

Communication Models Comparisons: Tackling Approach for Corporate Communication

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ABSTRACT

Communication is the process of interpreting, creating, and negotiating, which can be verbal, textual, visual, aural, or even physical. These kinds of communications are mandatory for operating any business or organization. Since we are in a digitally connected world, corporate communication is one of the critical factors determining whether companies thrive or fail. It impacts employees' innovation, productivity, brand awareness, and more. And while being the sum of an organization's internal and external communication, it is mandatory to clarify the social process of communication. Accordingly, several models of communication had been developed. Each model has its own mechanism, advantage, and incompetence. This paper is shedding light on the importance of corporate communications for the prosperity of any institution while providing an in-depth review of those models of communication, comparing the points of strength and the limitations of each model. Such comparison will help determine the best Communication model to improve corporate communication and ameliorate the institution's reputation. And accordingly, a conclusion on the importance and the choice of the most suitable model for either external or internal corporate communication will be provided.

Keywords

Models of Communication - Convergence Model - Internal Communication - External Communication - Linear Models - Interactional Models - Transactional Models

Introduction

It's hard to overdraw the critical importance of efficient communication for businesses and organizations.

Through this effective communication, customers learn about an institution, its services and products, and what makes brands unique compared to their competitors.

How management and employees coordinate their activities is also vital to guarantee that the entire organization is heading toward the same strategic goals. And the way executives inform investors, the general public, and the media about critical organizational developments.

Briefly, communication underlies many of the most dignified activities that businesses must replenish.

Communication is so substantial that most organizations will eventually reach a point at which they realize they have to invest in building a corporate communications team responsible for these numerous activities [1].

This paper consists of six sections. The first section is abstract, the second is this introduction, and the third is a summary of the related works to this topic, while the fourth is the background.

Then we shall move to the fifth section, which is the discussion. And finally, the sixth section is the conclusion.

Related Works

In fact, this topic was discussed in many papers, but they discussed each part separately concerning communication models and corporate communications.

There had been no merge between them to provide suitable solutions helping in taking full advantage of communication models, or methods have been proposed to develop suitable corporate communication.

Some of the papers that took up the topic were:

Johan Erlandsson and Anne-Marie Tillman, in "Analyzing influencing factors of corporate environmental information collection, management, and communication," where their paper introduces an analytical framework for studying the barriers and enablers of corporate environmental information collection, management, and communication [2].

Helen Garces, in "Corporate communication strategies are applicable for teaching non-science communication skills to pharmaceutical sciences PhD students," sought to evaluate the utility of a corporate tool to introduce Pharmaceutical Science graduate students into communicating scientific research to a non-expert audience and to understand why soft skills are necessary for future success [3].

Cherepanova Natalia, Tukhvatulina Liliya, and Eremina Alexanra in "communication technologies in Contemporary corporate social responsibility management," where the main aim of their article was to construct a new communication model that implies the transmission of basic principles of corporate social responsibility within an organization [4].

Debby Van Geyt, Philippe Van Cauwenberge, and Heidi Vander Bauwhede in "Does high-quality corporate communication reduce insider trading profitability?" where they were exploring a unique database on insider trading in Belgium using disclosure scores of professional financial analysts as a proxy for communication quality, finding out that a significant negative association is between corporate communication quality and insider-trading profitability [5].

Rojanasak Chomvilailuk and Ken Butcher in "Evaluating the effect of corporate social responsibility communication on mobile telephone customers," where the main aim of this study was to examine how perceived community value of a

firm's corporate social responsibility initiative will affect service customer outcomes [6].

Seema Gupta in "New perspectives on the communication of change in corporate identity." This paper addresses a point in the literature on the communication of change in corporate identity by investigating the brand migration of Bosch in India [7].

Background

Communication is the process of interpreting, creating, and negotiating meaning; it can be either verbal, nonverbal, or even textual. It can also be aural, visual, or physical.

To explain the social process of communication, several models were developed. The three most well-known models for communication are Linear, Interactional, and Transactional.

Each model sheds light on the evolution of communication but emphasizes different parts of the communication process.

The models provide visual representations or pictures of sophisticated interactions. They are beneficial because they simplify the basic structure of communication and can aid in understanding that structure not only verbally but also visually.

Most importantly, they distinguish the different communication elements and avail as a kind of map to show how the various parts of the communication process are interrelated.

Using those models of communication is mandatory in businesses and organizations' success and prosperity, making corporate communication indispensable.

Models of communication are conceptual models that demonstrate the human communication process.

The first prime model for communication was developed by Claude Shannon in 1948 and was published with an intro by Warren Weaver for Bell Laboratories.

And as previously mentioned, there are three most well-known models for communication; Linear, Interactional, and Transactional. Each has its benefits and limitations [8]–[13].

Linear Model of Communication

The linear model of communication is a simple one-way, non-interactive communication [14]. In the linear model, the sender sends the message through some channel, the message streams in a straight line going from the sender to the receiver. It is used for mass communication.

This model is very useful for audience persuasion and propaganda setting, as well as for reaching intentional results.

But on the other hand, the concept of feedback doesn't exist since communication isn't continuous. And the only task that a receiver does here is to receive the message. Therefore there's no way to know if the communication was effective. Also, noise can affect the successful delivery of the message [8]–[13].

Different models which pursue the linear model of communication:

- Lasswell's Model [15].
- Aristotle's Model [16].

- Shannon Weaver Model [17].
- Berlo's S-M-C-R Model [18].

Transactional Model of Communication

The transactional model is a two-way communication, where both parties are senders and receivers, and are known as communicators since both play equally important roles in communication. It is used for interpersonal communication, with simultaneous feedback, where feedback is taken as a new message. It occurs in real-time, and, usually, both of them must be present.

Transactional model links communication with social reality, relational context, and cultural upbringing.

Non-verbal feedback such as gestures and body language are also considered as feedback in the transactional model.

And although the transactional model encourages simultaneous and instant feedback with no discrimination between sender and receiver, it encourages non-verbal communication. Also, it is liable to more noise due to communicators talking at the same time [9], [12], [13].

Different models which pursue the transactional model of communication:

- Barnlund's Transactional Model [19].
- Helical Model [20].
- Becker's Mosaic Model [21].

Interactive Model of Communication

The interactive model - which is sometimes called the convergence model - is comparable to the transactional model since they are both two-way communication models [22]. However, the interactive model is mainly used for new media such as the internet, where people can respond to any mass communications such as news, videos, etc. People can exchange their views and ideas.

This model's key feature relies as well on the slower feedbacks in turns and the concept of the field of experience. Therefore, the Interactive model can be handy for providing feedback even in mass-communication, as well as providing new communication channels. And in case the receiver doesn't respond, the communication becomes linear.

However, feedbacks can take a very long time, and the sender/receiver might not know who the other person is [10]–[12].

One of the models that follow the interactive model of communication is:

- Schramm's Interactive Model [23].

Corporate Communication

It is a set of activities involved in managing all internal and external communications that aim to create a desirable perspective among stakeholders on which the organization depends.

It attributes to the way in which businesses and organizations interface with internal and external disparate audiences. The audience ordinarily includes Customers and potential customers, Employees, Key stakeholders, the media and general public, Government agencies, and other third-party regulators.

And developing corporate communication is the key to the success of any organization, which should be custom-made to each organization based on its situation, circumstances, and required goals.

Corporate communication is simply about how companies transact with different stakeholders.

Some of these stakeholders are consumers and potential customers, workers, the C-suite and investors, the media and the wide public, government agencies, and third-party regulators [24].

It can have many forms based on the addressed audience. Ultimately, an organization's communication strategy will typically consist of the written word (internal and external reports, advertisements, website copy, promotional materials, email, memos, press releases), spoken word (meetings, press conferences, video, interviews), and non-spoken communication (illustrations, photographs, general branding, infographics).

Obviously, corporate communication covers a broad range of responsibilities since running a successful business is all about effectively communicating with people [25], [26].

There are two main types of corporate communication; Internal corporate communication, which is the key to building a strong organizational culture, and external corporate communication, shaping the organization's PR image [27].

Internal corporate communication is essentially regarding employees, executives, managers, as well as board members' communications within the institution.

These communications could be in the scheme of a memo sent from management to all employees or an all-hands meeting among several departments, or even a team chatting on ideas.

Internal corporate communication can be formal or off-the-record; also, it can include many employees or just a few.

The way teams communicate internally is substantial because it shares in the institution's corporate culture. Therefore, finding a suitable method for internal communication is mandatory to the business's long-term success [27].

External corporate communication is the face an organization displays to the outside world. It's crucial to manage this type of corporate communication since it affects the organization's public image. A public slip can change the way consumers view a product, thus affecting sales.

External corporate communication doesn't necessarily mean exporting a formal announcement or a press release. In the era of social media, companies can also casually interact with consumers using tools like Facebook and Twitter, and Instagram.

Both formal and casual external communications can have an impact on a corporate's brand image [28].

Discussion

Since the importance of corporate communication has become inevitable, and it's beyond question that the prosperity of any organization is based on successful corporate communication.

The question still remains; which of the models is best for improving corporate communications?

In principle, all the three models are very similar upon closer inspection since they have intersections in the way of viewing communication. And although none of these models can describe communication with all its aspects, interesting facets can be concluded from the various models that should be considered in modern corporate communication to build up a successful communication concept in the institution [29].

The question of which model could be the optimal communication model can therefore best be answered in this way:

It is a combination of the core aspects of various communication models offering the most tremendous potential for developing external and internal corporate communication.

Ideally, the evolution of a communication concept based on the knowledge gained from the models, which is individually customized for an organization, is the superior solution.

So every corporate should evolve a custom-made communication concept. This is beyond question. In the context of this, it is logical to develop a communication model at the same time that portrays the communication in the institution. Thus, potential devastating factors can be specified, and countermeasures can be taken before negative impacts emerge.

And based on the known facts of the pros and cons of each model of communication, tailoring a communication concept will be precise.

For example, a linear model can be ideally used in wide-range advertising, either by a speech, a television broadcast or even by sending a memo.

Having the communication in a one-way direction will increase the audience's concentration on the broadcast rather than debate through feedback [30].

While on the other hand, using a transactional model could be very useful concerning developing, brainstorming, and providing new ideas for the organization, since it includes a face-to-face meeting, a telephone call, a Skype call, a chat session, interactive training, or a meeting in which all attendees participate by sharing ideas and comments [10].

And since the interactional model is best used for new communications such as the internet, it would be perfectly suitable to build an organization-customer relationship. Since the customer will freely have the chance to provide his feedback, which will increase his sense of belonging.

Therefore, by understanding the different types of models and their potentials, developing a custom-made communication concept for the corporation would be the optimal way to successfully build a thriving corporate communication.

Conclusion

Communication is a significant part of all relationships in our lives, from friendships to parenting. Business relations are no exception. With this in mind, corporate

communication is undoubtedly worth attention, time, and investment.

Where Corporate communication is a comprehensive term, and it can mean anything from social-media posts to corporate memos to zoom meetings.

What all these methods of communication have in common is that they make up the fabric of the business.

The internal culture and the external brand define a corporate as it is.

This paper provided an output regarding the importance of developing a suitable corporate communication, with a guide on how to customize it for the organization, where the combination of the core aspects of different communication models offers the most tremendous potential for improving external and internal corporate communication.

Ideally, the development of a communication concept based on the knowledge gained from the models, which is individually tailored to the organization, is the best solution.

And by using the most suitable communication model for each situation, tailoring the appropriate corporate communication, only then the organization shall flourish.

Acknowledgement

The authors extend their appreciation to the Institute of Consulting Research and Studies (ICRS) at UQU for supporting this study through the research work no (123-20-20).

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