3.6: Communication Process

The communication process may be explained by means of a linear model of communication, interactive model of communication or transactional model of communication \[11\].

Linear Model of Communication

Linear model of communication entails a sender, a message, a receiver and noise (Figure 3.6.1).

Interactive Model of Communication

Interactive model of communication gives a slightly more complex explanation of the communication process. Communication is seen as a process in which the listener gives feedback or responds to a message after a process of interpretation. A communicator creates and interprets a message with a personal field of expertise and/or a frame of reference Figure 3.6.2).
Figure 3.6.2: Interactive model of communication

**Transactional Model of Communication**

Transactional model of communication acknowledges and gives emphasis to the dynamic nature of interpersonal communication and the multiple roles of the communicators. Features such as time, messages, noise, fields of experience, frames of reference, meanings, shared systems of communicators and personal systems all pay a role in the process of communication. Communicators often participate simultaneously (sending, receiving and interpreting). The unique interpretive and perceptual processes of individuals thus play an essential role in the communication process.