



La-Net

THA 105

BASIC COMMUNICATION THEORY



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Course code : THA 105

Course title : Basic Communication Theory

Course Series1

Series 1: Foundations of Communication: Concepts, Meaning, and Information

Series 2: Forms and Modes of Communication: Verbal, Non-Verbal, and Traditional Systems

Series 3: Communication Processes and Models in Human Interaction

Series 4: Theories, Evolution, and Dynamics of Communication Behaviour

Series 5: Barriers, Feedback, and Digital Transformation in Communication

1.1: Nature and Meaning of Communication

1.1.1 Definition of communication

1.1.2 Characteristics of communication

1.1.3 Functions of communication

1.2: Communication and Information

1.2.1 Meaning of information

1.2.2 Differences between communication and information

1.2.3 Relationship between communication and information



1.3: Elements and Contexts of Communication

1.3.1 Elements of communication

1.3.2 Communication process overview

1.3.3 Contexts of communication (intrapersonal, interpersonal, group, mass)

Series learning outcomes

Upon completing this Series, you should be able to:

SLO 1.1 define communication using appropriate conceptual explanations,

SLO 1.2 explain the key characteristics and functions of communication,

SLO 1.3 define information within the context of communication studies,

SLO 1.4 analyse the differences between communication and information using relevant examples,

SLO 1.5 identify and describe the basic elements of the communication process, and

SLO 1.6 explain the various contexts of communication including intrapersonal, interpersonal, group, and mass communication.



1.1 Nature And Meaning Of Communication

1.1.1 defining communication

Communication is a fundamental human activity that enables you to share ideas, express emotions, and build relationships. The term **communication** refers to the process through which meaning is created, transmitted, and interpreted between individuals or groups. This process involves a sender who initiates a message, a medium through which the message is conveyed, and a receiver who interprets it.

For example, when you greet a colleague, you are not merely exchanging words, you are conveying intention, tone, and social meaning. This shows that communication is not limited to spoken language but includes various forms of expression.

Fill in the blank: Communication involves the creation and sharing of ___ between participants.

1.1.2 characteristics of communication

Communication has several important characteristics that shape how it functions in real-life situations.

Firstly, communication is continuous. This means that it does not have a clear beginning or end, as people are constantly sending and receiving messages, whether consciously or unconsciously. Secondly, communication is dynamic, as it changes depending on context, participants, and purpose.

Another key term is **context**, which refers to the environment or situation in which communication takes place. Context includes cultural background, social setting, and emotional state, all of which influence how messages are interpreted.

Additionally, communication is interactive, involving at least two participants, and it is symbolic, meaning that it relies on signs, words, or gestures to convey meaning.



Fill in the blank: Communication is a ____ process that changes based on context and participants.

1.1.3 functions of communication

Communication performs several essential functions in human life and society.

One major function is information sharing, where individuals exchange knowledge and ideas.

Another function is social interaction, which helps you build and maintain relationships.

Communication is also used for persuasion, where messages are designed to influence attitudes or behaviour.

The term **message** refers to the content or information that is transmitted from the sender to the receiver during communication.

For instance, when a lecturer explains a topic, the message consists of the knowledge being delivered, while the students interpret and respond to it.



Box 1.1: Functions of communication

1.1.4 examples of communication in everyday life

To fully grasp communication, it is helpful to consider everyday examples. When you send a text message, participate in a discussion, or even think silently, you are engaging in communication.

The term **intrapersonal communication** refers to communication that occurs within an individual, such as internal dialogue or self-reflection. This shows that communication is not always external but can also take place within your own mind.

For example, when you plan your day or reflect on a decision, you are communicating internally.

Fill in the blank: Communication that occurs within an individual is called ____ communication.



Figure 1.1 Examples of communication in everyday life

Figure 1.1 Examples of communication in everyday life



Pilot questions 1.1

1. Communication is best defined as:

- A. Storing information
- B. Sharing meaning
- C. Ignoring messages
- D. Avoiding interaction

2. The term “context” refers to:

- A. The message content only
- B. The communication environment
- C. The sender alone
- D. The receiver alone

3. Communication is described as:

- A. Static
- B. Continuous
- C. Isolated
- D. Silent

4. A message is:

- A. The environment
- B. The transmitted content
- C. The feedback
- D. The noise

5. Intrapersonal communication occurs:

- A. Between groups
- B. Within an individual
- C. In mass media
- D. Between organisations



1.2 Communication And Information

1.2.1 meaning of information

In everyday usage, the term information is often confused with communication. However, they are not identical. The term **information** refers to data that has been processed, organised, or structured in a way that gives it meaning. Information exists as content that can be stored, transmitted, or retrieved.

For example, a textbook contains information, but communication only occurs when you read and interpret the content. This shows that information becomes meaningful only when it is engaged with by a receiver.

Fill in the blank: Information is data that has been processed to create ____.

1.2.2 differences between communication and information

Although closely related, communication and information differ in important ways.

Communication involves interaction between participants, while information may exist without any interaction. Communication also requires interpretation and feedback, whereas information can remain static until someone engages with it.

The term **feedback** refers to the response given by the receiver after interpreting a message. Feedback helps to confirm whether the intended meaning has been understood.

For instance, when you ask a question in class and receive an answer, that response serves as feedback and completes the communication process.

Fill in the blank: Feedback is the ____ given by the receiver after receiving a message.



Table 1.1: Differences between communication and information

	Communication	Information
Interaction	Involves a two-way exchange between sender and receiver	Involves a one-way delivery of content from sender to receiver
Feedback	Enables feedback and immediate response from the receiver	Typically lacks immediate feedback or response from the receiver
Meaning	Focuses on conveying a message and meaning	Focuses on delivering facts, data, or knowledge without context
Process	A dynamic process that facilitates understanding	A static process involving content transfer

Table 1.1: Differences between communication and information

Table 1.1: Differences between communication and information

1.2.3 relationship between communication and information

While communication and information are distinct, they are closely connected. Information serves as the content of communication, while communication is the process through which information is shared and interpreted.

This means that without information, communication would lack content, and without communication, information would remain unused or unshared.

Consider a news broadcast. The facts presented represent information, while the act of delivering and interpreting those facts represents communication.

The term **interpretation** refers to the process by which a receiver assigns meaning to a message based on context and experience.

Fill in the blank: Communication is the process of sharing information, while information is the _____ being shared.



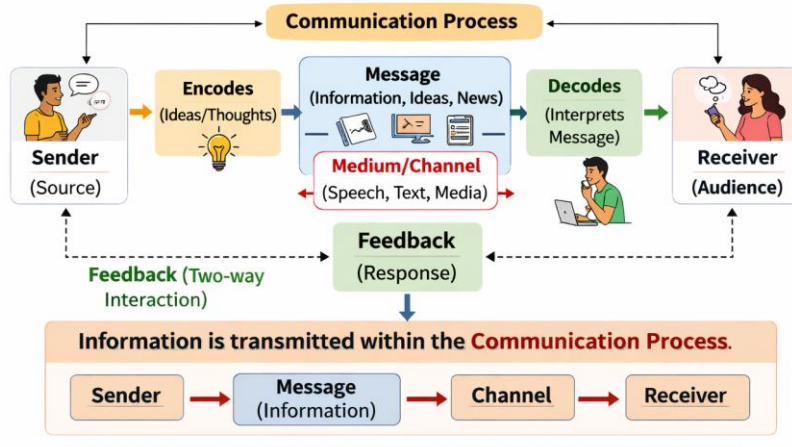


Figure 1.2 Relationship between communication and information

Figure 1.2 Relationship between communication and information

Pilot questions 1.2

1. Information is best described as:
 - A. Interaction between people
 - B. Processed data
 - C. Feedback
 - D. Noise
2. Communication differs from information because it involves:
 - A. Storage
 - B. Interaction and interpretation
 - C. Silence
 - D. Isolation



3. Feedback is:
- A. The message
 - B. The response
 - C. The context
 - D. The channel
4. Information becomes communication when it is:
- A. Ignored
 - B. Deleted
 - C. Interpreted
 - D. Stored
5. Which statement is correct?
- A. Information requires feedback
 - B. Communication involves interaction
 - C. Communication does not involve meaning
 - D. Information is always interactive

1.3 Elements And Contexts Of Communication

1.3.1 elements of communication

Communication follows a structured process made up of several essential components that work together to ensure meaning is created and shared effectively.

The term **sender** refers to the person or source that initiates the communication by creating and transmitting a message. The sender encodes the message into a form that can be understood by the receiver.

The term **receiver** refers to the individual or group that receives and interprets the message. The receiver decodes the message and assigns meaning to it.

Another important term is **channel**, which refers to the medium through which the message is transmitted, such as speech, writing, or digital platforms.



Fill in the blank: The ____ is the originator of the message in the communication process.

1.3.2 components of the communication process

In addition to the sender, receiver, and channel, communication includes other critical elements.

The term **message** refers to the content or information being communicated. It may be verbal, non-verbal, written, or visual.

The term **feedback** refers to the response provided by the receiver after interpreting the message. Feedback indicates whether the message has been understood as intended.

The term **noise** refers to any form of interference that disrupts or distorts communication. Noise may be physical, psychological, or semantic in nature.

For example, background noise, emotional distractions, or unclear language can all interfere with communication.

Fill in the blank: ____ is any interference that disrupts communication.



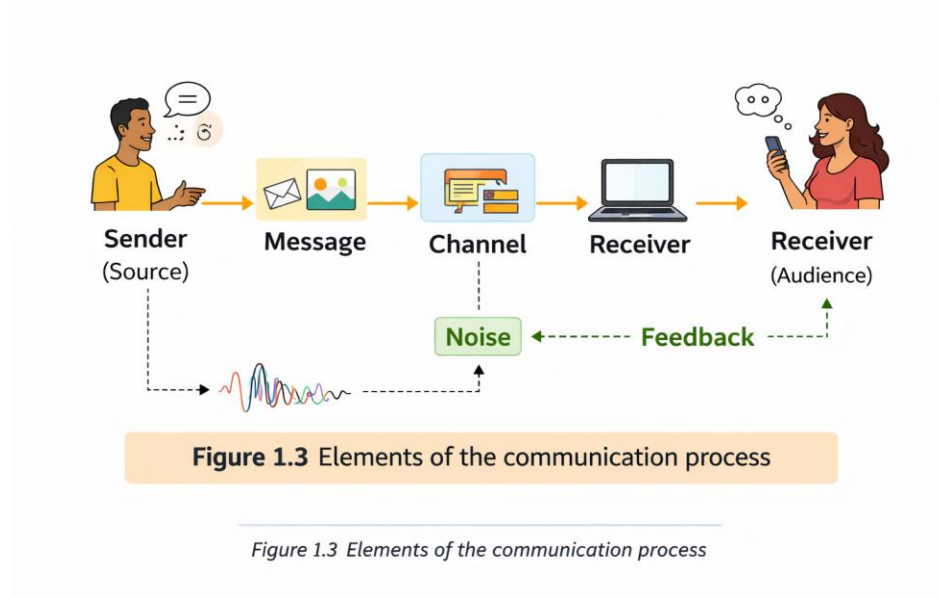


Figure 1.3 Elements of the communication process

1.3.3 contexts of communication

Communication occurs within specific contexts that influence how messages are created and interpreted.

The term **intrapersonal communication** refers to communication that occurs within an individual, such as thinking or self-reflection.

The term **interpersonal communication** refers to communication between two individuals.

The term **group communication** refers to interaction among a small number of people working towards a common goal.

The term **mass communication** refers to communication directed at a large audience through media such as television, radio, or the internet.

Each context shapes the way communication is structured and understood.



Fill in the blank: Communication that occurs between two people is called ____ communication.

Box 1.2: Types of communication contexts	
Communication Context	Definition
Intrapersonal	Communication with oneself, such as internal reflection or self-talk
Interpersonal	Direct, face-to-face or mediated communication between two people
Group	Interaction and communication within a small group of people
Mass Communication	Communication delivered to large audiences through media channels

A boxed summary of different communication contexts and their definitions

Box 1.2: Types of communication contexts

Box 1.2: Types of communication contexts

Pilot questions 1.3

1. The sender is:
 - A. The receiver
 - B. The originator of the message
 - C. The channel
 - D. The noise
2. Noise in communication refers to:
 - A. Silence
 - B. Interference
 - C. Feedback
 - D. Message



3. The channel is:

- A. The message
- B. The medium of transmission
- C. The receiver
- D. The feedback

4. Intrapersonal communication occurs:

- A. Between groups
- B. Within an individual
- C. In mass media
- D. Between organisations

5. Communication between two individuals is called:

- A. Mass communication
- B. Group communication
- C. Interpersonal communication
- D. Intrapersonal communication



Series summary

In this Series, you were introduced to the foundational concepts of communication, which are essential for understanding how meaning is created and shared in human interaction. You began by examining the nature and meaning of communication, including its key characteristics and functions in everyday life. You then explored the concept of information, analysing how it differs from communication and how both are closely related. Subsequently, you studied the core elements of the communication process, such as sender, message, channel, receiver, feedback, and noise. Finally, you considered the various contexts in which communication occurs, including intrapersonal, interpersonal, group, and mass communication.

By engaging with these topics, you should now be able to define communication and information clearly, explain their key features, analyse their differences, and identify the essential elements and contexts of communication. These skills align directly with the Series Learning Outcomes and provide a solid foundation for further study of communication theories and practices in subsequent Series.

Glossary of terms

Channel: The medium or means through which a message is transmitted from sender to receiver, such as speech, writing, or digital platforms.

Communication: The process of creating, transmitting, and interpreting meaning between individuals or groups

Context: The environment or situation in which communication occurs, including social, cultural, and psychological factors.

Feedback: The response given by the receiver after interpreting a message, indicating whether it has been understood.

Group communication: Communication that takes place among a small number of people working towards a shared goal.



Information: Data that has been processed and organised to convey meaning.

Intrapersonal communication: Communication that occurs within an individual, such as thinking or self-reflection.

Interpersonal communication: Communication that occurs between two individuals.

Mass communication: Communication directed at a large audience through media such as television, radio, or the internet.

Message: The content or information that is transmitted during communication.

Noise: Any form of interference that disrupts or distorts communication.

Receiver: The individual or group that receives and interprets a message.

Sender: The person or source that initiates and transmits a message.

Interpretation: The process by which a receiver assigns meaning to a message based on context and experience.



Concept check questions 1

Objective questions

1. Communication is best defined as:

- A. The storage of data
- B. The sharing of meaning between individuals
- C. The elimination of noise
- D. The transmission of signals only

(Linked to SLO 1.1)

2. Which of the following best describes information?

- A. Unprocessed data
- B. Processed and organised data
- C. Feedback from a receiver
- D. A communication channel

(Linked to SLO 1.3)

3. Which element of communication represents interference?

- A. Message
- B. Feedback
- C. Noise
- D. Channel

(Linked to SLO 1.5)

4. Communication between two individuals is known as:

- A. Intrapersonal communication
- B. Group communication
- C. Interpersonal communication
- D. Mass communication

(Linked to SLO 1.6)

Short-answer questions



5. Define communication and briefly explain its purpose.

(Linked to SLO 1.1)

6. Explain two key characteristics of communication.

(Linked to SLO 1.2)

7. Distinguish between communication and information using one example.

(Linked to SLO 1.4)

8. Identify and describe any three elements of the communication process.

(Linked to SLO 1.5)

9. Explain the concept of context in communication and its importance.

(Linked to SLO 1.2)

Long-answer questions

10. Analyse the differences between communication and information, using practical examples to support your explanation.

(Linked to SLO 1.4)

11. Evaluate the role of feedback and noise in the communication process, explaining how they influence message effectiveness.

(Linked to SLO 1.5)

12. Examine the different contexts of communication and explain how each context shapes the way messages are created and interpreted.

(Linked to SLO 1.6)

Answers to concept check questions 1

Objective questions

1. B

2. B

3. C

4. C



Short-answer questions

5. Communication is the process of creating and sharing meaning between individuals. Its purpose is to exchange ideas, emotions, and information effectively.
6. Communication is continuous, meaning it happens constantly, and it is dynamic, meaning it changes depending on context and participants.
7. Communication involves interaction and interpretation, while information is processed data. For example, a book contains information, but communication occurs when a reader interprets it.
8. Sender: initiates the message.
Message: the content being communicated.
Receiver: interprets the message.
9. Context refers to the environment in which communication occurs. It is important because it influences how messages are interpreted.

Long-answer questions

10. **Basic response:** Communication involves interaction and interpretation between participants, while information refers to processed data. Communication requires feedback, whereas information may not.

Value-added response: Communication is a dynamic process involving encoding, transmission, and decoding of messages within a context, while information is static until interpreted. For example, a news article contains information, but communication occurs when readers interpret and respond to it, influenced by cultural and social contexts.

11. **Basic response:** Feedback helps confirm understanding, while noise disrupts communication. Both affect how well a message is received.

Value-added response: Feedback enables adjustment and clarification in communication, making it interactive and effective. Noise, whether physical, psychological, or semantic, can distort meaning. Effective communicators minimise noise and use feedback strategically to ensure accurate message transmission.



12. **Basic response:** Communication occurs in different contexts such as intrapersonal, interpersonal, group, and mass communication. Each context involves different participants and purposes.

Value-added response: Each communication context shapes meaning differently. Intrapersonal communication involves self-reflection, interpersonal communication focuses on direct interaction, group communication involves collaboration, and mass communication targets large audiences. These contexts influence message structure, feedback mechanisms, and interpretation based on audience size and medium.

Answers to pilot questions 1

Pilot questions 1.1

1. B
2. C
3. B
4. B
5. B

Pilot questions 1.2

1. B
2. B
3. B
4. C
5. B

Pilot questions 1.3

1. B
2. B



3. B

4. B

5. C



References and attributions 1

Berlo, D. K. (1960). *The process of communication: An introduction to theory and practice*. Holt, Rinehart and Winston.

Fiske, J. (1990). *Introduction to communication studies* (2nd ed.). Routledge.

McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). Sage Publications.

Shannon, C. E., and Weaver, W. (1949). *The mathematical theory of communication*. University of Illinois Press.

Figure 1.1: Examples of communication in everyday life

AI-generated illustration using prompt: “Create a labelled diagram showing different examples of communication including face-to-face conversation, texting, and intrapersonal thinking.”

Tool: AI image generation platform

Search reference: “types of communication examples diagram OER”

Figure 1.2: Relationship between communication and information

AI-generated illustration using prompt: “Create a simple diagram showing how information is embedded within the communication process including sender, message, and receiver.”

Tool: AI image generation platform

Search reference: “communication process information relationship diagram OER”

Figure 1.3: Elements of the communication process

AI-generated illustration using prompt: “Create a labelled diagram showing sender, message, channel, receiver, feedback, and noise in a communication process.”

Tool: AI image generation platform

Search reference: “communication process diagram sender receiver feedback noise OER”



Table 1.1: Differences between communication and information

AI-assisted content based on standard communication theory texts

Suggested prompt: “Create a comparison table showing differences between communication and information based on interaction, feedback, meaning, and process.”

Search reference: “communication vs information comparison table OER”

Box 1.1: Functions of communication

AI-assisted content based on introductory communication theory concepts

Suggested prompt: “Create a table listing functions of communication including information sharing, persuasion, social interaction, and emotional expression with brief explanations.”

Search reference: “functions of communication table OER”

Box 1.2: Types of communication contexts

AI-assisted content based on communication studies frameworks

Suggested prompt: “Create a table summarising types of communication contexts including intrapersonal, interpersonal, group, and mass communication with brief definitions.”

Search reference: “types of communication contexts table OER”



Series 2: Forms and Modes of Communication: Verbal, Non-Verbal, and Traditional Systems

2.1 Verbal Communication

- 2.1.1 Nature and characteristics of verbal communication
- 2.1.2 Forms of verbal communication (oral and written)
- 2.1.3 Advantages and limitations of verbal communication

2.2 Non-verbal Communication

- 2.2.1 Meaning and types of non-verbal communication
- 2.2.2 Body language, gestures, and facial expressions
- 2.2.3 Functions and importance of non-verbal communication

2.3 Traditional Communication Systems

- 2.3.1 Meaning of traditional communication
- 2.3.2 Types of traditional communication systems
- 2.3.3 Role of traditional communication in society

2.4 Interaction Between Communication Modes

- 2.4.1 Relationship between verbal and non-verbal communication
- 2.4.2 Integration of traditional and modern communication systems
- 2.4.3 Contextual use of different communication modes



Introduction

In your daily interactions, you use different forms of communication, sometimes without even realising it. When you speak, write, gesture, or even remain silent, you are conveying meaning through various modes. These forms of communication shape how messages are sent, received, and interpreted in different contexts. Understanding these modes is essential, as effective communication depends not only on what is said, but also on how it is expressed.

The aim of this Series is to examine the different forms and modes of communication, focusing on verbal, non-verbal, and traditional communication systems, and to show how they function individually and together in conveying meaning.

We shall commence this Series by exploring verbal communication, including its nature, forms, and limitations. Next, we will examine non-verbal communication, with particular attention to body language, gestures, and facial expressions. Subsequently, we will consider traditional communication systems and their role in society. Finally, we will conclude by analysing how different communication modes interact and are applied within various contexts.

Series learning outcomes

Upon completing this Series, you should be able to:

SLO 2.1 define verbal communication and describe its key characteristics,

SLO 2.2 explain the different forms of verbal communication including oral and written modes,

SLO 2.3 analyse the advantages and limitations of verbal communication,

SLO 2.4 define non-verbal communication and identify its major types,

SLO 2.5 explain the functions and significance of non-verbal communication in interaction,

SLO 2.6 describe traditional communication systems and their role in society, and

SLO 2.7 analyse how verbal, non-verbal, and traditional communication modes interact within different contexts.



2.1 Verbal Communication

2.1.1 nature and characteristics of verbal communication

Verbal communication is one of the most common forms of communication that you use in everyday life. The term **verbal communication** refers to the use of words, either spoken or written, to convey messages and share meaning between individuals.

Verbal communication relies heavily on language. This means that both the sender and the receiver must share a common understanding of the language being used. Without this shared understanding, the intended meaning may be misunderstood or lost.

One important characteristic of verbal communication is that it is structured. Words are arranged according to grammatical rules to form meaningful expressions. Another characteristic is that it is flexible, allowing you to adjust your message depending on the audience, purpose, and context.

Fill in the blank: Verbal communication involves the use of ____ to convey meaning.

2.1.2 forms of verbal communication

Verbal communication can take two main forms: oral and written.

The term **oral communication** refers to spoken communication, such as conversations, lectures, discussions, and presentations. It allows for immediate feedback, which makes it interactive and dynamic.

The term **written communication** refers to communication through written symbols, such as letters, emails, reports, and text messages. Written communication provides a permanent record and allows messages to be carefully organised before being shared.

Each form has its own strengths. Oral communication is often quicker and more personal, while written communication is more precise and can be preserved for future reference.



Fill in the blank: Communication that involves speaking is known as ____ communication.

2.1.3 advantages and limitations of verbal communication

Verbal communication offers several advantages. It allows for quick exchange of ideas, supports immediate feedback, and helps to build relationships through direct interaction.

However, it also has limitations. Messages can be misunderstood due to differences in language, tone, or interpretation. In spoken communication, there may be no permanent record, which can lead to loss of information. In written communication, feedback may be delayed, making interaction less immediate.

Understanding both the strengths and limitations of verbal communication helps you to use it more effectively in different situations.

Fill in the blank: One limitation of verbal communication is the possibility of ____ due to differences in interpretation.



Table 2.1: Forms of Verbal Communication

	Oral Communication	Written Communication
Features	• Spoken words • Immediate feedback • Informal and flexible	• Written words • Permanent record • Structured and formal
Advantages	• Quick and direct • Personal interaction • Easier to explain emotions	• Record of information • Clear and detailed • Can be reviewed later
Examples	• Conversations • Meetings • Phone calls • Presentations	• Emails • Reports • Memos • Letters

Table 2.1: Forms of verbal communication

Pilot questions 2.1

1. Verbal communication involves the use of:

- A. Images
- B. Words
- C. Silence
- D. Symbols only

2. Oral communication refers to:

- A. Written messages
- B. Spoken interaction
- C. Body language
- D. Visual signals



3. Written communication provides:
- A. Immediate feedback
 - B. No structure
 - C. A permanent record
 - D. No meaning
4. Which is an advantage of verbal communication?
- A. No interaction
 - B. Immediate feedback
 - C. Complete silence
 - D. No structure
5. A limitation of verbal communication is:
- A. Clarity
 - B. Permanence
 - C. Misinterpretation
 - D. Feedback

2.2 Non-verbal Communication

2.2.1 meaning and types of non-verbal communication

In many situations, communication occurs without the use of words. The term **non-verbal communication** refers to the transmission of messages through means other than spoken or written language. This includes gestures, facial expressions, posture, eye contact, and tone of voice.

Non-verbal communication often complements verbal communication by reinforcing or modifying the meaning of spoken words. In some cases, it can even replace verbal communication entirely.

There are several types of non-verbal communication. These include body movements, facial expressions, eye contact, and paralanguage. The term **paralanguage** refers to vocal elements such as tone, pitch, and volume that accompany speech and influence meaning.



Fill in the blank: Non-verbal communication involves conveying messages without using ____.

2.2.2 body language, gestures, and facial expressions

Body language plays a significant role in communication. It includes posture, movement, and physical behaviour that convey meaning. For example, standing upright may signal confidence, while slouching may suggest disinterest.

The term **gestures** refers to deliberate movements of the hands, arms, or body used to communicate ideas or emotions. Gestures can vary across cultures and may carry different meanings in different contexts.

Facial expressions are another important aspect of non-verbal communication. They can express emotions such as happiness, anger, surprise, or sadness, often more effectively than words.

Understanding these non-verbal cues helps you interpret messages more accurately and respond appropriately.

Fill in the blank: Movements of the hands used to communicate are called ____.

2.2.3 functions and importance of non-verbal communication

Non-verbal communication serves several important functions. It can reinforce verbal messages, regulate interactions, express emotions, and provide feedback.

For example, nodding your head while listening shows agreement or understanding, while maintaining eye contact can signal attentiveness.

Non-verbal communication is also important in situations where words are not used or are insufficient. It helps you to convey meaning clearly and enhances the effectiveness of communication.



The term **body language** refers to the use of physical behaviour to communicate feelings or attitudes.

Fill in the blank: Non-verbal communication can ____ verbal messages by supporting or contradicting them.

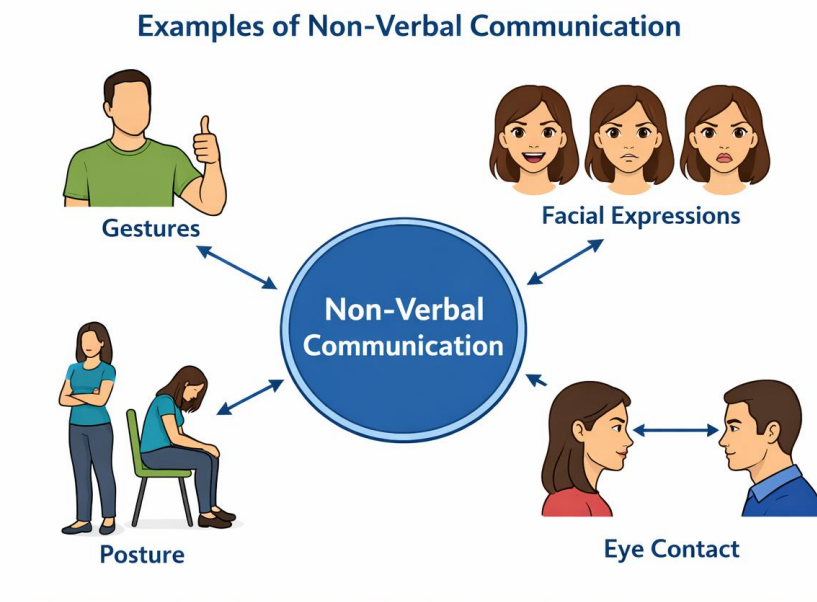


Figure 2.1 Examples of non-verbal communication

Figure 2.1 Examples of non-verbal communication

Pilot questions 2.2

1. Non-verbal communication involves:

A. Words only



- B. Written text
 - C. Gestures and expressions
 - D. Silence only
2. Paralanguage refers to:
- A. Written language
 - B. Tone and pitch of voice
 - C. Hand gestures
 - D. Facial expressions
3. Gestures are:
- A. Spoken words
 - B. Body movements used to communicate
 - C. Written symbols
 - D. Silence
4. Facial expressions help to:
- A. Hide emotions
 - B. Express emotions
 - C. Replace language completely
 - D. Avoid communication
5. Non-verbal communication can:
- A. Only replace verbal communication
 - B. Reinforce or contradict verbal messages
 - C. Eliminate meaning
 - D. Prevent interaction

2.3 Traditional Communication Systems

2.3.1 meaning of traditional communication

Before the development of modern media, societies relied on indigenous methods to share information and maintain social order. The term **traditional communication** refers to the use of culturally rooted and community-based methods of communication that are passed down from one generation to another.



These systems are often informal but highly effective within their cultural context. They rely on shared beliefs, customs, and symbols that are well understood by members of the community.

For example, in many African societies, communication may occur through storytelling, town criers, or symbolic objects such as drums or gongs.

Fill in the blank: Traditional communication is based on ____ and community practices.

2.3.2 types of traditional communication systems

Traditional communication systems take various forms depending on the culture and environment.

One common type is oral tradition, which includes storytelling, folktales, proverbs, and songs. These forms help to preserve history, values, and social norms.

Another type involves the use of symbols and signals. For example, drums, horns, or smoke signals may be used to convey messages across distances.

The term **town crier** refers to a person who publicly announces messages or news within a community, often using a bell or gong to attract attention.

Each of these systems is adapted to the needs of the community and plays a vital role in communication.

Fill in the blank: A ____ is a person who announces messages publicly in a community.

2.3.3 role of traditional communication in society

Traditional communication systems serve several important functions in society. They help to transmit culture, maintain social order, and strengthen community bonds.



They are particularly effective in rural or close-knit communities where shared understanding enhances message clarity. Traditional communication also promotes participation, as community members are often actively involved in the process.

Despite the rise of modern communication technologies, traditional systems remain relevant, especially in preserving cultural identity and values.

The term **oral tradition** refers to the transmission of cultural knowledge through spoken forms such as stories and proverbs.

Fill in the blank: Traditional communication helps to preserve ____ and cultural identity.

Box 2.1: Examples of traditional communication systems	
Example	Description
Storytelling	Sharing news, culture, and traditions through oral stories passed down from generation to generation
Town Criers	Individuals who announce news and information to the community by shouting messages in public spaces
Drums	Using drum beats to send messages over long distances, often in Africa
Symbols (e.g. smoke signals, horns)	Using symbols like smoke signals, horns, or special objects to convey alerts or messages

Box 2.1: Examples of traditional communication systems

Box 2.1: Examples of traditional communication systems

Pilot questions 2.3

1. Traditional communication is based on:
 - A. Modern technology
 - B. Cultural practices



- C. Digital systems
- D. Written records only
- 2. Oral tradition includes:
 - A. Emails
 - B. Text messages
 - C. Stories and proverbs
 - D. Television broadcasts
- 3. A town crier is:
 - A. A writer
 - B. A public announcer
 - C. A teacher
 - D. A performer
- 4. Traditional communication helps to:
 - A. Eliminate culture
 - B. Preserve cultural values
 - C. Replace modern media
 - D. Prevent interaction
- 5. Symbols such as drums are used to:
 - A. Decorate
 - B. Entertain only
 - C. Communicate messages
 - D. Store data

2.4 Interaction Between Communication Modes

2.4.1 relationship between verbal and non-verbal communication

In real-life situations, communication rarely occurs in isolation. Verbal and non-verbal communication often work together to create meaning. While verbal communication provides the content of a message, non-verbal communication adds depth, emotion, and emphasis.



For example, when you say “I am fine” with a smile, the non-verbal cue supports the verbal message. However, if the same words are spoken with a frown, the meaning may change completely. This shows that non-verbal communication can reinforce, contradict, or modify verbal messages.

The term **reinforcement** refers to the strengthening of a message through supporting cues, while **contradiction** refers to a situation where non-verbal signals conflict with verbal messages.

Fill in the blank: Non-verbal communication can ____ or contradict verbal messages.

2.4.2 integration of traditional and modern communication systems

Communication systems continue to evolve, yet traditional and modern forms often coexist and complement each other. In many communities, traditional communication methods are still used alongside modern technologies such as radio, television, and digital media.

For example, a town crier may announce important information, while the same message is later broadcast on radio or shared online. This integration ensures that messages reach a wider audience while maintaining cultural relevance.

The term **integration** refers to the combination of different communication systems to achieve more effective message delivery.

Fill in the blank: Integration involves combining ____ communication systems for effectiveness.

2.4.3 contextual use of different communication modes

The effectiveness of communication depends largely on context. Different situations require different communication modes.



For instance, formal settings such as academic presentations may rely more on structured verbal communication, while informal interactions may depend heavily on non-verbal cues. In rural communities, traditional communication systems may be more effective than digital methods.

Understanding when and how to use each mode allows you to communicate more effectively across different environments.

The term **contextual use** refers to the selection of appropriate communication modes based on the situation and audience.

Fill in the blank: Choosing the right communication mode depends on the ____ of the situation.

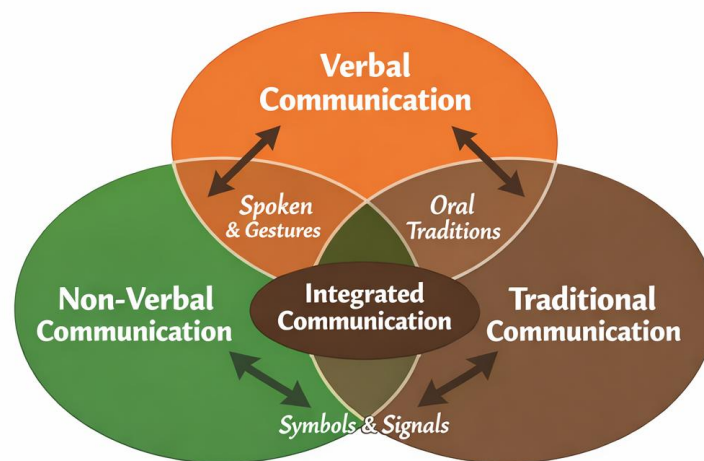


Figure 2.2 Interaction between communication modes

Figure 2.2 Interaction between communication modes



Pilot questions 2.4

1. Non-verbal communication can:
 - A. Replace all verbal communication
 - B. Reinforce or contradict verbal messages
 - C. Eliminate meaning
 - D. Prevent interaction
2. Integration in communication refers to:
 - A. Separation of systems
 - B. Ignoring traditional methods
 - C. Combining communication systems
 - D. Avoiding communication
3. Traditional and modern communication systems can:
 - A. Replace each other completely
 - B. Coexist and complement each other
 - C. Conflict always
 - D. Be unrelated
4. Contextual use refers to:
 - A. Random communication
 - B. Use of one method only
 - C. Choosing appropriate communication modes
 - D. Avoiding communication
5. Communication effectiveness depends on:
 - A. Chance
 - B. Context
 - C. Silence
 - D. Isolation



Series summary

In this Series, you explored the different forms and modes through which communication occurs in everyday life. You began by examining verbal communication, including its nature, forms, and advantages and limitations. You then considered non-verbal communication, focusing on body language, gestures, facial expressions, and their role in conveying meaning. Subsequently, you examined traditional communication systems and their importance in preserving culture and facilitating community interaction. Finally, you analysed how verbal, non-verbal, and traditional communication modes interact and are applied within different contexts.

By engaging with these topics, you should now be able to define and describe verbal and non-verbal communication, explain their forms and functions, analyse their strengths and limitations, and evaluate how different communication modes work together in various contexts. These abilities align with the Series Learning Outcomes and prepare you to apply communication strategies effectively in both traditional and modern settings.

Glossary of terms

Body language: The use of physical movements, posture, and gestures to communicate feelings or attitudes without words.

Contradiction: A situation in which non-verbal cues conflict with verbal messages, leading to possible misunderstanding.

Gestures: Deliberate movements of the hands, arms, or body used to convey meaning.

Integration: The combination of different communication systems or modes to enhance message delivery and effectiveness.

Non-verbal communication: The transmission of messages without the use of spoken or written words, using gestures, facial expressions, posture, and tone.



Oral communication: The use of spoken words to convey messages, such as in conversations, discussions, or presentations.

Paralanguage: Vocal features such as tone, pitch, and volume that accompany speech and influence meaning.

Reinforcement: The strengthening of a verbal message through supporting non-verbal cues

Traditional communication: Communication methods based on cultural practices and community systems, passed down through generations.

Town crier: A person who publicly announces messages or news within a community.

Verbal communication: The use of words, either spoken or written, to convey meaning.

Written communication: The use of written symbols, such as letters or text, to communicate messages.



Concept check questions 2

Objective questions

1. Verbal communication primarily involves:

- A. Symbols only
- B. Words
- C. Silence
- D. Images

(Linked to SLO 2.1)

2. Which of the following is an example of non-verbal communication?

- A. Writing an essay
- B. Speaking in a meeting
- C. Facial expression
- D. Sending an email

(Linked to SLO 2.4)

3. Traditional communication systems are mainly based on:

- A. Digital media
- B. Cultural practices
- C. Written records
- D. Global networks

(Linked to SLO 2.6)

4. Paralanguage refers to:

- A. Written language
- B. Body posture
- C. Tone and pitch of voice
- D. Silence

(Linked to SLO 2.4)

Short-answer questions



5. Define verbal communication and give one example.

(Linked to SLO 2.1)

6. Explain two forms of verbal communication.

(Linked to SLO 2.2)

7. Describe two types of non-verbal communication.

(Linked to SLO 2.4)

8. Explain the role of traditional communication in society.

(Linked to SLO 2.6)

9. Analyse how non-verbal communication can affect verbal messages.

(Linked to SLO 2.5)

Long-answer questions

10. Analyse the advantages and limitations of verbal communication, using practical examples.

(Linked to SLO 2.3)

11. Evaluate the importance of non-verbal communication in interpersonal interaction.

(Linked to SLO 2.5)

12. Examine how different communication modes interact within various contexts, providing relevant examples.

(Linked to SLO 2.7)

Answers to concept check questions 2

Objective questions

1. B

2. C

3. B

4. C

Short-answer questions



5. Verbal communication is the use of words to convey meaning. An example is a classroom discussion.
6. Oral communication involves spoken words, while written communication involves written text such as emails or reports.
7. Facial expressions convey emotions, while gestures involve body movements used to communicate ideas.
8. Traditional communication helps preserve culture, transmit values, and maintain social order within communities.
9. Non-verbal communication can reinforce or contradict verbal messages, affecting how the message is interpreted.

Long-answer questions

10. **Basic response:** Verbal communication allows quick exchange of ideas and feedback but may lead to misunderstanding or lack of permanence.

Value-added response: Verbal communication is effective for immediate interaction and relationship building, especially in oral form. However, it can be limited by language barriers, ambiguity, and lack of record. Written communication improves permanence but may reduce immediacy and emotional expression.

11. **Basic response:** Non-verbal communication helps express emotions and supports verbal messages.

Value-added response: Non-verbal communication plays a crucial role in interpersonal interaction by conveying emotions, regulating conversation, and reinforcing meaning. Elements such as eye contact, gestures, and tone enhance clarity and credibility, while inconsistencies may create confusion or mistrust.

12. **Basic response:** Communication modes such as verbal, non-verbal, and traditional systems work together in different contexts.



Value-added response: In various contexts, communication modes interact to enhance meaning. Verbal communication provides structure, non-verbal cues add emotional depth, and traditional systems ensure cultural relevance. For example, a community announcement may combine speech, gestures, and symbolic signals to reach and engage a wide audience effectively.

Answers to pilot questions 2

Pilot questions 2.1

1. B
2. B
3. C
4. B
5. C

Pilot questions 2.2

1. C
2. B
3. B
4. B
5. B

Pilot questions 2.3

1. B
2. C
3. B
4. B
5. C

Pilot questions 2.4

1. B



- 2. C
- 3. B
- 4. C
- 5. B



References and attributions 2

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Figure 2.1: Examples of non-verbal communication

AI-generated illustration using prompt: “Create a labelled diagram showing types of non-verbal communication including gestures, facial expressions, posture, and eye contact.”

Tool: AI image generation platform

Search reference: “non verbal communication types diagram OER”

Figure 2.2: Interaction between communication modes

AI-generated illustration using prompt: “Create a diagram showing how verbal, non-verbal, and traditional communication systems interact and complement each other.”

Tool: AI image generation platform

Search reference: “communication modes interaction diagram OER”

Table 2.1: Forms of verbal communication

AI-assisted content based on established communication theory literature



Suggested prompt: “Create a comparison table showing oral and written communication with features, advantages, and examples.”

Search reference: “oral vs written communication table OER”

Box 2.1: Examples of traditional communication systems

AI-assisted content based on indigenous communication practices

Suggested prompt: “Create a table listing examples of traditional communication systems including storytelling, town criers, drums, and symbols with brief descriptions.”

Search reference: “traditional communication systems examples Africa OER”



Series 3: Communication Processes and Models in Human Interaction

3.1 Communication Process

- 3.1.1 Meaning and stages of the communication process
- 3.1.2 Encoding and decoding of messages
- 3.1.3 Feedback and its role in communication

3.2 Models of Communication

- 3.2.1 Meaning and purpose of communication models
- 3.2.2 Linear models of communication
- 3.2.3 Interactive and transactional models

3.3 Factors Affecting Communication

- 3.3.1 Barriers to effective communication
- 3.3.2 Noise in the communication channel
- 3.3.3 Facilitators of effective communication

3.4 Application of Communication Models

- 3.4.1 Application in interpersonal communication
- 3.4.2 Application in group and mass communication
- 3.4.3 Evaluation of communication effectiveness



Introduction

In your daily interactions, communication does not occur randomly. Instead, it follows a structured process that involves the creation, transmission, and interpretation of messages. Understanding how this process works is essential for effective communication, as it helps you identify how meaning is formed and how misunderstandings can occur. In addition, communication models provide simplified representations that help you visualise and analyse how communication operates in different situations.

The aim of this Series is to examine the communication process and introduce key communication models, while also exploring the factors that influence communication effectiveness in various contexts.

We shall commence this Series by examining the stages of the communication process, including encoding, transmission, decoding, and feedback. Next, we will explore different communication models, such as linear, interactive, and transactional models. Subsequently, we will consider factors that affect communication, including barriers and noise. Finally, we will conclude by applying communication models to real-life situations and evaluating communication effectiveness.

Series learning outcomes

Upon completing this Series, you should be able to:

SLO 3.1 define the communication process and describe its key stages,

SLO 3.2 explain the concepts of encoding and decoding in communication,

SLO 3.3 analyse the role of feedback in the communication process,

SLO 3.4 describe the purpose and types of communication models,

SLO 3.5 differentiate between linear, interactive, and transactional communication models,

SLO 3.6 analyse factors that affect communication including barriers and noise, and

SLO 3.7 apply communication models to evaluate communication effectiveness in different contexts.



3.1 Communication Process

3.1.1 meaning and stages of the communication process

Communication does not happen by chance. It follows a structured sequence of steps that ensures messages are created, transmitted, and understood. The term **communication process** refers to the systematic flow through which a message moves from a sender to a receiver and is interpreted within a particular context.

This process typically involves several stages. First, the sender develops an idea. Next, the idea is encoded into a message. The message is then transmitted through a channel to the receiver, who decodes it and provides feedback. Each stage is important in ensuring that communication is effective.

Fill in the blank: The communication process involves the transmission of a message from a ____ to a receiver.

3.1.2 encoding and decoding of messages

A key part of the communication process involves transforming ideas into messages and interpreting them correctly.

The term **encoding** refers to the process by which a sender converts thoughts or ideas into a message using words, symbols, or gestures. This step is crucial because the clarity of the message depends on how well it is encoded.

The term **decoding** refers to the process by which the receiver interprets and makes sense of the message. Decoding depends on the receiver's knowledge, experience, and context.

Miscommunication can occur if the message is poorly encoded or incorrectly decoded.

Fill in the blank: Decoding is the process of ____ a message.



3.1.3 feedback and its role in communication

Feedback plays a vital role in completing the communication process.

The term **feedback** refers to the response provided by the receiver after interpreting a message. It allows the sender to know whether the message has been understood correctly.

Feedback can be verbal, such as answering a question, or non-verbal, such as nodding. It helps to adjust and improve communication, making it more effective.

Without feedback, communication becomes one-sided and incomplete.

Fill in the blank: Feedback helps to confirm whether a message has been correctly.

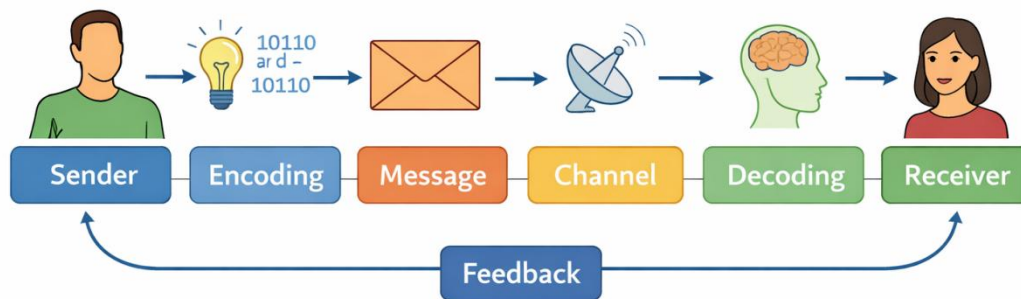


Figure 3.1 Communication process model

Figure 3.1 Communication process model



Pilot questions 3.1

1. The communication process begins with:

- A. Feedback
- B. The sender
- C. The receiver
- D. Noise

2. Encoding refers to:

- A. Interpreting a message
- B. Sending feedback
- C. Converting ideas into messages
- D. Receiving signals

3. Decoding is:

- A. Sending messages
- B. Interpreting messages
- C. Blocking communication
- D. Creating noise

4. Feedback is:

- A. The message
- B. The response from the receiver
- C. The channel
- D. The noise

5. Communication without feedback is:

- A. Complete
- B. Effective
- C. Incomplete
- D. Interactive



3.2 Models Of Communication

3.2.1 meaning and purpose of communication models

To better understand how communication works, scholars have developed simplified representations known as models. The term **communication models** refers to conceptual frameworks that illustrate the structure and flow of communication processes.

These models help you to visualise how messages move between participants, identify key elements involved, and analyse how communication can succeed or fail. They also make complex processes easier to study and apply in real-life situations.

For example, a model may show how a sender transmits a message through a channel to a receiver, including the role of feedback and noise.

Fill in the blank: Communication models are used to ____ and explain communication processes.

3.2.2 linear models of communication

One of the earliest types of communication models is the linear model.

The term **linear model** refers to a one-way communication process in which a sender transmits a message to a receiver without expecting feedback. This model views communication as a straight line from sender to receiver.

A common example is a radio broadcast, where the sender delivers information to an audience that may not respond directly.

While the linear model is useful for understanding basic message transmission, it does not account for feedback or interaction.

Fill in the blank: The linear model represents communication as a ____ process.



3.2.3 interactive and transactional models

More advanced models recognise that communication is not one-sided but involves interaction.

The term **interactive model** refers to a two-way communication process in which feedback is included, allowing the receiver to respond to the sender. This model shows that communication is cyclical rather than linear.

The term **transactional model** refers to a dynamic process in which participants simultaneously send and receive messages. In this model, communication is continuous and influenced by context, experience, and environment.

These models provide a more realistic understanding of communication as an ongoing and interactive process.

Fill in the blank: In the transactional model, communication is ___ and simultaneous.

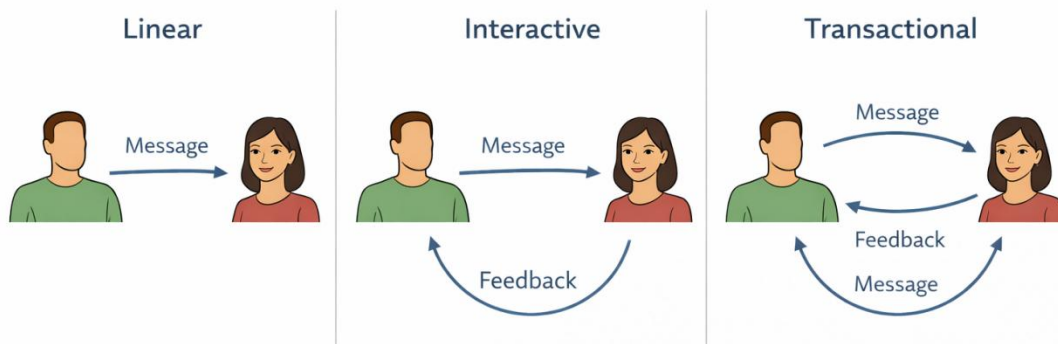


Figure 3.2 Types of communication models



Figure 3.2 Types of communication models

Pilot questions 3.2

1. Communication models are used to:
 - A. Complicate communication
 - B. Represent communication processes
 - C. Eliminate feedback
 - D. Replace communication
2. The linear model is:
 - A. Two-way
 - B. Circular
 - C. One-way
 - D. Interactive
3. The interactive model includes:
 - A. No feedback
 - B. Feedback
 - C. Only sender
 - D. Only receiver
4. The transactional model is:
 - A. Static
 - B. One-directional
 - C. Simultaneous and dynamic
 - D. Isolated
5. Which model best represents real-life communication?
 - A. Linear
 - B. Interactive
 - C. Transactional
 - D. None



3.3 Factors Affecting Communication

3.3.1 barriers to effective communication

Communication is not always successful. Several factors can prevent messages from being clearly transmitted and understood. The term **barriers to communication** refers to obstacles that hinder the effective exchange of messages between participants.

These barriers may be physical, such as noise or poor signal, psychological, such as emotions or attitudes, or semantic, such as differences in language or meaning. For example, if a message is delivered in a language the receiver does not understand, communication will fail.

Understanding these barriers helps you to identify potential problems and improve communication effectiveness.

Fill in the blank: Barriers to communication are ____ that hinder effective message exchange.

3.3.2 noise in the communication channel

One of the most common barriers to communication is noise.

The term **noise** refers to any form of interference that distorts or disrupts the transmission or interpretation of a message. Noise can occur at any stage of the communication process.

There are different types of noise. Physical noise includes background sounds or technical disruptions. Psychological noise involves distractions such as stress or emotions. Semantic noise occurs when words or symbols are misunderstood.

For instance, loud background music during a conversation can make it difficult to hear clearly, while unclear wording can lead to confusion.

Fill in the blank: Noise is any ____ that disrupts communication.



3.3.3 facilitators of effective communication

While barriers hinder communication, certain factors help to improve it.

The term **facilitators of communication** refers to conditions or strategies that enhance the clarity and effectiveness of message exchange. These include clear language, active listening, appropriate feedback, and awareness of context.

For example, using simple and precise language helps reduce misunderstanding, while listening carefully ensures that messages are interpreted correctly.

Effective communication requires conscious effort to minimise barriers and maximise facilitators.

Fill in the blank: Facilitators of communication help to _____ the effectiveness of communication.

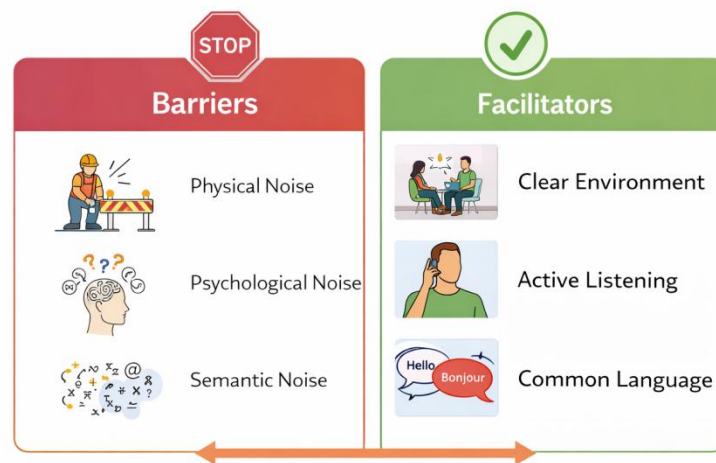


Figure 3.3 Barriers and facilitators of communication

Figure 3.3 Barriers and facilitators of communication



Pilot questions 3.3

1. Barriers to communication are:

- A. Aids to communication
- B. Obstacles to communication
- C. Feedback
- D. Messages

2. Noise refers to:

- A. Silence
- B. Interference
- C. Feedback
- D. Channel

3. Physical noise includes:

- A. Emotions
- B. Language differences
- C. Background sounds
- D. Thoughts

4. Facilitators of communication help to:

- A. Reduce effectiveness
- B. Improve communication
- C. Block messages
- D. Create noise



5. Semantic noise occurs when:

- A. There is silence
- B. Words are misunderstood
- C. Messages are clear
- D. Feedback is given

3.4 Application Of Communication Models

3.4.1 application in interpersonal communication

Communication models are not only theoretical concepts, they are also practical tools that help you understand real-life interactions. In interpersonal communication, these models help explain how messages are exchanged between individuals.

For example, the interactive model is commonly observed in conversations, where both participants take turns sending and receiving messages. The transactional model is even more realistic, as it shows that communication occurs simultaneously, with both individuals influencing each other continuously.

Applying these models helps you to become more aware of how communication flows and how meaning is negotiated between people.

Fill in the blank: In interpersonal communication, participants both send and ____ messages.

3.4.2 application in group and mass communication

Communication models can also be applied in group and mass communication settings.

In group communication, the transactional model is often used to explain how multiple participants interact, share ideas, and provide feedback. Each participant plays both the role of sender and receiver at different times.



In mass communication, the linear model is more common. For example, television or radio broadcasts involve a sender transmitting a message to a large audience with limited or delayed feedback.

Understanding these applications helps you to select appropriate communication strategies based on the situation.

The term **mass communication** refers to the transmission of messages to a large audience through media channels.

Fill in the blank: Mass communication typically involves a ____ sending messages to a large audience.

3.4.3 evaluation of communication effectiveness

To improve communication, it is important to evaluate how effective it is.

The term **communication effectiveness** refers to the degree to which a message is clearly understood and achieves its intended purpose. Effective communication occurs when the receiver interprets the message as intended by the sender.

Evaluation involves examining factors such as clarity, feedback, context, and the presence of noise. By analysing these factors, you can identify areas for improvement.

For example, if feedback indicates misunderstanding, adjustments can be made to improve clarity in future communication.

Fill in the blank: Communication effectiveness depends on how well the message is ____ by the receiver.



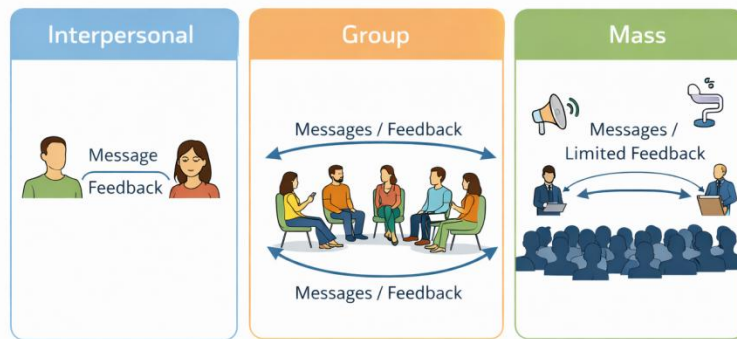


Figure 3.4 Application of communication models

Figure 3.4 Application of communication models

Pilot questions 3.4

1. In interpersonal communication, participants:
 - A. Only receive messages
 - B. Only send messages
 - C. Send and receive messages
 - D. Avoid communication
2. The transactional model is best suited for:
 - A. One-way communication
 - B. Static communication
 - C. Interactive communication
 - D. No communication
3. Mass communication typically uses:
 - A. Transactional model



B. Interactive model

C. Linear model

D. No model

4. Communication effectiveness refers to:

A. Message length

B. Message clarity and understanding

C. Noise level

D. Channel type

5. Evaluation of communication helps to:

A. Stop communication

B. Improve communication

C. Reduce feedback

D. Ignore context



Series summary

In this Series, you explored how communication operates as a structured and dynamic process. You began by examining the communication process, including its stages such as encoding, transmission, decoding, and feedback. You then studied different communication models, including linear, interactive, and transactional models, which help explain how communication flows in various situations. Subsequently, you analysed factors that affect communication, particularly barriers, noise, and facilitators. Finally, you applied communication models to interpersonal, group, and mass communication contexts and evaluated communication effectiveness.

By engaging with these topics, you should now be able to define and explain the communication process, analyse the role of encoding, decoding, and feedback, distinguish between different communication models, identify factors that influence communication, and apply these models to evaluate communication effectiveness in real-life contexts. These competencies align directly with the Series Learning Outcomes and strengthen your ability to communicate effectively across different situations.

Glossary of terms

Barriers to communication: Obstacles that prevent messages from being clearly transmitted or understood.

Communication effectiveness: The degree to which a message is clearly understood and achieves its intended purpose.

Communication models: Conceptual frameworks that represent how communication processes operate.

Communication process: The sequence of steps through which a message is created, transmitted, and interpreted.



Decoding: The process by which a receiver interprets and assigns meaning to a message.

Encoding: The process by which a sender converts ideas into a message using words, symbols, or gestures.

Feedback: The response given by the receiver that indicates whether a message has been understood.

Interactive model: A communication model that includes feedback and shows communication as a two-way process.

Linear model: A communication model that represents communication as a one-way process from sender to receiver.

Noise: Any form of interference that disrupts or distorts communication.

Transactional model: A communication model in which participants simultaneously send and receive messages in a continuous process.



Concept check questions 3

Objective questions

1. The communication process involves:

- A. Only sending messages
- B. Only receiving messages
- C. A sequence of message exchange
- D. No interaction

(Linked to SLO 3.1)

2. Encoding refers to:

- A. Receiving messages
- B. Converting ideas into messages
- C. Blocking communication
- D. Ignoring feedback

(Linked to SLO 3.2)

3. Which model represents one-way communication?

- A. Interactive
- B. Transactional
- C. Linear
- D. Cyclical

(Linked to SLO 3.5)

4. Noise in communication is:

- A. Silence
- B. Feedback
- C. Interference
- D. Message

(Linked to SLO 3.6)

Short-answer questions

5. Define the communication process and list its main stages.

(Linked to SLO 3.1)



6. Explain the difference between encoding and decoding.

(Linked to SLO 3.2)

7. Describe the role of feedback in communication.

(Linked to SLO 3.3)

8. Differentiate between linear and interactive communication models.

(Linked to SLO 3.5)

9. Identify two barriers to communication and explain their effects.

(Linked to SLO 3.6)

Long-answer questions

1. Analyse the different communication models and explain how they represent communication processes.

(Linked to SLO 3.4, SLO 3.5)

2. Evaluate the factors that affect communication effectiveness, including noise and barriers.

(Linked to SLO 3.6)

3. Apply communication models to real-life situations and assess their effectiveness.

(Linked to SLO 3.7)

Answers to concept check questions 3

Objective questions

1. C

2. B

3. C

4. C

Short-answer questions



5. The communication process is the sequence through which a message is created, transmitted, and interpreted. Its stages include sender, encoding, message, channel, receiver, decoding, and feedback.
6. Encoding is the process of converting ideas into messages, while decoding is the process of interpreting those messages.
7. Feedback allows the sender to know whether the message has been understood correctly and helps improve communication.
8. The linear model is one-way and does not include feedback, while the interactive model is two-way and includes feedback.
9. Physical barriers such as noise can distort messages, while semantic barriers such as language differences can lead to misunderstanding.

Long-answer questions

10. **Basic response:** Communication models such as linear, interactive, and transactional represent how messages are transmitted and received.

Value-added response: Communication models provide structured ways of understanding communication processes. The linear model shows one-way transmission, the interactive model introduces feedback, and the transactional model reflects simultaneous communication influenced by context. These models help analyse communication effectiveness in different situations.

11. **Basic response:** Noise and barriers affect communication by causing misunderstanding and reducing clarity.

Value-added response: Communication effectiveness is influenced by various factors such as physical, psychological, and semantic noise. Barriers disrupt message clarity, while facilitators improve understanding. Effective communication requires minimising barriers and enhancing feedback, clarity, and context awareness.



12. **Basic response:** Communication models can be applied to real-life situations to explain how communication occurs.

Value-added response: In real-life communication, models help analyse interactions. For example, the transactional model applies to conversations where participants simultaneously exchange messages. In mass communication, the linear model explains broadcast systems. Evaluating these models helps improve communication strategies and outcomes.

Answers to pilot questions 3

Pilot questions 3.1

1. B

2. C

3. B

4. B

5. C

Pilot questions 3.2

1. B

2. C

3. B

4. C

5. C



Pilot questions 3.3

1. B

2. B

3. C

4. B

5. B

Pilot questions 3.4

1. C

2. C

3. C

4. B

5. B



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Figure 3.1: Communication process model

AI-generated illustration using prompt: “Create a labelled diagram showing the stages of the communication process including sender, encoding, message, channel, receiver, decoding, and feedback.”

Tool: AI image generation platform

Search reference: “communication process diagram stages encoding decoding feedback OER”

Figure 3.2: Types of communication models

AI-generated illustration using prompt: “Create a diagram comparing linear, interactive, and transactional communication models showing flow of messages and feedback.”

Tool: AI image generation platform

Search reference: “linear interactive transactional communication models diagram OER”



Figure 3.3: Barriers and facilitators of communication

AI-generated illustration using prompt: “Create a diagram showing different types of communication barriers and facilitators including physical, psychological, and semantic noise.”

Tool: AI image generation platform

Search reference: “communication barriers facilitators diagram OER”

Figure 3.4: Application of communication models

AI-generated illustration using prompt: “Create a diagram showing how communication models apply in interpersonal, group, and mass communication contexts.”

Tool: AI image generation platform

Search reference: “application of communication models diagram interpersonal group mass OER”



Series 4: Theories, Evolution, and Dynamics of Communication Behaviour

4.1 Communication Theories

- 4.1.1 Meaning and importance of communication theories
- 4.1.2 Classical communication theories
- 4.1.3 Contemporary communication theories

4.2 Evolution of Communication

- 4.2.1 Early forms of human communication
- 4.2.2 Development of language and symbols
- 4.2.3 Transition to modern communication systems

4.3 Communication Behaviour and Perception

- 4.3.1 Individual perception in communication
- 4.3.2 Language habits and communication behaviour
- 4.3.3 Influence of culture on communication behaviour

4.4 Dynamics of Communication in Society

- 4.4.1 Communication in social interactions
- 4.4.2 Group and societal communication dynamics
- 4.4.3 Changes in communication behaviour over time



Introduction

Communication is not only a process but also a field of study shaped by theories, historical development, and human behaviour. Over time, scholars have developed various theories to explain how communication works, while societies have witnessed a gradual evolution in how people express and interpret meaning. In addition, communication behaviour is influenced by perception, language habits, and cultural background, making it a dynamic and complex aspect of human interaction.

The aim of this Series is to examine key communication theories, trace the evolution of communication, and explore how individual perception, language, and culture shape communication behaviour in different contexts.

We shall commence this Series by exploring communication theories, including their meaning, importance, and major classifications. Next, we will examine the evolution of communication from early human forms to modern systems. Subsequently, we will consider how perception, language habits, and culture influence communication behaviour. Finally, we will conclude by analysing the dynamics of communication within social interactions and how communication behaviour changes over time.

Series learning outcomes

Upon completing this Series, you should be able to:

SLO 4.1 define communication theories and explain their importance in studying communication,

SLO 4.2 describe key classical and contemporary communication theories,

SLO 4.3 analyse the evolution of communication from early forms to modern systems,

SLO 4.4 explain the role of perception in shaping communication behaviour,

SLO 4.5 analyse how language habits influence communication behaviour,

SLO 4.6 evaluate the impact of culture on communication behaviour, and

SLO 4.7 analyse the dynamics of communication in social interactions and over time.



4.1 Communication Theories

4.1.1 meaning and importance of communication theories

Communication is studied not only through observation but also through structured explanations known as theories. The term **communication theories** refers to systematic ideas or frameworks developed to explain how communication works, why it occurs, and what effects it produces.

These theories help you to understand communication beyond everyday experience. They provide organised ways of analysing communication processes, predicting outcomes, and improving effectiveness. For example, a theory may explain how messages influence attitudes or how meaning is constructed between individuals.

The importance of communication theories lies in their ability to guide research and practice. They help scholars and practitioners to interpret communication patterns and develop better communication strategies.

Fill in the blank: Communication theories are frameworks used to ____ and explain communication processes.

4.1.2 classical communication theories

Early scholars developed foundational theories to explain communication processes. These are known as classical communication theories.

Classical theories often focus on message transmission and effects. One example is the **hypodermic needle theory**, which suggests that media messages are directly injected into passive audiences, producing immediate effects.

Another example is the **two-step flow theory**, which proposes that messages are first received by opinion leaders, who then influence others.



These theories laid the groundwork for understanding how communication influences individuals and society.

Fill in the blank: The hypodermic needle theory suggests that audiences are ____ and easily influenced.

4.1.3 contemporary communication theories

As communication studies evolved, more advanced theories emerged to reflect the complexity of human interaction.

The term **contemporary communication theories** refers to modern frameworks that consider factors such as context, culture, and audience participation.

Examples include the **uses and gratifications theory**, which explains how audiences actively select media to satisfy their needs, and the **agenda-setting theory**, which suggests that media influence what people think about by highlighting certain issues.

These theories recognise that audiences are active participants rather than passive receivers.

Fill in the blank: Contemporary theories view audiences as ____ participants in communication.



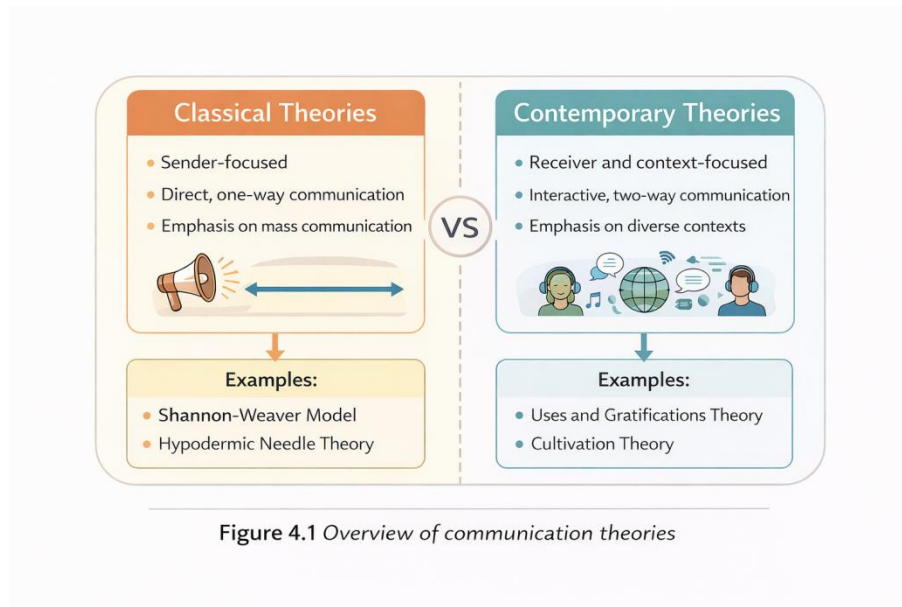


Figure 4.1 Overview of communication theories

Figure 4.1 Overview of communication theories

Pilot questions 4.1

- Communication theories are used to:
 - Ignore communication
 - Explain communication processes
 - Eliminate messages
 - Replace interaction
- Classical communication theories focus on:
 - Audience participation
 - Message transmission and effects
 - Cultural context only
 - Digital communication
- The hypodermic needle theory suggests that audiences are:
 - Active
 - Passive



C. Independent

D. Critical

4. The two-step flow theory involves:

A. Direct communication only

B. Opinion leaders influencing others

C. No interaction

D. One-way communication

5. Contemporary communication theories view audiences as:

A. Passive

B. Isolated

C. Active

D. Silent

4.2 Evolution Of Communication

4.2.1 early forms of human communication

Communication has developed over time, beginning with simple forms used by early humans.

The term **early communication** refers to the initial methods humans used to share meaning before the development of formal language.

These forms included gestures, facial expressions, sounds, and symbols. Early humans relied on these methods to express needs, warn others of danger, and coordinate activities such as hunting.

Although basic, these forms laid the foundation for more complex systems of communication.

Fill in the blank: Early human communication relied on ____ and simple symbols.

4.2.2 development of language and symbols

As human societies evolved, communication became more structured through the development of language and symbols.



The term **language** refers to a system of words and rules used to communicate meaning. Language allowed humans to express abstract ideas, share knowledge, and build complex societies.

The term **symbols** refers to signs or objects that represent ideas or concepts. For example, written letters and numbers are symbols used in communication.

The development of language marked a significant shift from simple expression to organised communication systems.

Fill in the blank: Language is a system of ____ used to communicate meaning.

4.2.3 transition to modern communication systems

With technological advancement, communication evolved into more complex and widespread systems.

The term **modern communication systems** refers to the use of technology such as print media, radio, television, and digital platforms to transmit messages across large distances.

These systems allow for faster communication, wider reach, and greater accessibility. For example, information can now be shared instantly through the internet.

However, modern communication also introduces new challenges, such as information overload and digital distractions.

Fill in the blank: Modern communication systems use ____ to transmit messages across distances.



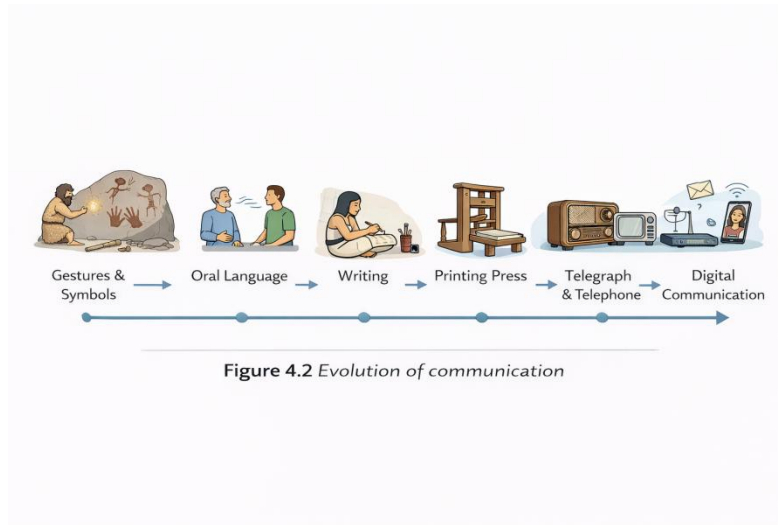


Figure 4.2 Evolution of communication

Pilot questions 4.2

1. Early communication included:

- A. Emails
- B. Gestures and sounds
- C. Television
- D. Internet

2. Language is defined as:

- A. Random sounds
- B. A system of words and rules
- C. Only written symbols
- D. Silence

3. Symbols are:

- A. Words only
- B. Signs representing ideas
- C. Sounds
- D. Actions



4. Modern communication systems rely on:

- A. Gestures
- B. Technology
- C. Silence
- D. Isolation

5. The evolution of communication shows:

- A. No change over time
- B. Progression from simple to complex systems
- C. Decline in communication
- D. Elimination of language

4.3 Communication Behaviour And Perception

4.3.1 individual perception in communication

Communication is influenced not only by messages but also by how individuals interpret them. The term **perception** refers to the process through which individuals select, organise, and interpret information to create meaning.

Perception varies from one person to another because it is shaped by experiences, beliefs, and expectations. This means that the same message can be interpreted differently by different people.

For example, a simple comment may be perceived as friendly by one person but offensive by another, depending on their perspective.

Fill in the blank: Perception is the process of ____ and interpreting information.

4.3.2 language habits and communication behaviour

Language plays a significant role in shaping communication behaviour. The term **language habits** refers to the patterns and styles of language use that individuals develop over time.



These habits influence how messages are expressed and understood. For instance, the choice of words, tone, and style can affect how a message is received.

Communication behaviour is also influenced by how comfortable individuals are with certain languages or expressions. Miscommunication can occur when language habits differ between individuals.

Fill in the blank: Language habits influence how messages are ____ and interpreted.

4.3.3 influence of culture on communication behaviour

Culture plays a crucial role in shaping communication behaviour. The term **culture** refers to the shared values, beliefs, customs, and practices of a group of people.

Cultural background affects how individuals communicate, interpret messages, and respond in different situations. For example, gestures or expressions that are acceptable in one culture may have different meanings in another.

Understanding cultural differences is essential for effective communication, especially in diverse environments.

Fill in the blank: Culture refers to shared ____ and practices within a group.



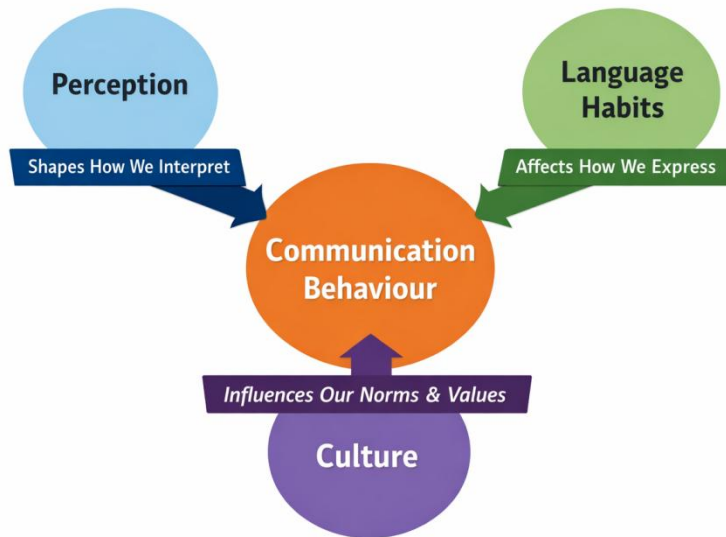


Figure 4.3 Factors influencing communication behaviour

Caption: Figure 4.3 Factors influencing communication behaviour

Pilot questions 4.3

1. Perception refers to:
 - A. Sending messages
 - B. Interpreting information
 - C. Ignoring communication
 - D. Blocking messages
2. Language habits are:
 - A. Fixed rules
 - B. Patterns of language use
 - C. Symbols only
 - D. Random expressions
3. Culture includes:
 - A. Individual thoughts only



B. Shared values and practices

C. Silence

D. Technology only

4. Communication behaviour is influenced by:

A. Noise only

B. Perception and culture

C. Silence

D. Isolation

5. Different perceptions can lead to:

A. Perfect understanding

B. Misinterpretation

C. No communication

D. No meaning

4.4 Dynamics Of Communication In Society

4.4.1 communication in social interactions

Communication is deeply embedded in social life. The term **social interaction** refers to the process by which individuals act and respond to one another through communication.

In social interactions, communication helps to build relationships, express ideas, and coordinate activities. It involves both verbal and non-verbal elements, and it is influenced by context, roles, and expectations.

For example, communication between friends is often informal and relaxed, while communication in professional settings tends to be more structured and formal.

Fill in the blank: Social interaction involves individuals ____ and responding to one another.



4.4.2 group and societal communication dynamics

Communication also occurs at the group and societal levels, where it becomes more complex.

The term **group communication** refers to interaction among a small number of individuals working together towards a common goal. In groups, communication involves sharing ideas, decision-making, and collaboration.

At a broader level, communication within society involves large-scale interactions through media and institutions. These interactions shape public opinion, influence behaviour, and support social organisation.

The term **societal communication** refers to communication processes that occur within larger communities and social systems.

Fill in the blank: Group communication involves individuals working towards a ____ goal.

4.4.3 changes in communication behaviour over time

Communication behaviour is not static, it changes over time due to technological, cultural, and social developments.

The term **communication dynamics** refers to the patterns and changes in communication behaviour as influenced by evolving conditions.

For example, the rise of digital communication has transformed how people interact, making communication faster and more widespread. However, it has also introduced new challenges such as reduced face-to-face interaction.

Understanding these changes helps you adapt to different communication environments and remain effective in your interactions.

Fill in the blank: Communication dynamics refer to changes in communication ____ over time.



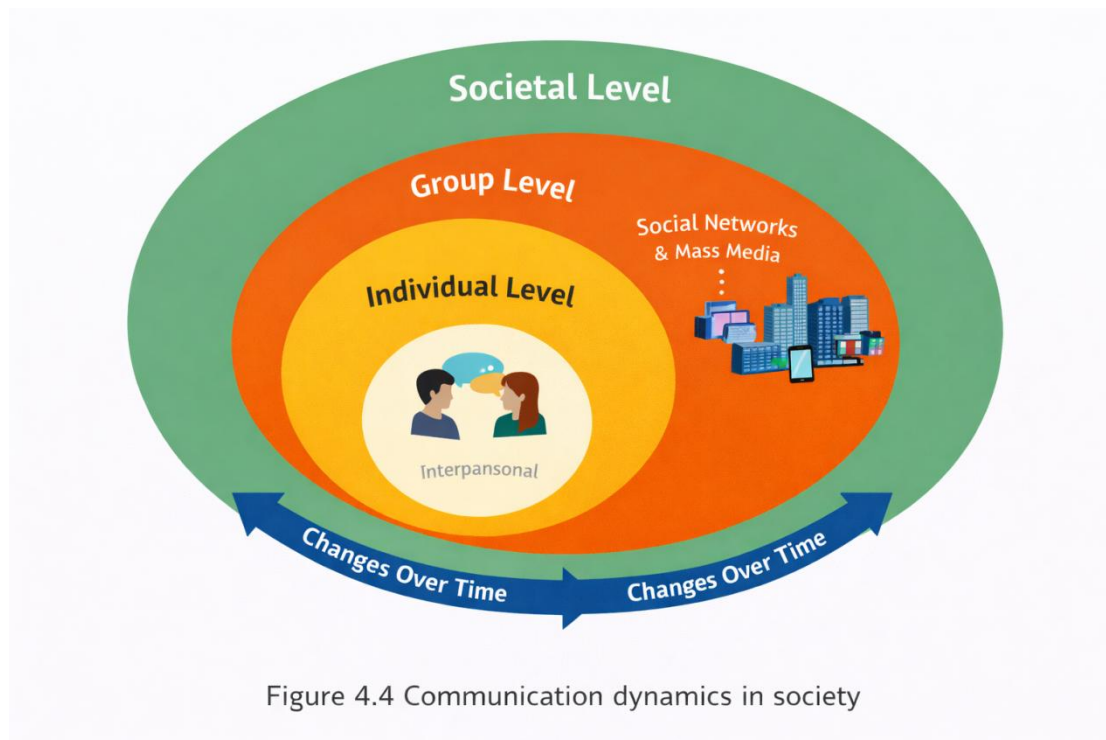


Figure 4.4 Communication dynamics in society

Pilot questions 4.4

1. Social interaction involves:

- A. Isolation
- B. Communication between individuals
- C. Silence
- D. Technology only

2. Group communication occurs:

- A. Individually
- B. In large media systems only
- C. Among individuals working together
- D. Without interaction



3. Societal communication refers to:

- A. Personal thoughts
- B. Communication within large communities
- C. Silence
- D. Isolation

4. Communication dynamics refer to:

- A. Fixed communication patterns
- B. Changes in communication behaviour
- C. Silence
- D. Static interaction

5. Changes in communication behaviour are influenced by:

- A. Technology and culture
- B. Silence
- C. Isolation
- D. Random events



Series summary

In this Series, you examined the theoretical, historical, and behavioural aspects of communication. You began by exploring communication theories, including classical and contemporary perspectives that explain how communication works and influences audiences.

You then traced the evolution of communication from early human forms to modern technological systems. Subsequently, you analysed how perception, language habits, and culture shape communication behaviour. Finally, you examined the dynamics of communication within social interactions and how communication behaviour changes over time.

By engaging with these topics, you should now be able to define and explain communication theories, analyse the evolution of communication, evaluate the influence of perception, language, and culture on communication behaviour, and assess the dynamics of communication in different social contexts. These competencies align with the Series Learning Outcomes and enhance your understanding of communication as a dynamic and evolving human activity.

Glossary of terms

Communication behaviour: The way individuals act and respond during communication based on perception, language, and context.

Communication dynamics: The patterns and changes in communication behaviour over time influenced by social, cultural, and technological factors.

Communication theories: Systematic frameworks used to explain how communication processes work and their effects.

Contemporary communication theories: Modern theories that consider audience participation, context, and interaction in communication.

Culture: The shared values, beliefs, customs, and practices of a group that influence communication behaviour.



Early communication: The initial forms of communication used by humans, such as gestures, sounds, and symbols.

Hypodermic needle theory: A classical theory suggesting that media messages are directly injected into passive audiences.

Language: A system of words and rules used to communicate meaning.

Language habits: Patterns of language use developed over time that influence communication behaviour.

Perception: The process of selecting, organising, and interpreting information to create meaning.

Social interaction: The process through which individuals communicate and respond to one another.

Symbols: Signs or objects that represent ideas or concepts in communication.

Concept check questions 4

Objective questions

1. Communication theories are used to:

- A. Ignore communication
- B. Explain communication processes
- C. Eliminate interaction
- D. Replace communication

(Linked to SLO 4.1)

2. The hypodermic needle theory assumes that audiences are:

- A. Active
- B. Passive
- C. Critical



D. Independent

(Linked to SLO 4.2)

3. Early communication included:

A. Emails

B. Gestures and sounds

C. Television

D. Internet

(Linked to SLO 4.3)

4. Perception refers to:

A. Sending messages

B. Interpreting information

C. Ignoring communication

D. Blocking messages

(Linked to SLO 4.4)

Short-answer questions

5. Define communication theories and explain their importance.

(Linked to SLO 4.1)

6. Describe one classical and one contemporary communication theory.

(Linked to SLO 4.2)

7. Explain the evolution of communication from early forms to modern systems.

(Linked to SLO 4.3)

8. Analyse how perception influences communication behaviour.

(Linked to SLO 4.4)

9. Evaluate the role of culture in shaping communication behaviour.

(Linked to SLO 4.6)

Long-answer questions

10. Analyse the development of communication theories and their relevance to modern communication.



(Linked to SLO 4.1, SLO 4.2)

11. Examine how perception, language habits, and culture influence communication behaviour.

(Linked to SLO 4.4, SLO 4.5, SLO 4.6)

12. Evaluate the dynamics of communication in society and how communication behaviour changes over time.

(Linked to SLO 4.7)

Answers to concept check questions 4

Objective questions

1. B
2. B
3. B
4. B

Short-answer questions

5. Communication theories are frameworks used to explain how communication works. They are important because they help analyse communication processes and improve effectiveness.

6. The hypodermic needle theory is a classical theory that assumes passive audiences, while uses and gratifications theory is a contemporary theory that views audiences as active participants.

7. Communication evolved from gestures and sounds to structured language and modern digital systems, allowing faster and wider communication.

8. Perception influences communication by shaping how individuals interpret messages based on their experiences and beliefs.

9. Culture shapes communication by influencing values, language, and behaviour, affecting how messages are sent and interpreted.

Long-answer questions

10.



Basic response: Communication theories explain how communication works and have evolved from simple to complex frameworks.

Value-added response: Communication theories have developed from classical models focusing on message effects to contemporary theories emphasising audience participation and context. These theories remain relevant as they help explain modern communication in digital and social environments.

11.

Basic response: Perception, language habits, and culture influence how people communicate and interpret messages.

Value-added response: Communication behaviour is shaped by perception, which affects interpretation, language habits, which influence expression, and culture, which determines norms and meanings. These factors interact to shape communication outcomes in different contexts.

12.

Basic response: Communication behaviour changes over time due to social and technological factors.

Value-added response: Communication dynamics reflect changes influenced by technology, culture, and social interaction. For example, digital communication has transformed interaction patterns, making communication faster but sometimes less personal. Understanding these dynamics helps improve communication effectiveness.

Answers to pilot questions 4

Pilot questions 4.1

1. B
2. B
3. B
4. B
5. C

Pilot questions 4.2

1. B
2. B
3. B
4. B
5. B

Pilot questions 4.3



1. B
2. B
3. B
4. B
5. B

Pilot questions 4.4

1. B
2. C
3. B
4. B
5. A



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Figure 4.1: Overview of communication theories

AI-generated illustration using prompt: “Create a diagram comparing classical and contemporary communication theories with key features and examples.”

Tool: AI image generation platform

Search reference: “communication theories classical vs contemporary diagram OER”

Figure 4.2: Evolution of communication

AI-generated illustration using prompt: “Create a timeline diagram showing evolution of communication from gestures and symbols to digital communication systems.”

Tool: AI image generation platform

Search reference: “evolution of communication timeline diagram OER”

Figure 4.3: Factors influencing communication behaviour

AI-generated illustration using prompt: “Create a diagram showing how perception, language



habits, and culture influence communication behaviour.”

Tool: AI image generation platform

Search reference: “communication behaviour perception culture diagram OER”

Figure 4.4: Communication dynamics in society

AI-generated illustration using prompt: “Create a diagram showing communication at interpersonal, group, and societal levels and how it changes over time.”

Tool: AI image generation platform

Search reference: “communication dynamics society diagram OER”



Series 5: Barriers, Feedback, and Digital Transformation in Communication

5.1 Barriers to Communication

5.1.1 Types of communication barriers

5.1.2 Causes of communication breakdown

5.1.3 Strategies for overcoming barriers

5.2 Feedback in Communication

5.2.1 Meaning and types of feedback

5.2.2 Importance of feedback in communication

5.2.3 Effective use of feedback

5.3 Digital Communication and New Media

5.3.1 Meaning of digital communication

5.3.2 Forms of new media communication

5.3.3 Advantages and challenges of digital communication

5.4 Communication in the Digital Age

5.4.1 Impact of technology on communication

5.4.2 Ethical issues in digital communication

5.4.3 Future trends in communication

Introduction

In your everyday communication, not all messages are received as intended. Various factors can interfere with communication, leading to misunderstanding or breakdown. At the same time, feedback plays a crucial role in ensuring that communication remains effective and meaningful.

In recent years, the rapid growth of digital technologies has further transformed how people communicate, introducing new opportunities as well as new challenges.



The aim of this Series is to examine the barriers that affect communication, explore the role of feedback in improving communication, and analyse the impact of digital technologies and new media on communication processes.

We shall commence this Series by examining different types of communication barriers and how they can be overcome. Next, we will explore feedback, including its meaning, types, and importance in effective communication. Subsequently, we will consider digital communication and new media, focusing on their forms, advantages, and challenges. Finally, we will conclude by analysing communication in the digital age, including technological impact, ethical considerations, and future trends.

Series learning outcomes

Upon completing this Series, you should be able to:

SLO 5.1 identify and classify different types of communication barriers,

SLO 5.2 analyse the causes of communication breakdown,

SLO 5.3 apply strategies to overcome communication barriers,

SLO 5.4 define feedback and describe its types in communication,

SLO 5.5 evaluate the importance of feedback in enhancing communication effectiveness,

SLO 5.6 explain the concept of digital communication and forms of new media, and

SLO 5.7 analyse the impact of digital technologies on communication, including ethical issues and future trends.

5.1 Barriers To Communication

5.1.1 types of communication barriers

In communication, messages are not always received as intended. Various obstacles can interfere with the process, making it difficult to achieve clear understanding. The term **communication barriers** refers to factors that hinder or distort the effective exchange of messages between individuals.



There are several types of communication barriers. Physical barriers include environmental factors such as noise, distance, or poor signal. Psychological barriers involve emotions, attitudes, or stress that affect how messages are interpreted. Semantic barriers arise from differences in language, meaning, or interpretation of words.

Understanding these types helps you to identify potential problems and improve communication.

Fill in the blank: Communication barriers are factors that ____ effective communication.

5.1.2 causes of communication breakdown

Communication breakdown occurs when a message fails to achieve its intended purpose.

The term **communication breakdown** refers to a situation in which communication is ineffective or misunderstood. This can result from unclear messages, lack of attention, differences in perception, or inappropriate channels.

For example, if a message is delivered using complex language that the receiver does not understand, the communication process breaks down. Similarly, distractions or emotional reactions can prevent proper interpretation.

Recognising these causes helps you prevent misunderstandings and improve communication outcomes.

Fill in the blank: Communication breakdown occurs when a message is not ____ correctly.

5.1.3 strategies for overcoming barriers

To improve communication, it is important to apply strategies that reduce barriers.



The term **communication strategies** refers to deliberate actions taken to enhance clarity and effectiveness in communication. These include using simple and clear language, actively listening, providing feedback, and selecting appropriate channels.

For example, asking questions for clarification can help ensure that a message is understood, while maintaining focus reduces distractions.

By applying these strategies, you can minimise barriers and enhance communication effectiveness.

Fill in the blank: Using clear language helps to ____ communication barriers.

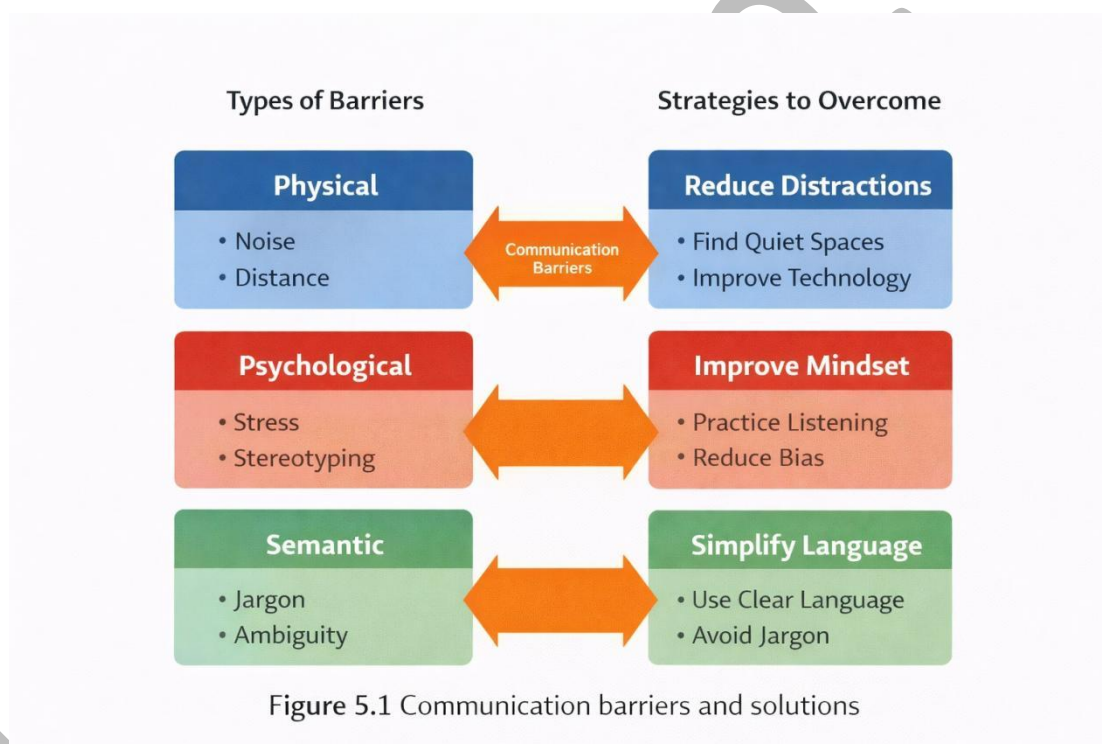


Figure 5.1 Communication barriers and solutions



Pilot questions 5.1

1. Communication barriers are:

- A. Aids to communication
- B. Obstacles to communication
- C. Feedback
- D. Messages

2. Physical barriers include:

- A. Emotions
- B. Noise and distance
- C. Language differences
- D. Attitudes

3. Semantic barriers arise from:

- A. Noise
- B. Emotions
- C. Language and meaning
- D. Distance

4. Communication breakdown occurs when:

- A. Messages are clear
- B. Messages are misunderstood
- C. Feedback is given
- D. Communication is effective

5. One strategy to overcome barriers is:

- A. Ignoring feedback
- B. Using unclear language
- C. Active listening
- D. Avoiding communication



5.2 Feedback In Communication

5.2.1 meaning and types of feedback

Feedback is an essential part of communication that ensures messages are properly understood. The term **feedback** refers to the response given by the receiver after interpreting a message. It indicates whether the message has been received and understood as intended.

There are different types of feedback. Positive feedback confirms understanding or agreement, while negative feedback indicates misunderstanding or disagreement. Feedback can also be immediate or delayed, depending on the communication context.

Understanding the types of feedback helps you to respond appropriately and improve communication effectiveness.

Fill in the blank: Feedback is the ____ given by the receiver after receiving a message.

5.2.2 importance of feedback in communication

Feedback plays a critical role in making communication effective.

It helps to confirm understanding, clarify messages, and guide further interaction. Without feedback, communication becomes incomplete, as the sender cannot determine whether the message has been correctly interpreted.

Feedback also helps to build relationships by encouraging interaction and participation. For example, nodding during a conversation shows attentiveness and understanding.

Fill in the blank: Feedback helps to ____ understanding in communication.



5.2.3 effective use of feedback

To maximise its benefits, feedback must be used effectively.

Effective feedback should be clear, timely, and relevant. It should focus on the message rather than the individual and aim to improve understanding.

The term **effective feedback** refers to feedback that enhances communication by providing useful and constructive responses.

For example, asking questions or summarising a message can help ensure clarity and accuracy.

Using feedback effectively allows you to adjust communication and improve outcomes.

Fill in the blank: Effective feedback should be ____ and timely.

Pilot questions 5.2

1. Feedback is:

- A. The message
- B. The response
- C. The channel
- D. The noise

2. Positive feedback indicates:

- A. Disagreement
- B. Misunderstanding
- C. Agreement or understanding
- D. Silence

3. Feedback is important because it:

- A. Stops communication
- B. Confirms understanding



- C. Creates barriers
 - D. Delays communication
4. Effective feedback should be:
- A. Unclear
 - B. Delayed always
 - C. Clear and timely
 - D. Ignored
5. Feedback helps to:
- A. Prevent communication
 - B. Improve communication
 - C. Eliminate meaning
 - D. Create confusion

5.3 Digital Communication And New Media

5.3.1 meaning of digital communication

In recent years, communication has been transformed by technology. The term **digital communication** refers to the exchange of messages using electronic devices and digital platforms such as computers, smartphones, and the internet.

Digital communication allows people to send and receive messages instantly across long distances. It includes emails, social media, messaging applications, and video conferencing.

This form of communication has made interaction faster and more convenient, enabling global connectivity.

Fill in the blank: Digital communication involves the use of ___ devices and platforms.



5.3.2 forms of new media communication

Digital communication is closely linked to new media.

The term **new media** refers to digital forms of communication that allow interactive and user-generated content. These include social media platforms, blogs, websites, and online forums.

New media differs from traditional media because it allows users to actively participate, share content, and interact in real time.

For example, social media platforms enable users to post messages, comment, and engage with others instantly.

Fill in the blank: New media allows users to ____ and share content.

5.3.3 advantages and challenges of digital communication

Digital communication offers many advantages. It is fast, accessible, and allows communication across geographical boundaries. It also supports multimedia content such as text, images, audio, and video.

However, it also presents challenges. These include information overload, reduced face-to-face interaction, privacy concerns, and the spread of misinformation.

The term **information overload** refers to a situation in which an individual is exposed to more information than they can effectively process.

Understanding both advantages and challenges helps you to use digital communication responsibly and effectively.

Fill in the blank: Information overload occurs when there is too ____ information to process effectively.



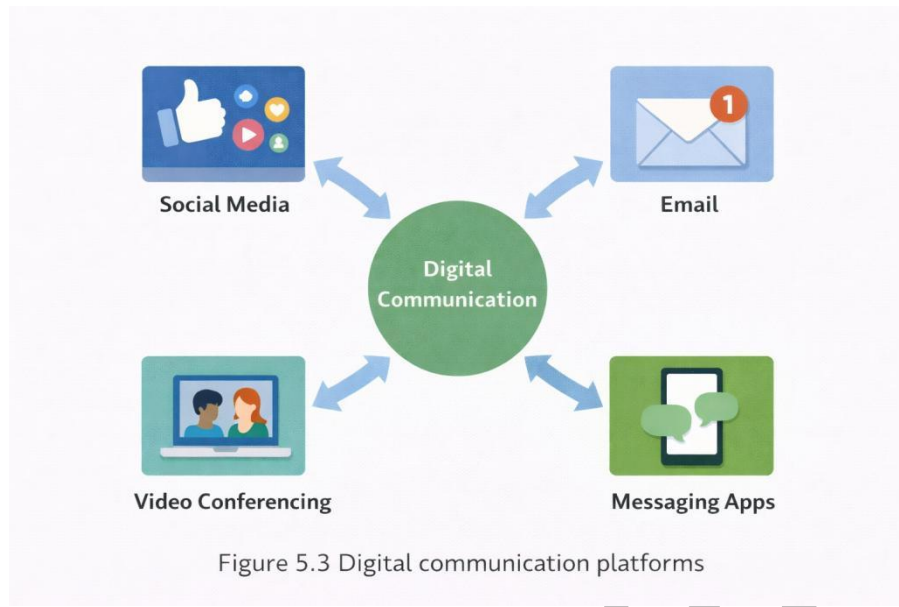


Figure 5.3 Digital communication platforms

Pilot questions 5.3

1. Digital communication involves:
 - A. Gestures only
 - B. Electronic devices
 - C. Silence
 - D. Symbols only
2. New media refers to:
 - A. Traditional communication
 - B. Digital interactive media
 - C. Printed books only
 - D. Oral communication
3. An example of digital communication is:
 - A. Storytelling
 - B. Town crier



- C. Email
 - D. Gesture
4. One advantage of digital communication is:
- A. Slow communication
 - B. Limited access
 - C. Fast communication
 - D. No interaction
5. Information overload refers to:
- A. Lack of information
 - B. Too much information
 - C. Clear communication
 - D. Limited communication

5.4 Communication In The Digital Age

5.4.1 impact of technology on communication

Technology has significantly changed how people communicate in modern society. The term **technological impact** refers to the influence of digital tools and platforms on communication processes.

With the use of smartphones, social media, and the internet, communication has become faster, more accessible, and more widespread. People can now communicate instantly across long distances and interact with a global audience.

However, technology has also changed communication patterns. Face-to-face interactions have reduced in some cases, and communication may become less personal.

Fill in the blank: Technology has made communication more ____ and accessible.



5.4.2 ethical issues in digital communication

The growth of digital communication has introduced several ethical concerns.

The term **communication ethics** refers to the principles that guide appropriate and responsible communication behaviour. In digital environments, issues such as privacy, misinformation, cyberbullying, and data security are major concerns.

For example, sharing false information online can mislead others, while violating privacy can harm individuals.

Understanding these ethical issues helps you to communicate responsibly and respectfully in digital spaces.

Fill in the blank: Communication ethics involves principles that guide ____ communication behaviour.

5.4.3 future trends in communication

Communication continues to evolve with technological advancements.

The term **communication trends** refers to emerging patterns and developments in communication practices. These include the increasing use of artificial intelligence, virtual communication, and digital platforms.

Future communication is likely to become more interactive, immersive, and technology-driven. For example, virtual reality and artificial intelligence may further transform how people interact.

Being aware of these trends helps you adapt to changes and remain effective in communication.

Fill in the blank: Communication trends refer to ____ patterns in communication.



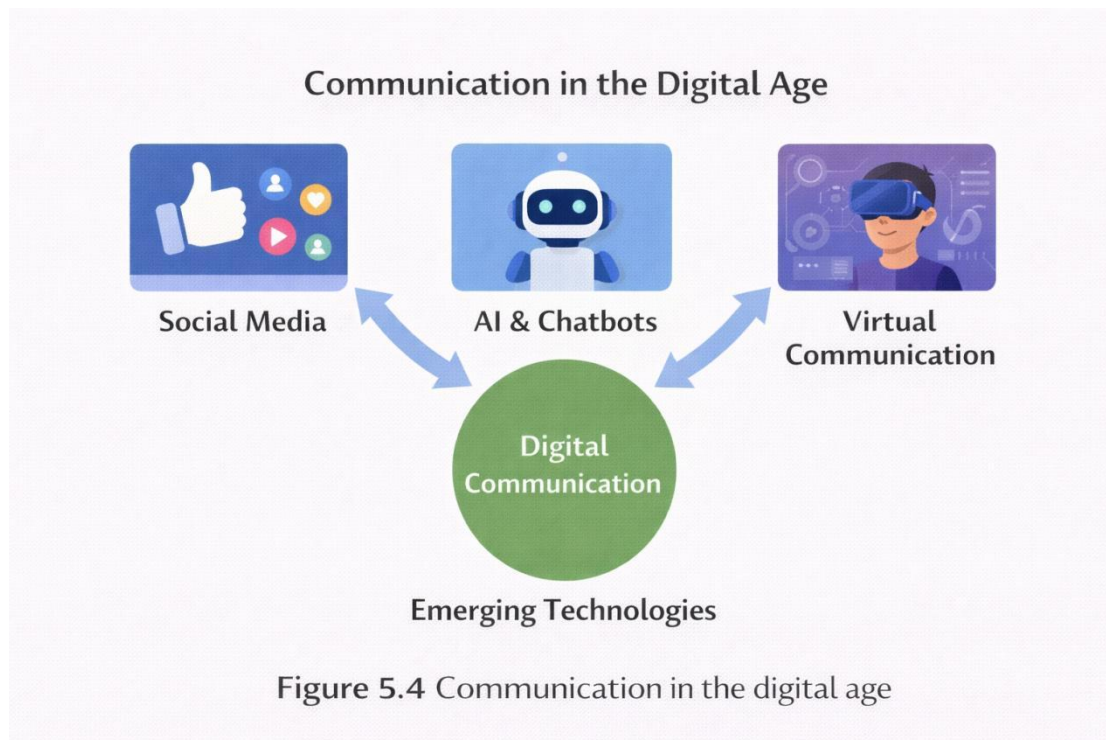


Figure 5.4 Communication in the digital age

Pilot questions 5.4

1. Technology has made communication:

- A. Slower
- B. Faster
- C. Less accessible
- D. Impossible

2. Communication ethics refers to:

- A. Ignoring rules
- B. Responsible communication behaviour
- C. Silence
- D. Technology only



3. One ethical issue in digital communication is:

- A. Clarity
- B. Privacy concerns
- C. Speed
- D. Feedback

4. Communication trends refer to:

- A. Past events
- B. Fixed patterns
- C. Emerging developments
- D. Silence

5. Future communication is likely to be:

- A. Less interactive
- B. Technology-driven
- C. Slower
- D. Isolated



Series summary

In this Series, you explored the challenges and developments that shape communication in modern contexts. You began by examining communication barriers, including their types, causes, and strategies for overcoming them. You then studied feedback, focusing on its meaning, types, and importance in enhancing communication effectiveness. Subsequently, you explored digital communication and new media, including their forms, advantages, and associated challenges. Finally, you analysed communication in the digital age, considering the impact of technology, ethical issues, and emerging trends.

By engaging with these topics, you should now be able to identify and analyse communication barriers, apply strategies to overcome them, define and evaluate feedback, and explain the role of digital communication and new media. You should also be able to assess the impact of technology on communication, including ethical considerations and future developments. These competencies align with the Series Learning Outcomes and equip you to communicate effectively in both traditional and digital environments.

Glossary of terms

Communication barriers: Factors that hinder or distort the effective exchange of messages.

Communication breakdown: A situation where communication fails or messages are misunderstood.

Communication ethics: Principles that guide responsible and appropriate communication behaviour.

Communication strategies: Deliberate actions used to improve clarity and effectiveness in communication.



Digital communication: The exchange of messages using electronic devices and digital platforms.

Effective feedback: Feedback that is clear, relevant, and timely, helping to improve communication.

Feedback: The response given by the receiver after interpreting a message.

Information overload: A condition in which too much information makes it difficult to process effectively.

New media: Digital forms of communication that allow interactive and user-generated content.

Technological impact: The influence of digital tools and technologies on communication processes.

Communication trends: Emerging patterns and developments in communication practices.



Concept check questions 5

Objective questions

1. Communication barriers are:

- A. Aids to communication
- B. Obstacles to communication
- C. Feedback
- D. Messages

(Linked to SLO 5.1)

2. Feedback refers to:

- A. The message
- B. The response
- C. The channel
- D. The noise

(Linked to SLO 5.4)

3. Digital communication involves:

- A. Gestures only
- B. Electronic devices
- C. Silence
- D. Symbols only



(Linked to SLO 5.6)

4. Communication ethics relates to:

- A. Ignoring rules
- B. Responsible communication behaviour
- C. Silence
- D. Technology only

(Linked to SLO 5.7)

Short-answer questions

5. Identify two types of communication barriers and explain them.

(Linked to SLO 5.1)

6. Define feedback and describe one type of feedback.

(Linked to SLO 5.4)

7. Explain one advantage and one challenge of digital communication.

(Linked to SLO 5.6)

8. Describe the impact of technology on communication.

(Linked to SLO 5.7)

9. Analyse how feedback improves communication effectiveness.

(Linked to SLO 5.5)



Long-answer questions

0. Analyse the causes of communication breakdown and suggest strategies for overcoming them.

(Linked to SLO 5.2, SLO 5.3)

11. Evaluate the role of feedback in effective communication with relevant examples.

(Linked to SLO 5.5)

12. Examine the impact of digital communication and new media on modern communication practices.

(Linked to SLO 5.6, SLO 5.7)

Answers to concept check questions 5

Objective questions

1. B

2. B

3. B

4. B

Short-answer questions

5. Physical barriers such as noise disrupt communication, while semantic barriers such as language differences lead to misunderstanding.



6. Feedback is the response given by the receiver. One type is positive feedback, which confirms understanding.

7. One advantage is fast communication, while one challenge is information overload.

8. Technology has made communication faster, more accessible, and global, but may reduce personal interaction.

9. Feedback improves communication by confirming understanding, clarifying messages, and guiding interaction.

Long-answer questions

10. Basic response: Communication breakdown occurs due to unclear messages, noise, and lack of attention. Strategies include using clear language and active listening.

Value-added response: Communication breakdown can result from physical, psychological, and semantic barriers. Overcoming these requires strategies such as clarity in expression, appropriate channel selection, feedback use, and awareness of context and audience.

11. Basic response: Feedback helps confirm understanding and improve communication.

Value-added response: Feedback is essential for effective communication as it ensures message clarity, promotes interaction, and allows adjustment. Positive and constructive feedback strengthens communication, while lack of feedback leads to misunderstanding.

12. Basic response: Digital communication has made communication faster and more accessible.



Value-added response: Digital communication and new media have transformed communication by enabling instant global interaction, multimedia messaging, and user participation. However, they also introduce challenges such as misinformation, privacy issues, and reduced face-to-face communication.



Answers to pilot questions 5

Pilot questions 5.1

1. B

2. B

3. C

4. B

5. C

Pilot questions 5.2

1. B

2. C

3. B

4. C

5. B

Pilot questions 5.3

1. B

2. B

3. C



4. C

5. B

Pilot questions 5.4

1. B

2. B

3. B

4. C

5. B



References and attributions 5

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Figure 5.1: Communication barriers and solutions

AI-generated illustration using prompt: “Create a diagram showing types of communication barriers including physical, psychological, and semantic, along with strategies to overcome them.”

Tool: AI image generation platform

Search reference: “communication barriers and solutions diagram OER”

Figure 5.2: Feedback in communication

AI-generated illustration using prompt: “Create a diagram showing types of feedback such as positive, negative, immediate, and delayed, and their roles in communication.”

Tool: AI image generation platform

Search reference: “types of feedback communication diagram OER”



Figure 5.3: Digital communication platforms

AI-generated illustration using prompt: “Create a diagram showing forms of digital communication including email, social media, messaging apps, and video conferencing.”

Tool: AI image generation platform

Search reference: “digital communication platforms diagram OER”

Figure 5.4: Communication in the digital age

AI-generated illustration using prompt: “Create a diagram showing the impact of technology on communication including social media, AI, and virtual communication.”

Tool: AI image generation platform

Search reference: “digital communication future trends diagram OER”

