

Theories of communication

Psychology



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Theories in Communication The Communication Cycle This theory was developed by Michael Argyle as he attempted to understand, explicate and predict the manner in which communication occur between people conversing in one-to-one situations. While conducting his research, Michael claimed that human communication is a two-way process involving the sending, receiving, and responding to non-verbal and verbal messages. Therefore, he came up with six stages for effective communication, known as the communication cycle. The first step is an occurrence of an idea, then coding of the idea into a message by using words or sign language. After coding the message, the message is sent to the recipient who receives and decodes it (Stretch & Whitehouse 2010, pp. 25). Lastly, the message is interpreted and understood by the recipient. The receiver then responds to the message and the whole process is repeated again and again in a cycle-like manner; thus, the name communication cycle.

The communication cycle is an effective tool of communication for care professionals since it enables them to converse effectively and understand each other, as well as their patients. This is attributed to the fact that it promotes unambiguous and clear way of communication. Effective communication entails effort from both the sender and receiver of message; thus, sending messages successfully and receiving feedback is extremely essential. In order to improve the effectiveness of their interaction and communication, care professionals should adapt the non-verbal and verbal feedback from others. This would make them understand what is being communicated back to them.

Sometimes the communication cycle fail to promote effective communication. This comes about as a result of misinterpretation of

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messages at the communication cycle's stages. For instance, at the second stage where messages are supposed to be coded, the coding can be done inaccurately or vaguely (Zastrow 2009, pp. 180). At the third stage, the messages sent can be illegible or inaudible; thus, making the message received difficult to read, see or hear. This may further lead to decoding the message wrongly, and contributing to misinterpretation of the message. Language barriers, background noise, as well as cultural differences can disrupt the flow of the communication cycle; thus, acting as obstacles to effective communication.

Tuckman's Group Formation

Tuckman's model revolves around five stages namely; forming, storming, norming, performing, and adjourning. According to Tuckman, communication involved all these stages; thus, an effective communication must successfully go through all these stages. The first stage known as forming is important since it gives the group members to clearly define the purpose of the group and choose the group leader. This plays a critical role in ensuring that communication in the group is conducted in an orderly manner, and that it serves the purpose for which it was formed.

The storming stage is also vital since it ensures that conflicts revolving the choice of group leader and purpose of the group are addressed. This is extremely important in communication since it gives a clear direction for the group's communication. Additionally, it plays an integral part in ensuring that the groups remain together to fulfill its purpose (Halverson & Tirmizi 2008, pp. 58). On the other hand, norming plays a critical role in ensuring that the group's culture and values are developed. This promotes peaceful co-existence among members; thus, promoting effective communication and

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exchange of ideas.

The performing stage is equally important in that it is the stage at which groups conduct functions in which they were formed to do (Stretch & Whitehouse 2010, pp. 30). Successful communication depends a lot in this stage since it lays emphasis on achieving overall goals of the communication process. Therefore, for effective communication to take place, great concern should be given to this stage. Lastly, the adjourning stage is essential for effective communication since it gives room for resting. It is a fact that communication can sometimes take long and the participants may become exhausted. Therefore, it is essential they rest when tired so as not to make irrelevant decisions.

Conclusion

In conclusion, the communication cycle theory is the best theory in the health and social care setting. This is attributed to the fact that it promotes one-on-one communication which promotes understanding between health care professionals', as well as communication between health care professionals and patients. Additionally, the communication cycle theory is important since it does not give room for top-down decision making as fronted by the Tuckman theory. This has the overall implication of facilitating easy communication between relevant parties; thus, giving room for free flow of messages.

Bibliography

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