Theoretical communication concepts and its application in management

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Theoretical communication concepts Introduction Communication refers to the process of sending and receiving information from one point (sender) to another (receiver) via a given media. Theories refer to basic assumptions predicting the occurrence of a given phenomenon. Communication theories generally explain the process of information production, its transmission, delivery methods and translation of the message. Several communication theories have been developed, tracing back to Shannon and Weaver's linear model of communication (1949), which was expanded by David Berlo who developed the Sender-Message-Channel-Receiver model (SMCR model) which clearly separated the message into four parts (Wroe, 2010). Galloway & Thacker 2007 proposed a non hierarchical structure to organizational communication; the network model, which is an interactive model of communication.

SMCR model is a one way communication model, the sender encodes a message which is the channeled to a receiver through a medium, the receiver then decodes the message. Limitations of this models lies in the fact that there is no feedback display from the receiver, this undermines the core purpose of communication in that it does not reveal the impact of the message on the receiver (Mullins, 2008, 72). It also assumes a one way mode of communication clearly marking the beginning and end of communication implying the receiver lacks a response.

This communication models can only be in a formal organization setting which mainly focus on structure (top-down structure) where by the position of the communicator and the recipient is highly considered. This form of communication is mostly written in the form of company magazines,

handbooks and manuals that stipulated organizational requirements, in this case interactions between the two parties is not necessary, the top level management simply communicate policies and guidelines to employees (Murton, Inman & Osullivan, 2010). This model of communication is efficient as a human resource tool in the sense that it is simple to administer and can generally address all members of the organization.

The network model proposed by Galloway and Thacker is a two way communication model, it encompass two linear models that enable response from the receiver, hence the receiver acts as the sender as the response message is channeled to the actual sender (Martin & Fellenz, 2010, 45). Galloway and Thacker argue that bureaucratic model that did not encourage interaction between various levels of the organization was no longer effective and managers needed to engage with their subordinate to achieve the common organization objectives. Interaction helps understand the problems employees undergo while carrying out there responsibilities and also enable the top levels manager to communicate clearly what is required of the employees (Mead, 2005, 35).

Conclusion

Conclusively, the two model of communication are equally effective given factors of organization size and staff professionalism into consideration. For instant with large structural organizations the linear model is considered highly effective and the vice-versa is true for medium size/small and unstructured organizations, therefore none is better than the other they apply effectively based on circumstance.

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