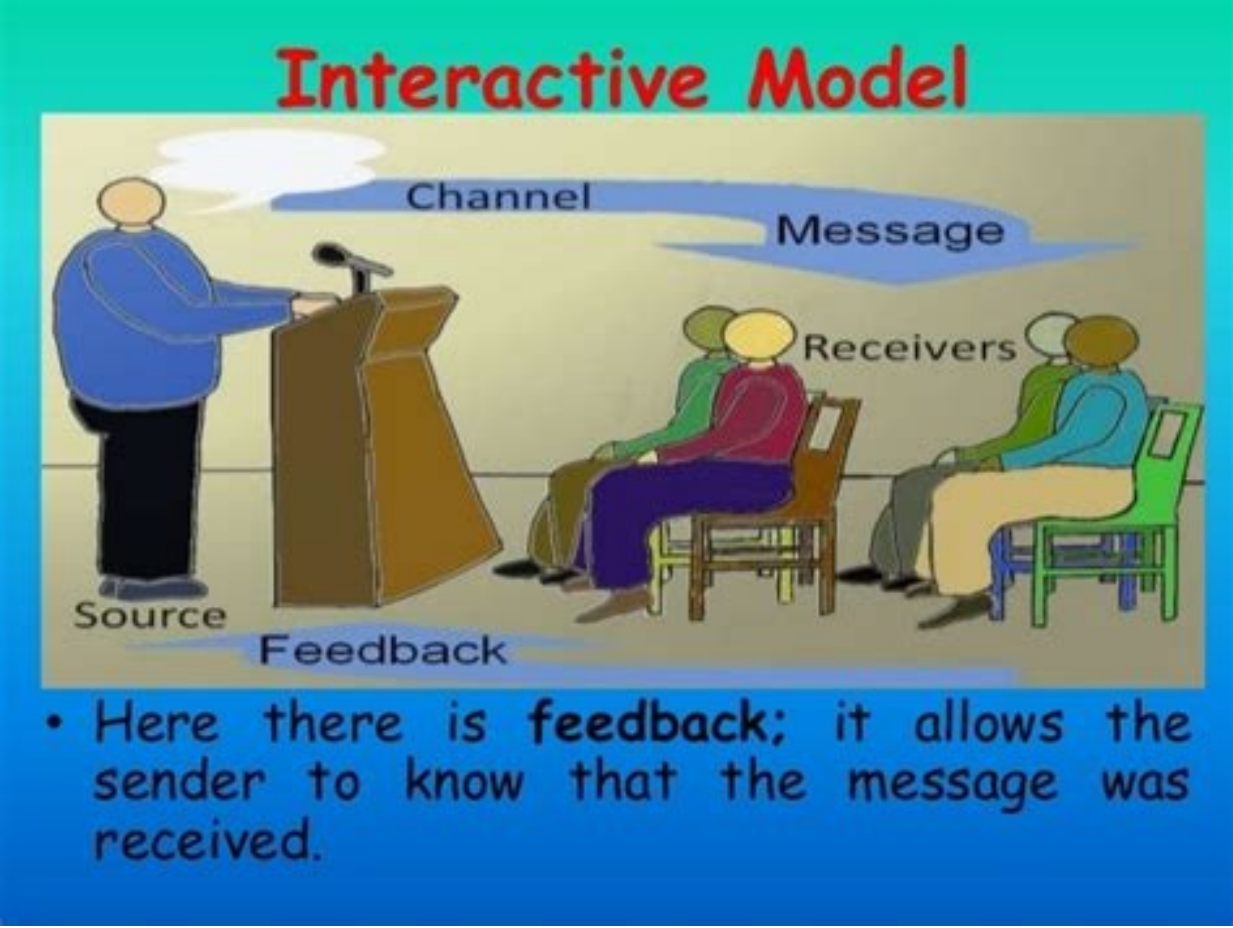


They lacked feedback and didn't account for the bidirectional nature of communication. They also failed to recognize the influence of external factors, such as noise and context, which could impact the quality and understanding of the message.Recognizing these limitations, Schramm introduced one of the first interactive models of communication in 1954. Schramm's model introduced the concept of feedback and emphasized that both the sender and receiver could encode, decode, and provide feedback, making communication a more interactive process.Following Schramm, David Berlo developed the SMCR Model in 1960, adding more depth to understanding the skills and attitudes of the sender and receiver. The model was called SMCR after its four components: Source, Message, Channel, and Receiver.Further evolution occurred in the 1970s with the introduction of transactional models, which proposed that individuals could be simultaneous senders and receivers, integrating feedback within the communication process rather than as a subsequent step. This model recognized the influence of factors like context, environment, and individual experiences, which further emphasized the complexity and dynamism of human communication.Today's interactive models, while deriving from these earlier iterations, recognize that communication is a dynamic, reciprocal process, taking into account all the elements of the communication process – sender, receiver, message, channels, noise, feedback, and context. The focus has shifted from communication being a one-way process to recognizing it as a multifaceted interaction, where each participant plays an active role.What are 5 examples of interactive model of communication?1.



Figure 2: Common Fields of Experience in Interactive Model

Social Media Interaction: Social media is a prime example of the interactive model of communication. When a person posts a status update or a picture (sender), they use the social media platform (channel) to convey their thoughts or emotions (message) to their friends or followers (receivers). Their friends or followers then interpret the post (decoding), and react by liking, commenting, or sharing (feedback), starting a two-way interactive communication process.2. Classroom Learning: A teacher (sender) uses verbal and visual channels to impart knowledge (message) to students (receivers). Students decode the information and ask questions or participate in discussions (feedback), thus creating a two-way interactive communication process. Both parties also consider the learning environment and context (like noise in the classroom or the subject matter) during the process.3. Business Meetings: In business meetings, a team leader (sender) presents an idea or project update (message) using PowerPoint slides (visual channel) to team members (receivers). Team members interpret the information and respond with questions, suggestions, or discussions (feedback), making it a two-way interactive communication process. Noise in this context could be physical (e.g., a noisy air conditioner) or semantic (e.g., jargon or acronyms that some team members do not understand).4. Customer Service: When a customer contacts a support representative with a complaint or query (message), the representative (receiver) listens and responds (feedback) to the customer's issue. The customer, in turn, reacts to the representative's response, creating a two-way interaction. The interaction might take place over various channels, like phone, email, or chat, and could be affected by noise like poor network connection or miscommunication.5. Therapy Sessions: A client communicates their feelings, experiences, and concerns (message) to a therapist (receiver) during a therapy session. The therapist interprets the client's message, provides feedback, and suggests coping strategies. The client then responds to the therapist's feedback, creating an interactive communication loop. The process is influenced by the therapy room's environment (context), which is designed to be quiet and private to minimize noise and encourage open communication.Advantages of Interactive Model of CommunicationTwo-way communication: The model supports the idea of two-way communication, or feedback. This feature allows the sender and receiver to engage in a dynamic interaction, rather than a one-sided conversation.Context consideration: The model takes into account the context in which communication takes place. This inclusion is crucial because the setting, situation, and timing can significantly affect the understanding and effectiveness of the communication process.See also List of 125 Most common Bias and Fallacy (And Rare Ones too)Noise recognition: Unlike the linear model, the interactive model acknowledges the presence of noise or barriers that can disrupt the communication process. These barriers could be environmental, semantic, or related to the medium of communication itself.Allows for adjustment and adaptation: The model recognizes feedback, it allows for immediate adjustment and adaptation of the message based on the receiver's response. This aspect enhances the effectiveness of communication by making it more responsive and flexible.Recognition of simultaneous roles: The model accepts that an individual can play the role of both sender and receiver simultaneously, reflecting the complexity of real-life communication scenarios.Accounts for individual field of experience: The model acknowledges that each individual's field of experience influences their interpretation of messages. This aspect enhances our understanding of how people's backgrounds, attitudes, knowledge, and experiences can affect communication.While the interactive model of communication offers a more complex and comprehensive understanding of human communication than linear models, it does come with certain limitations:Disadvantage of Interactive Model of CommunicationComplexity: The interactive model's inherent complexity, while providing a more realistic view of communication, can also be a drawback. It may be more difficult to apply and understand for those who are new to studying communication.Limited Perspective on Simultaneous Communication: While the interactive model acknowledges feedback, it still tends to view communication as a back-and-forth process where one party sends a message and then waits for feedback before proceeding. In many real-life situations, communication is transactional with simultaneous sending and receiving of messages. This aspect is better captured by the transactional model of communication.Neglect of Power Dynamics: The interactive model doesn't sufficiently address the power dynamics that can significantly affect communication. In many cases, the sender or receiver may have more power or influence, which can impact the way messages are encoded, decoded, and responded to.Assumption of Rationality: The model assumes that communicators are rational and that they encode and decode messages effectively. However, this is not always the case, especially in emotionally charged conversations or when individuals lack the necessary communication skills.Feedback is not Always Immediate: The model assumes immediate feedback, but in many communication scenarios, particularly in mass communication or digital communication, feedback can be delayed.Overlooking Nonverbal Communication: While the model accounts for verbal feedback, it often overlooks nonverbal cues, which can be an integral part of communication.Samrat is a Delhi-based MBA from the Indian Institute of Management. He is a Strategy, AI, and Marketing Enthusiast and passionately writes about core and emerging topics in Management studies. Reach out to his LinkedIn for a discussion or follow his Quora Page The interactive model of communication is a two-way process of exchanging ideas, messages, and information. It involves an active exchange between two or more parties, where each party takes turns as the sender and receiver of the message. This communication style is commonplace in both the workplace and our daily lives, allowing for expedient information exchange through email, text messages, and even social media posts. The sender encodes the message and sends it through a channel to its destination, whereupon the receiver decodes it. Once interpreted, they can then provide feedback—either verbally or non-verbally, like a smile or head nod—to let the initial communicator know their point was understood. For example, when two friends meet in person, they take turns talking and listening. It is an example of the interactive model of communication. The interactive model of communication promotes a two-way exchange between different people. It is capable of swiftly and efficiently transferring data while all participants are involved in the dialogue and can provide feedback to ensure everybody comprehends each other's message. The interactive model of communication is a back-and-forth communication process that involves the exchange of ideas, messages, and information between two or more sources. It is characterized by a continuous cycle of sending and receiving messages, with each source taking turns as both sender and receiver. As stated by Bilgin and colleagues (2021), "...an interactive communication model implies that participants alternate their positions as sender and receiver and generate meaning by sending messages and receiving feedback within physical and psychological contexts" (p. 222). This model emphasizes the importance of feedback in communication, as it allows for a more interactive dialogue between sources. Kumar (2020) believes that the interactive model, "...deals with the exchange of ideas and messages taking place both ways from sender to receiver and vice-versa" (p. 122). In simple terms, it is a two-way process of exchanging information that allows for sources to engage actively with one another. Conversations between two or more people: This is the most common type of interactive communication, where individuals exchange thoughts and ideas through verbal dialogue. The back-and-forth of conversation allows for a more natural flow of communication and for each person to actively engage in the exchange. Emails: Sending messages through email is a great way to have an interactive experience with someone else. Email can be used to ask questions, provide feedback, and provide additional information that may not have been provided during the initial conversation. Text Messages: Texting is another form of interactive communication, as both parties can take turns in sending and receiving messages. This form of communication makes it easier to engage in a more detailed exchange since it does not rely on verbal dialogue alone. Video Conferencing: Using video conferencing allows for an even more interactive experience due to seeing the other person's facial expressions and body language, which helps create a better understanding between both participants. Social Media Posts: These can serve as an effective tool for interactive communication by allowing people worldwide to communicate with one another in real time. People can easily comment, share their opinions, and ask questions about topics posted on social media sites such as Facebook and Twitter. Online Forums: Participating in online message boards allows users to discuss topics, ask questions, find answers, provide feedback, or just connect with like-minded individuals who are also interested in the same subject matter. This type of interaction fosters further engagement amongst users that would otherwise remain anonymous online if they didn't participate in these forums or message boards. Teleconferences: Long-distance meetings utilizing telecommunication technologies allow participants from all over the world to communicate without having to actually be present at the same physical location (e.g., conference calls). Teleconferences allow multiple individuals located at widely separated locations to come together virtually and interact simultaneously using audio technology over any device, such as a telephone or computer microphone/headset. Group Work Projects: Working collaboratively projects encourages students or colleagues alike to work together constructively by exchanging ideas, offering feedback, and coming up with solutions collectively rather than individually. Blogs: Blogging enables authors/creators/writers to have meaningful conversations with readers/viewers through comments under their posts, where readers can give opinionated responses about authors' points. Chat Rooms: Instant messaging chat rooms available on social media platforms let users connect instantly with strangers from around the globe who are interested in discussing similar topics. While the transactional model of communication focuses on a back-and-forth exchange of information between two people, the linear model emphasizes a one-way flow of information, and the interactive model is a combination of the two (Hamilton et al., 2019). With the two-way transactional communication model, the sender and receiver are equally involved in exchanging messages that shape each other. This approach emphasizes the ever-changing nature of communication as well as how context directs message interpretation (Hamilton et al., 2019).



In the linear communication model, a sender encodes and sends out a message via an appropriate channel to be received by a receiver, who then deciphers it. It perceives communication as being communicated in one direction only, from originator to recipient (Hamilton et al., 2019). Finally, the interactive model of communication views communication as a two-way process that involves feedback between the sender and receiver. In this model, the sender encodes a message and transmits it to the receiver, who decodes the message and provides feedback to the sender (Bilgin et al., 2021). So, the main difference between the transactional, linear, and interactive models of communication is their view of how messages are exchanged between two or more people. Even though interactive communication models can be used in various settings, some core types prevail. The most common ones are Osgood-Schramm and Westley and Maclean models. One Sentence Overview: The Osgood-Schramm model looks at reciprocal communication, showing how we have to encode, decode, and interpret information in real-time during a conversation. The Osgood-Schramm communication model emphasizes the paramount importance of feedback throughout a cyclic exchange between three components: the sender, their message, and its recipient (Mcquail & Windahl, 2015). With this model, the sender translates their message into a form suitable for transmission via a communication channel to the receiver. After it is decoded, feedback from the recipient enables them to modify or refine it as necessary. The Osgood-Schramm communication model recognizes that the context of a conversation has an impact on how it is interpreted, which can modify its purpose and clarity. One Sentence Overview: The Westley and Maclean model shows that our communication is influenced by environmental, cultural and personal factors. The Westley and Maclean model of communication is a sophisticated model that considers the influence of interpersonal relationships and social issues in communication (Narula, 2006). It indicates that communication is an ever-evolving process made up of three components: interpersonal, media, and societal. Interpersonally, communication is exchanged between two individuals. Through media channels, these messages are relayed to the masses. On a societal level, broader social influences like cultural norms and values affect how people communicate. In this model, communication is seen as a continuous and cyclical process that involves feedback and adaptation. Simply, the Westley and Maclean Model considers the influence of mass media in communication by deliberating its larger social context. In contrast, Osgood-Schramm Model emphasizes sender, message, and receiver relationships within a given context. In contrast to other models of communication, the interactive one has several pros, such as increased flexibility, more effective communication, improved problem-solving, and a higher level of trust. Here are a few advantages of the interactive communication model: Increased flexibility: This model allows for a more flexible approach to communication as each party has an opportunity to involve themselves in the conversation and adjust their responses based on what they hear from other participants. More effective communication: Feedback is key to an effective dialogue, allowing all parties to express their thoughts while engaging in meaningful conversations with one another. It leads to an improved understanding between sources, ultimately resulting in better outcomes. Improved problem solving: Through collaborative dialogue, sources can come up with better solutions by pooling their ideas together instead of relying solely on individual efforts. It also encourages active engagement between participants and encourages idea sharing, leading to more innovative solutions that could not have been achieved alone. Higher levels of trust: With feedback being part of the dialogue, individuals will be more likely to trust one another due to actively engaging in meaningful conversations where both sides are respected and listened too. This type of interactive communication creates stronger relationships and fosters stronger bonds between sources over time. Despite some advantages, the interactive communication model requires more effort, is quite time-consuming, can lead to emotional risks, and has some difficulties in measuring success. Requires more effort: As this model requires sources to take turns engaging with one another, it usually involves more effort than other models like the linear or transactional models. Time-consuming: The feedback loop involved in this model can also lead to conversations taking longer than usual as sources may need more time to think through their responses before communicating them or offering their opinion on a certain topic. Sensitivity and emotional risks: Because each party can express their emotions and feelings in this model, there is a risk that misunderstandings, disagreements, or emotional outbursts could occur as sources work together to reach agreements or solutions. Difficulties in measuring success: As the interactive model relies heavily on personal feedback, measuring success beyond self-reported opinions from individual sources can be difficult since there is no clear metric for quantifying successful outcomes in these types of conversations. Difficult for Mass Communication: Because the transactional model requires two-way communication, mass broadcast media like radio cannot be used to achieve the aims of this model. In an interactive communication model, two or more sources actively exchange information with one another in a turn-based fashion. Both parties act as senders and receivers to ensure the message is successfully conveyed. This model is based on nonstop feedback and discourse, utilized in various situations, from talks to emails, text messages, social media platforms, and group tasks. The interactive communication model stands out among the rest due to its numerous advantages, such as more flexibility and enhanced problem-solving skills. Additionally, it strengthens relationships through effective dialogue while building trust within a group setting. However, this model also has some disadvantages, such as requiring more effort and being time-consuming. Besides, it can lead to misunderstandings, disagreements, and emotional risks. Bilgin, M. H., Danis, H., Demir, E., & Vale, S. (2021). 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TYPES OF COMMUNICATION MODEL

Communication models are the metaphorical, simplified and systematic representation of the communication processes which forms general perspectives on communication.

1. LINEAR MODEL



PROS

- Good at audience persuasion and propaganda setting
- Intentional results

KEY FEATURES

- One way communication
- Used for mass communication
- Senders send message and receivers only receive
- No feedback
- Concept of noise

CONS

- Communication is not continuous as no concept of feedback
- No way to know if communication was effective

2. TRANSACTIONAL MODEL



PROS

- Simultaneous and instant feedback
- No discrimination between sender and receiver

KEY FEATURES

- Used for interpersonal communication
- Senders and receivers interchange roles
- Simultaneous feedback
- Context of environment and noise
- Feedback is taken as a new message

CONS

- Encourages non-verbal communication
- More noise due to communicators talking at the same time

3. INTERACTIONAL MODEL



KEY FEATURES

- Used for new communications like Internet
- Slower feedbacks in turns
- Concept of field of experience
- Known as convergence model
- Communication becomes linear if receiver does not respond

PROS

- Feedback even in mass communication
- New communication channels

CONS

- Feedback can take a very long time
- Sender and receiver might not know who the other person is