FEEDBACK TUTORIAL LETTER

1st SEMESTER 2017

ASSIGNMENT 1

INTRODUCTION TO COMMUNICATION

ICO511S
Dear Student,

Assignment 2 comprised of two questions, 1 and 2. Question 1 required you to write an essay. When you are asked to write an essay, have a short introduction (first paragraph), then proceed to discuss each point in its own paragraph. And have a sentence or two to conclude your essay.

1. Write an essay comparing and contrasting the models of communication given below. When you are contrasting and comparing, you look for similarities and differences. You need to use your own words as much as possible. Do not write more than 500 words /25/

   a. The Linear Model
   b. The Interactional Model
   c. The Transactional Model

In this question, 3 marks are for the introduction paragraph, 15 marks are for content and language while the remaining 2 marks are allocated to the concluding paragraph.

Linda Mupupa’s modified essay below closely models the required essay:

The Linear, Interactive and Transactional models are used to explain the human communication process. Although they do share some similarities, they also share notable differences.

The Linear model of communication consists of the sender encoding a message to be sent via a channel to the receiver in the presence of noise. This model does not display the feedback element, which indicates continuous exchange of information. The Linear model represents the “one-way communication” (Palmer, 1993). The Linear model best represent mass communication, in which the message is sent out via a transmitter to an audience who will then receive and decode the message, may be via radio or television.
The interactive model on the other hand, although similar to the linear model shows that for interaction is an element of communication. The interactive model can be said to be two linear models from opposite directions stacked to together. The sender sends a message to the receiver via a channel; conversely, the receiver then becomes the sender and channels a message to the original sender. This model has added feedback, indicating that communication is not a one way process as depicted by the linear model, but it is a two way process.

The transactional model does not indicate a sender or a receiver, but it rather labels the interlocutors as communicator A or B. This model best represents the face-to-face communication. In the transactional model, communicators can simultaneously be sender and receiver, because a message can be send back and forth between communicators. This model adds to our understanding of communication because it is often difficult to trace the origins of a message; hence this model does not show elements of sender-receiver. A notable difference from the other models is the fact that the transactional model is circular rather than linear or half a circle. The cyclicity emphasises that receiving a message is not only a matter of decoding, but it is also a matter of interpreting the message. Unlike the linear and the interactional models, the transactional model shows that the sender and receiver roles are swappable between the communicators.

In the end, all three models do add to our understanding of the communication process. Perhaps the linear model might not have shown us that communication is a two-way process or similarly, the interactive example does not tell us that any communicator can either be a sender or a receiver, nonetheless subsequent models seem to add to our understanding.

**Question 2**

Provide an example to explain each of the following communication barriers and suggest how each barrier in your example can be overcome by an individual.

a. Cultural barrier
b. Perceptual barrier
c. Choice of medium barrier
d. Gender barrier
e. Psychological noise barrier

I apologise for the wrong marks indicated above. Five marks only are allocated for each barrier explanation.

For each explanation, you are to provide (1) an explanation, (2) an example and (3) a specific solution for each problem (barrier). Below is an example for the first barrier:

Have you ever had trouble communicating with someone from another culture? Perhaps you struggled to understand someone's speech or interpret their behavior. Whether in a university or the workplace, it is
common to face barriers or challenges to effective cross-cultural communication. The global marketplace creates many opportunities for business development, but ineffective cross-cultural communication can harm employees, customers, and other stakeholders. It is important to understand the barriers to cross-cultural communication and know how to overcome them. Let's take a look at some of the cultural barriers to communication in the workplace.

**Examples of Cultural Barriers to Communication**

**Language** - misunderstandings are common among people who speak the same language, so it's not surprising that people from different cultural and linguistic backgrounds face communication barriers. Anything from the mispronunciation of a word to a lack of specificity can lead to misunderstandings. For example, if a sales director in New York asks a contractor in Brazil to do something soon, the two parties may have a different interpretation of the word 'soon.' Language is a reflection of culture, and different cultures have very different ways of assigning meanings to words.

**Behaviour** - cultural differences in body language and other behaviors can also cause miscommunications. For example, in the U.S., it is important to make eye contact with someone who is speaking to you or they may think you are distracted or uninterested. However, in many Asian countries, eye contact can be a sign of disrespect or a challenge to authority. There are many other cultural differences in body language that can create barriers to effective communication. Those include differences in facial expressions, the use of nodding to indicate agreement or understanding, and the amount of space to give someone with whom you are having a conversation.


**Closing remarks**

Thank you for taking time to read through the feedback letter. Please prepare thoroughly for your examination. In case you would like to contact me in person, my office is at UNAM main campus, in the Language Centre D151. My office telephone is 061 206-4557 and my e-mail, which is the medium of communication that I prefer, is ppaulus@unam.na

Your Tutor Marker

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