



# Communication Models

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A compilation of Dr. Romerlito C. Macalinao  
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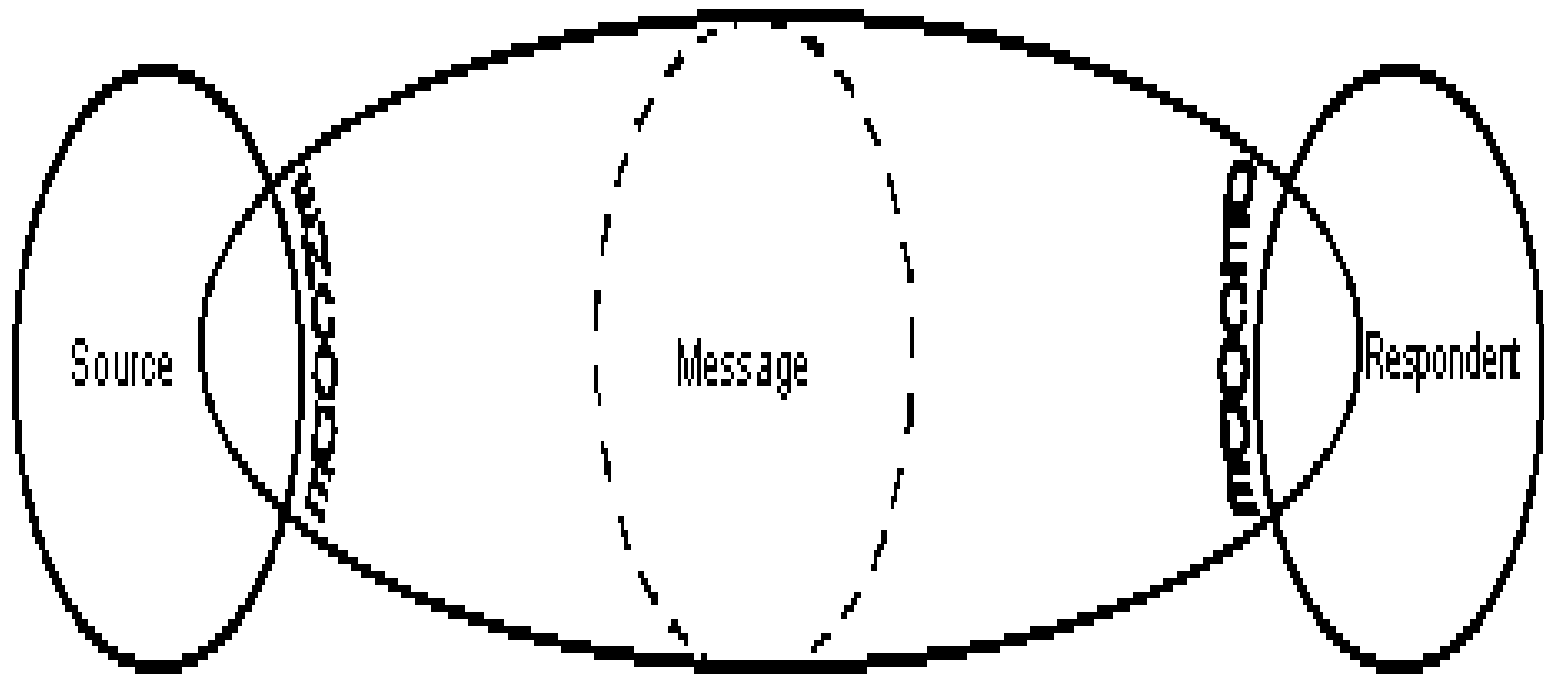
# Aristotle's Model



## The Basic Elements: S-M-R

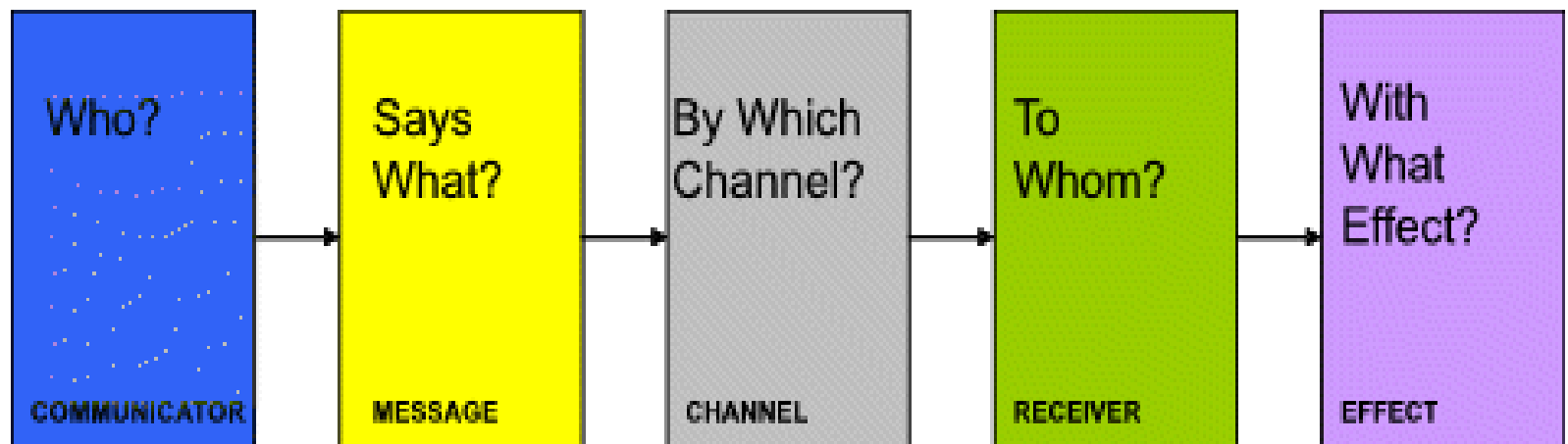
In a very simple model we have a **Sender** sending a **Message** to a **Receiver**. It assumes that the communication is one-way. These three basic elements are attributed to the Greek philosopher Aristotle writing around 300 BC.

# Basic Communication Model



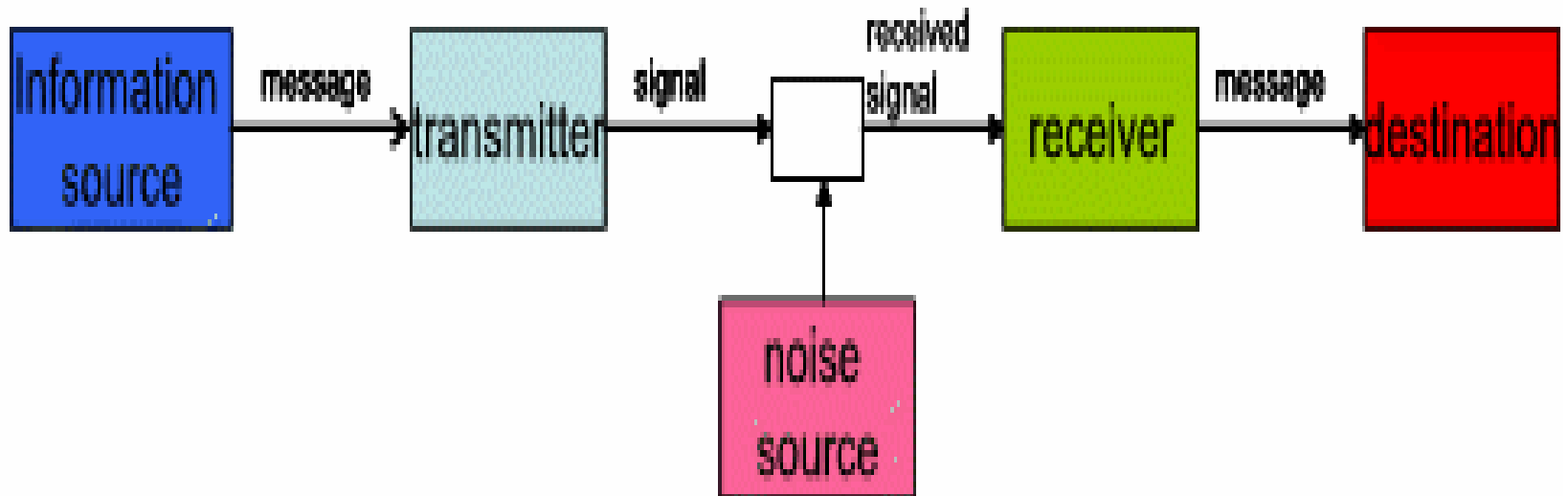
David Hesselgrave, *Communicating Christ Cross Culturally* (Grand Rapids: Zondervan Press, 1980), p.29

# Harold Lasswell's Model 1948



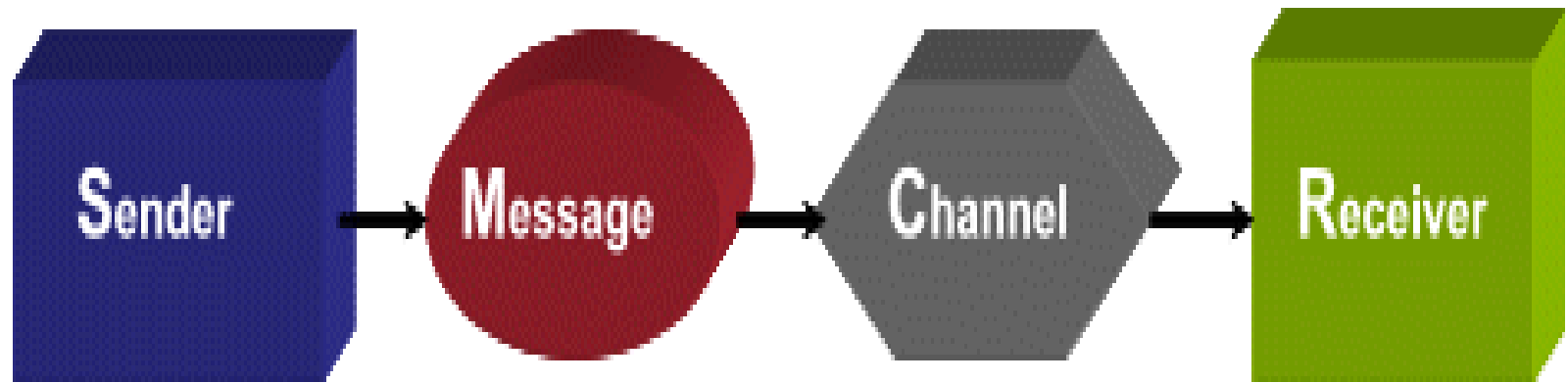
Who says What in Which Channel to Whom with What Effect? Lasswell asks very good questions of each element and points to the need for doing research in order to better understand the process in a given context

# Shannon-Weaver Model 1947



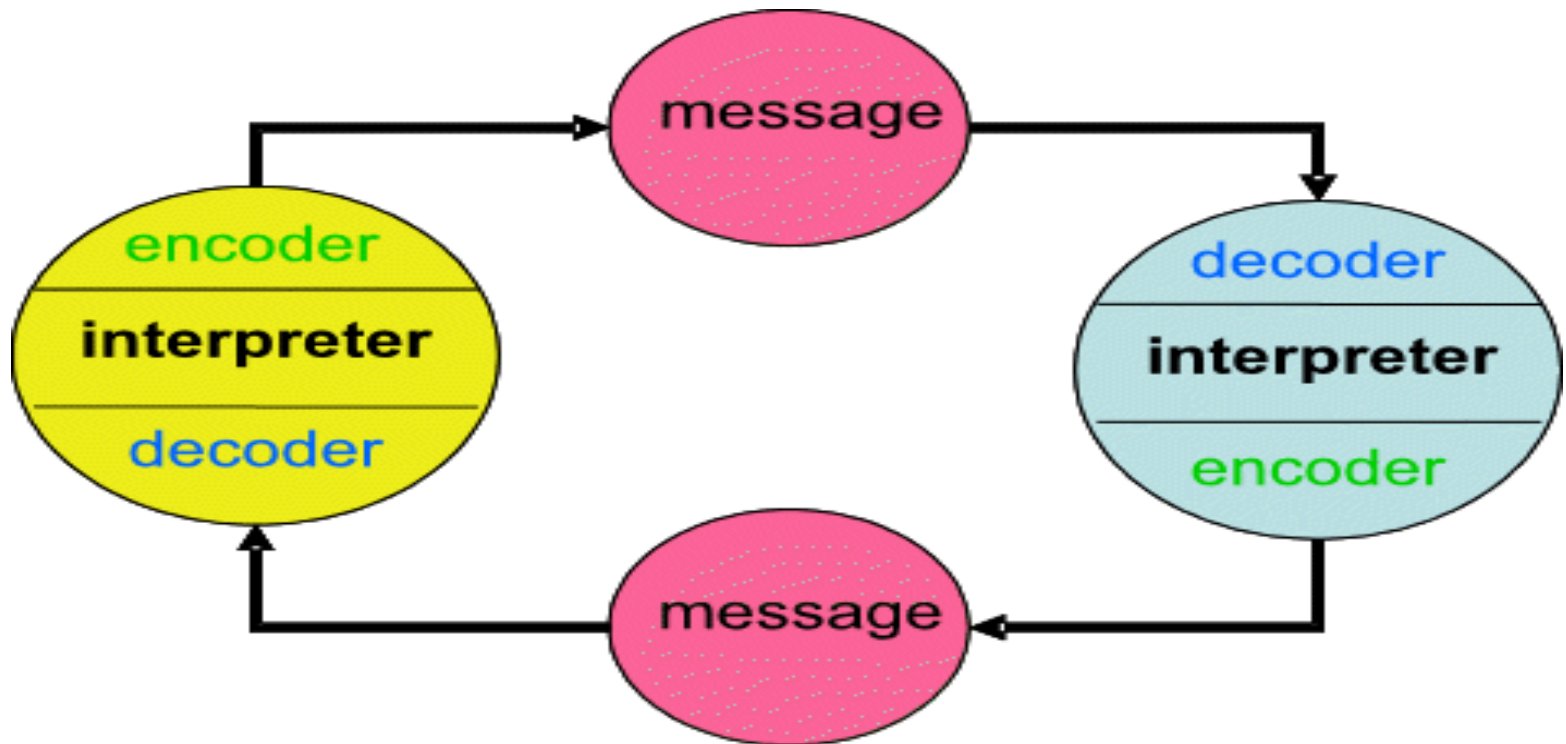
The transmission models provide elementary understanding but are weak in describing the importance of context and relationships — especially for inter-personal communication

# Berlo's Model



A good understanding of the medium is very important if we are to communicate with good effect. We need to understand the strengths and weakness of the various media of communication. We also need to be aware that the medium can distort the message.

# Schramm & Osgood's Model



Osgood and Schramm's model may work best in face-to-face communication where we can more easily *read* the person we are communicating with. But it also poses real questions for mass media communicators where greater interaction is expected.



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Aristotle said 300 years before the birth of Christ: "For of the three elements in speech-making -- speaker, subject, and person addressed -- it is the last one, the hearer, that determines the speech's end and object."

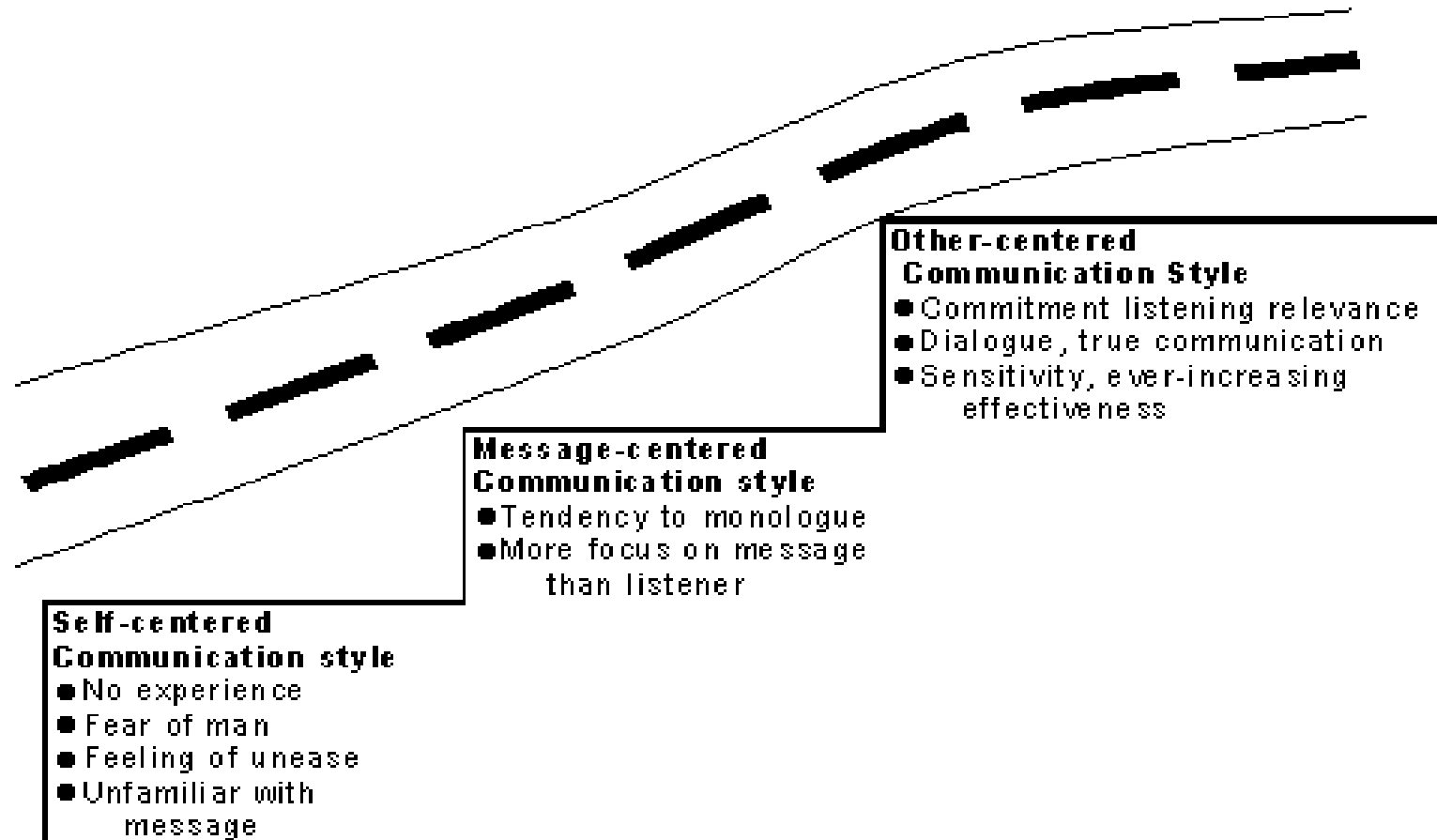


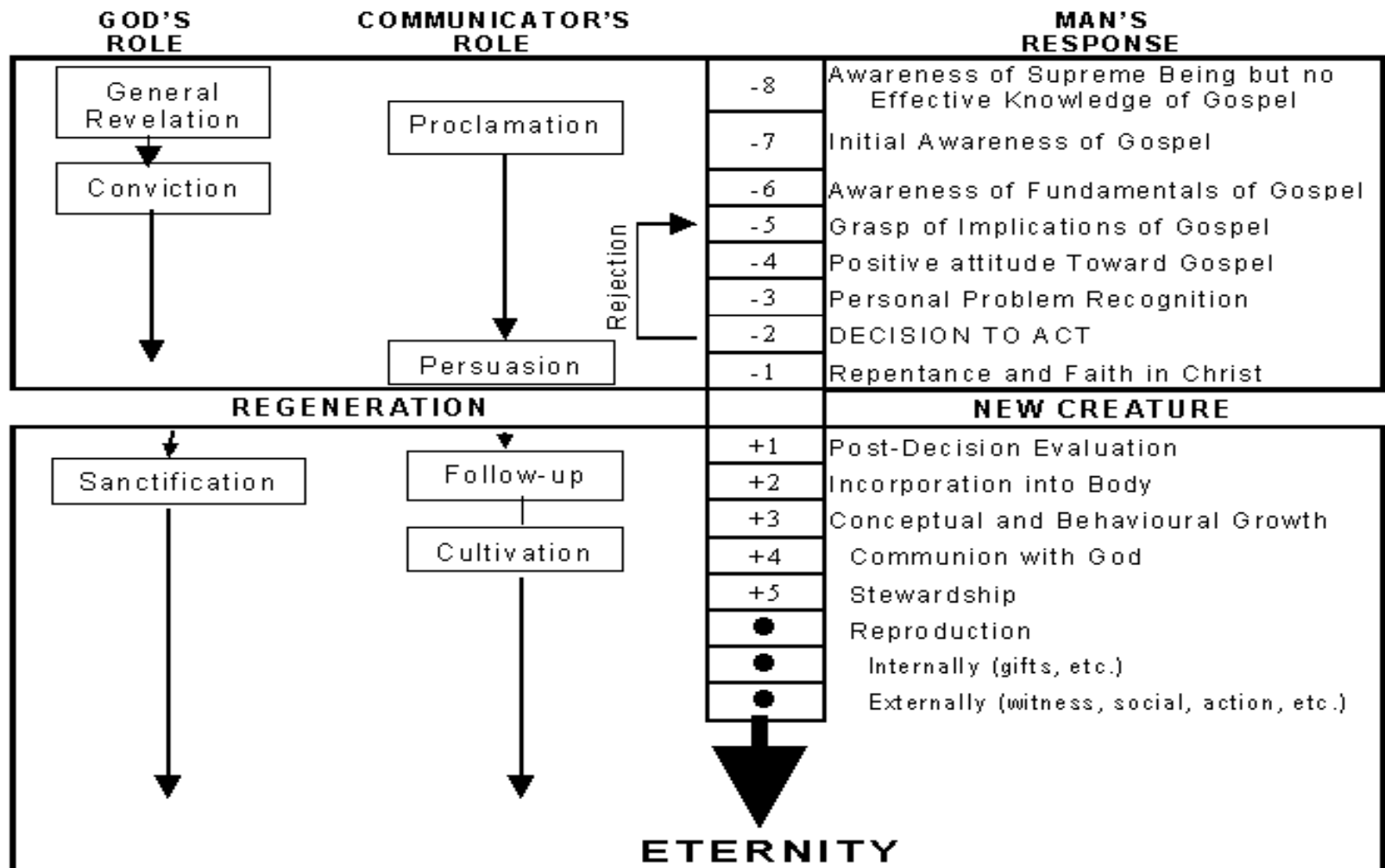


# Communication Models

1. Which of the models best describes the way you see the communication process working? Do you find you like different models for different circumstances?
2. In your primary working situation which model do you feel is most suitable for you?
3. What is the most important thing that you feel these models are teaching you? Will this change the way you see your audience?
4. How do you now see yourself as a communicator? Are you above your audience? Or are you alongside him or her?
5. List three ways in which the channel by which you communicate affects the message you want to communicate

# A Proposal: Other-Centered Model

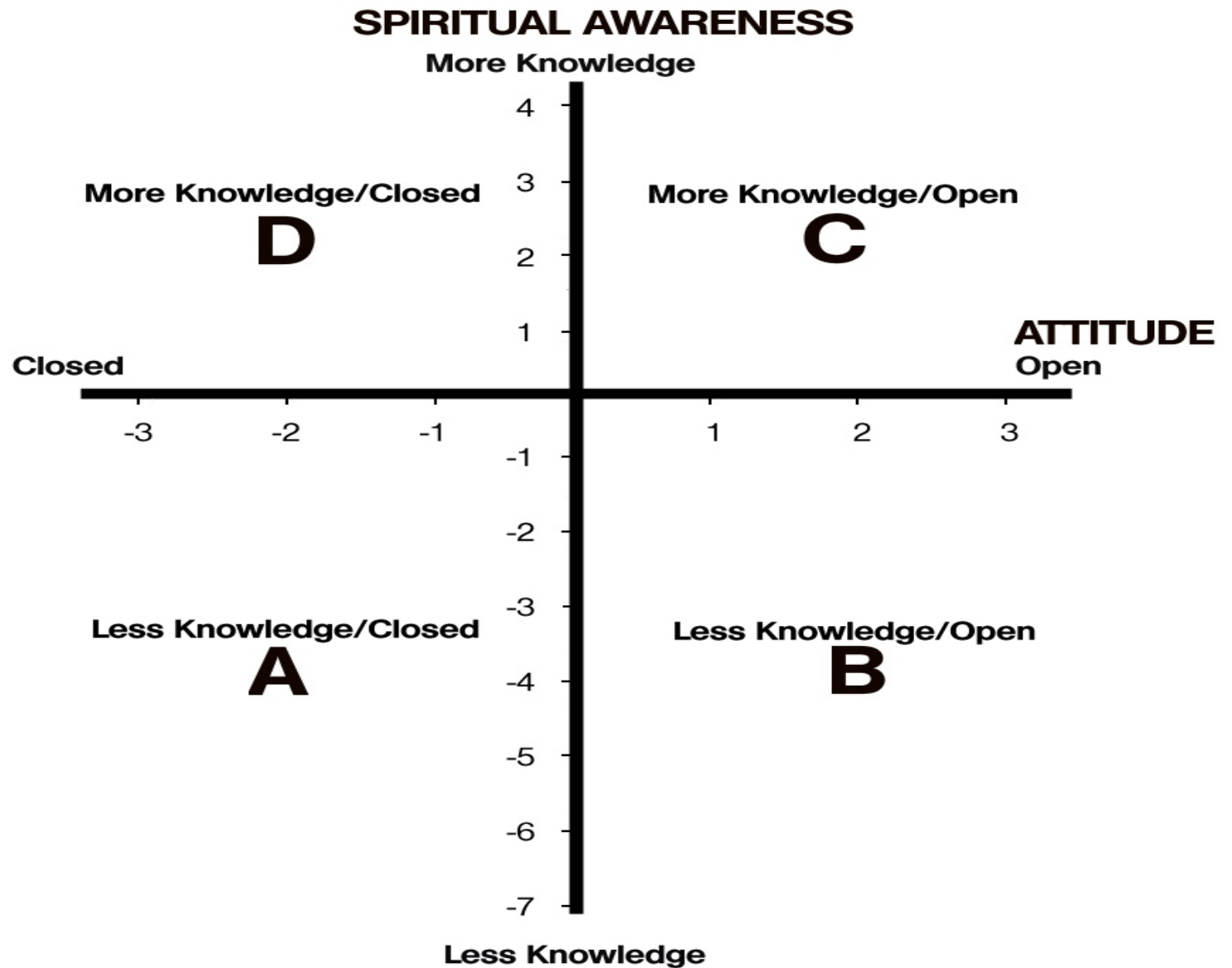


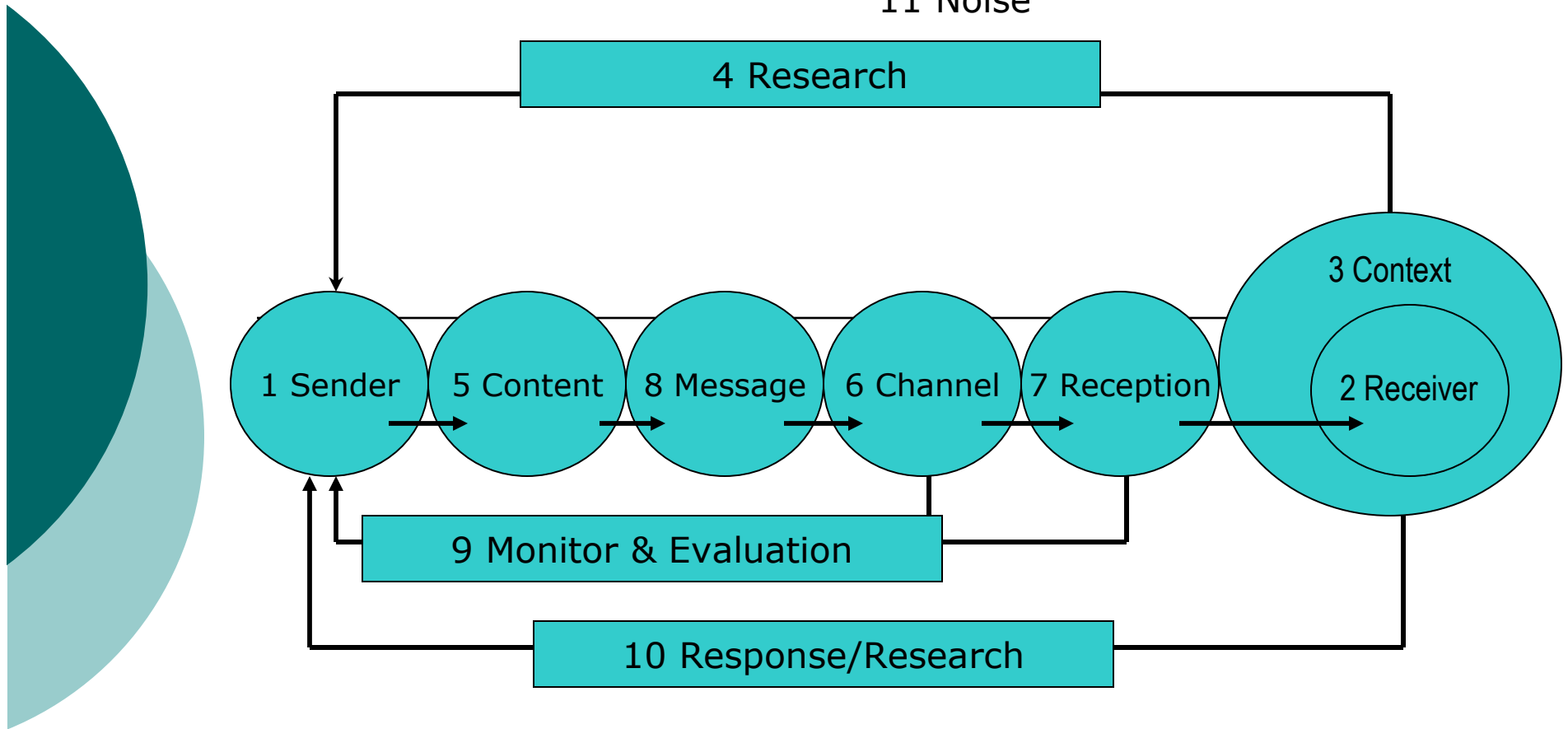


# Decision-Making Model

James F. Engel, Director of the Billy Graham graduate program at the Wheaton College Graduate School

# An Assessment: The Gray Matrix





# Sogaard's Comprehensive Model of the Communication Process



# Communication Strategy

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A Showcase:  
Reaching Inner  
City Youth in  
Rotterdam

# THANK YOU

**Rev. Dr. Romerlito C. Macalinao** is a graduate of Febias College of Bible (Bachelor in Theology), Alliance Biblical Seminary (M.A. in Christian Education), and Asia Graduate School of Theology (Doctor of Education). His continuing education included traveling to the USA for the Billy Graham School of World Evangelism, the Academy of Congregational Transformation, the International Chrysalis Institute of Leadership, the Prevailing Church Conference, and the Fuller Theological Seminary.

•He has been involved in both formal and nonformal educational ministries for more than two decades. He has taught in several Bible colleges and seminaries. He has authored two books on preaching and pastoring and published this year, “Developmental Pastoring”. He has contributed articles with The Evangelicals Today. He has about two decades of broadcasting experience. He has provided leadership as director for FEBC Biblical education for all through media, national program coordinator for PCEC national church planting program, executive director for the Philippine Association For Theological Education by Extension, and Pacific Northwest Advocate of the Asian Caucus of the American Baptist Churches USA.

•He has been a pastor for over two decades with interdenominational affiliations and international exposure. He was ordained in the Gospel ministry with EL International in 1991 and is currently in fellowship with the Church of God World Missions, Philippines. He is married to Catherine Caidic, also an alumna of Febias, with whom he has three children. – Ashiel (18), Keryx (13), & KrisMea (11).

•He is the lead person of ASCM’s Distance Education program. He is an online mentor with the Global University (Assemblies of God) and an external consultant for organizational development with the CBAP (Conservative Baptist Churches of the Philippines). He is a member of the NAPCE (North American Professors of Christian Education). He is founder and CEO of GlobalFil Alliance Inc., an educational consultancy service with the vision of a seeing an international network of Filipinos committed to international cooperation, cultural revitalization, and national transformation.



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