****Transactional Model of Communication

Advanced Public Speaking

**Transactional Model of Communication**

**Encode**

**Sender**

**Receiver**

**Channel**

**Decode**

**Encode**

**Simultaneous Communication**

**“Public speaking is still a conversation”**

**Feedback**

**Decode**

**Transactional Model of Communication Components**

**Sender -** The individual speaking to an audience delivering a particular message.

**Receiver -** The audience who listened to the message and digest the information

**Transactional Model of Communication Steps**

**Step 1 - Encode**

At this stage the sender decides on the message they would like to deliver and takes their thoughts and ideas, converting them to communication.

Things to think about:

* What message do you want to deliver?
* Who do you want to communicate the message to?
* How do you want to communicate your message?
* What do you want your audience to take from your message?

**Step 2 – Channel**

Channelling is simply how the message gets from the sender to the receiver - the route your message takes to get to the receiver.

The way you communicate your message is vital to ensuring your audience receives it effectively.

There are many different routes which can be taken when speaking to an audience. They include speaking alone, using a presentation or the use of props. Alongside this you also have to take your verbal and non-verbal communication into consideration.

Things to think about:

* What is the best way to communicate your message?
* What level/type of language should you use?
* Does your audience have any background knowledge in your topic?
* Will your audience need any additional resources to understand your message such as a handout?

**Step 3 - Decode**

This is the process your audience goes through having listened to your message and interpreting it. Your audience is now turning your words and communication into thoughts of their own.

This is when questions can arise or a curiosity to know more and opinions can also be made.

**Step 4 – Encode**

The receiver will go through their own encoding stage turning their own thoughts about your message into communication.

At this stage it always a good idea to allow the audience to ask questions and encourage their interaction to allow them to communicate their thoughts.

**Step 5 - Feedback and Decode**

This is the final stage of the cycle and this can allow the sender to assess whether the receiver has fully understood their message.

Feedback may be voiced verbally through questions or non-verbally through body language such as nodding or confused looks.

The sender can then decode the feedback given to understand how to improve – without feedback it is very difficult to know how to improve.

**References**

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