

## **ASSESSMENT OF COMMUNICATION MODELS AND BASIC QUALITIES OF A TEACHER AS IT RELATES TO THE USE OF TECHNOLOGY IN CLASSROOMS' INSTRUCTIONAL DELIVERY**

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### **Abstract**

*This study examined the communication model and elements of communication process including how it works. It also examined the concepts of communication model and various types of communication model that are most frequently encountered in the literature and explains how these models help with work place communication. There are eight (8) models of communication that can be divided into three (3) categories; namely: linear models, Interactive models and transactional models of communications. The basic qualities of a teacher that help students engage with the materials, they are learning and enable them to become active learners were discussed and conclusion were made.*

**Keywords: Assessment, Communication Model, Concepts, Qualities, Teacher, Technology, Instructional Delivery.**

### **Introduction**

Communication models provide a framework for development, communication practitioners to build ideas for effective message delivery to a specific audience. These professionals are constantly developing ways to communicate on behalf of non-governmental and private organizations in a way that empower and mobilize societies for social charge. However, understanding the meaning of each model enables practitioners in the fields to become better communicators. According to Ololube (2009) communication model is a systematic

representation of the procedure that aids in understanding the human communication process. Models depict the process symbolically and conceptually. They also help to simplify the complex process of conversing and establishing where and with whom communication occurs. There are three broad categories including the linear, interactive and transactional models of communication. Each model offers a unique perspective on the process of communication (Olayiwola, (2005).

### **Concept of Communication Models**

A model is widely used to depict any idea, thought or a concept in a more simpler way through diagrams, pictorial representation and on the other hand, communication model is a pictorial representation of the communication processes, ideas, thoughts and concepts through diagrams. However, they can be considered to be systematic representation of the process that helps us understand how communication can be carried out. Models go a long way in making the understanding of any concept easier and clearer through a model; one can easily understand a process and draw conclusion from it. In simpler words, a model makes the learning simple. There are eight (8) models of communication that are divided into 3 sub-categories; linear, interactive and transactional. Linear Models (One directional communication), Interactive Models (Two-way communication) and Transactional models (personal with immediate two-way feedback). Theorists have been building different types of communication models to understand and explain how communication takes place. It is difficult to determine the beginning and end of a human conversation as it's a complex process. And these communication models will help us understand the process of communication in a better way.

### **Linear Models**

Linear communication models depict one-way communication and are used to communicate with the masses. Linear model of communication is a simple one-way communication model. The message flows in a straight timeline from sender to the receiver. There is no concept of feedback. The only task that a receiver does here is to receive the message. The linear model of communication describes communication as a linear, one-way process in which a sender intentionally transmits a message to a receiver (Ellis and Mcclintock, 2017).

This model focuses on the sender and message within a communication encounter. Although, the receiver is included in the model, this role is viewed as more of a target or end point rather than part of an ongoing process. We are left to presume that the receiver either successfully receives and understands the message or does not. The scholars who designed this model extended on a linear model proposed by Aristotle centuries before which included a speaker, message and hearer. They were also influenced by the advent and spread of new communication technologies of the time such as telegraphy and radio. You can probably see these technical influences within the model, how a radio message from a person in the radio studio is transmitted to you listening in your car. The sender is the radio announcer who encodes a verbal message that is transmitted by a radio tower through electromagnetic waves (the channel) and eventually reaches your (the receivers) ears via an antenna and speakers in order to be decoded. The radio announcer does not really know if you receive their message or not, but if the equipment is working and the channel is free of static, then there is a good chance that the message was successfully received.

Although the linear or transmission model may seem simple or even under developed to us today and in this model as it relates to the use of instructional technology today. Students learn via online videos, audio books, interactive online games and more, all at their own pace. And because online content is easily updated, students can immediately access the most recent information. The creation of this model allows scholars to examine the communication process in new ways which eventually led more complex models and theories of communication. The most prominent examples of linear models of communication are:

- i. Aristotle's model of communication
- ii. Laswell's model of communication
- iii. The Shanno-weaver model of communication
- iv. Berlo's S-M-C-R model of communication

The main elements in these models are the channel, the sender and the receiver.



**Figure 1: Illustration of Linear models of Communication**

The linear models relate to the use of instructional technology such as radio, film and television, especially in classroom teaching and learning situations; it equally involves the use of video recorders and video cassettes for educational purposes.

Television is used for either enrichment or direct teaching as it provides formal and non-formal education. According to this model, the speaker plays a key role in communication since the teacher-speaker is the one who takes complete charge of the communication. Linear communication is thus the golden rule to excel in public speaking seminars, lectures where the sender makes his point clear by designing an impressive content, passing on the message to the second part and they simply respond accordingly. Here the sender (teacher) is the active member and the receiver (student) is passive one. Examples of Linear models include;

### **Aristotle's Model**

The Aristotle model is one of the oldest models of linear communication. It comprises the speaker, the speech, the listener, the occasion and the effect. The model concentrates on the credibility of the speaker's message and how they can connect to the listeners without expecting any feedback. It is a fool proof way to excel in public speaking, seminars and lectures, where the sender (Public speaker), since the sender is the only active member in this

model, while the audience is made a passive member. This explains why the model is considered defective since it plays less attention to the decoder or the receiver of the message.

### **Lasswell's Model**

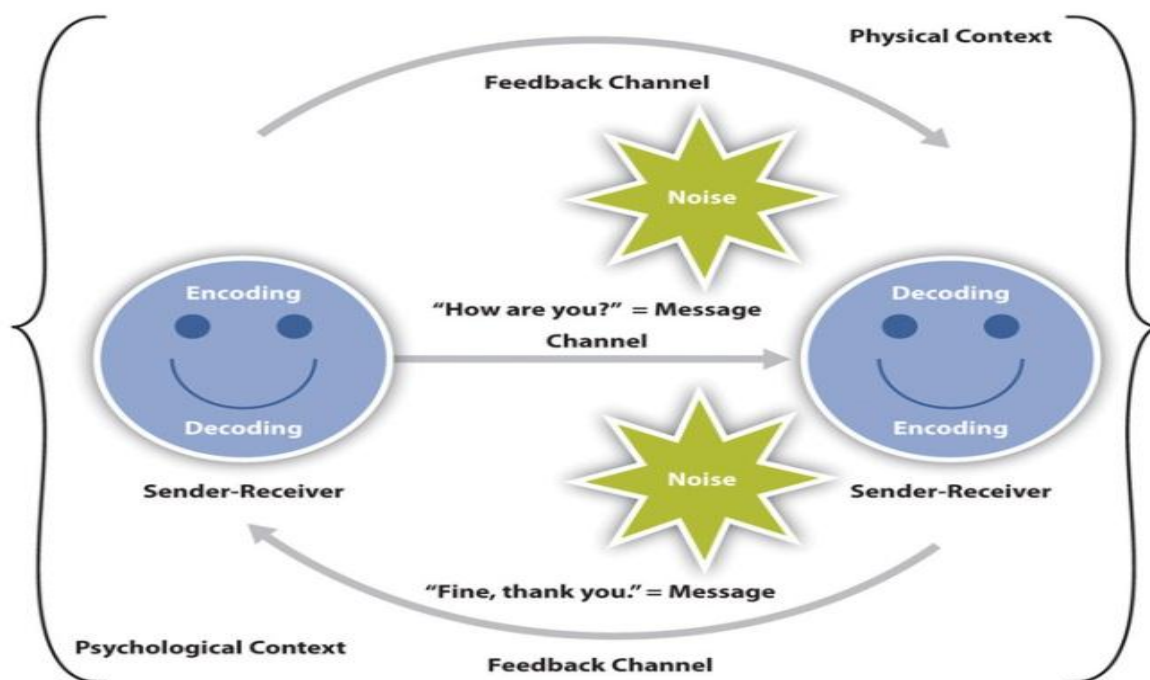
Lasswell's model aims to elaborate on linear communication by addressing five message-related questions. These questions seek to understand the message's communicator, what their information entails, the channel of information delivery, the audience and the effect on the receiver. This model is useful for media persuasion and interpersonal or group communication, where the communicator aims to disseminate a message to several groups in various situations. A good example of this is the e-mail messages and WhatsApp platforms in classroom situation.

### **Interactive Communication Model**

Interactive model takes the linear model and multiplies it times two with quick flip on the return message. Schramm (2015) describes communication as a process in which participants alternate position as sender and receiver and generate meaning by sending messages and receiving feedback within physical and psychological context. Rather than illustrating communication as a linear, one-way process, the interactive model incorporates feedback thereby making communication a more interactive and a two-way process. Feedback includes messages sent in response to other messages. For example, your instructor (teacher) may respond to a point you rise during class discussion or you may point to the sofa when your roommate asks you where the remote control is. The inclusion of a feedback loop also leads to a more complex understanding of the roles of a participant in a communication encounter. The interactive model is also fewer messages focuses while the linear model focused on how a message was transmitted and whether or not it was received, the interactive model is more concerned with the communication process itself. Interactive model allows for a feedback element because after a message is encoded and sent to the decoding receiver, the roles then reverse and the receiver encodes and sends a response to the original sender who has now turned receiver. Envisiage, for instance an example of a text message whereby your friend sends you message and you respond to it. The same thing happens during a telephone call, or even an email exchange where a message is sent and received and then roles reversed, thus making the model to be interactive. Examples of the interactive models of communication include:

### **The Osgood-Schramm model**

The Osgood-Schramm Model is a circular model that represents a reciprocal manner of communication between a message's sender and the receiver. In this approach, the communication circle fulfils three communicative functions such as encoding, decoding and interpreting. Both the sender and the receiver encode and decode information at the same time. This model encourages feedback from the audience and exhibits good communication by accounting for interpretation. This model considers communication to be equal and reciprocal. It has no differentiation between the sender and receiver. In this model, it is believed that encoder and decoder keep interchanging roles of sending and receiving. Since feedback is immediate, it is possible to reduce noise through the continuous clarification of messages through the conversation flow.



**Figure 2: Illustration of Interactive Models of Communication**

In this model as relates to the use of instructional technology today helps the students engage with the materials they are learning in the use of e-mail, internet, computers and WhatsApp groups' discussions. For example, the school closures during the covid-19 pandemic forced, teachers to quickly adopt new methods of online instruction and learnt how to use technology in the classroom. A smart board or interactive portable whiteboard, where students could diagram a sentence, solve a math equations and more

### **3) Transactional Model of Communication.**

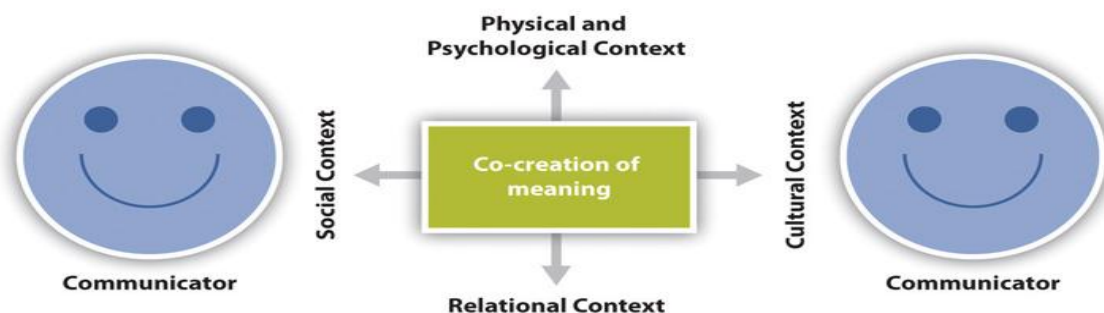
The transactional communication model refers to the continuous exchange of information that occurs between the sender and the recipient at the same time. It presents communication as two-way dynamic process within a social, relational and cultural framework. The relational environment describes a person's interpersonal history and the type of relationship they possess with another person. In the cultural context, many identification components such as ethnicity and values define the flow of communication. At the same time the social context includes standards that regulate the communication process. In this model as it relates to the use of instructional technology today as a social medium, the internet enables students to stay in touch with classmates, especially when they are physically separated from one another and sometimes to meet new people who share their interest, and this is usually realized through social networking sites, chat rooms, message, boards and blogs are some of the many ways, which can be realized through the use of e-mails, WhatsApp group discussions, video conference and internet platforms among others. Examples of this model include:

#### **i) Barnlund's Transactional Model**

This model examines interpersonal, immediate feedback communication and holds the idea that feedback for the sender is the reply for the receiver, central to the approach. Barnlund's

model also emphasized the role of cues in impacting your communication. It sheds light on public cues (environmental cues) and private cues (your own personal thoughts and background). Essentially, this model shows us the factors that influence what we think and say. According to Barnlund’s transactional model of communication, sending and receiving messages are mutually exclusive. This model suggests that the effectiveness of communication is the responsibility of both the sender and receiver. The model also indicates that individuals communicate to form intercultural relationships and build communities.

The roles of sender and receiver in the transactional model of communication differ significantly from the other models. Instead of labeling participants as senders and receivers, the people in a communication encounter are referred to as communicators. Unlike the interactive model, this suggests that participants alternate positions as sender and receiver. According to Barnlund (2018) transactional model are simultaneously senders and receivers, this is an important addition to the model because it allows us to understand how we are able to adapt to our communication intentions or encounters. For example, a verbal message, in the middle of sending it is usually based on the communication, we are simultaneously receiving from our communication partner. The transactional model considers how social, relational and cultural contexts frame and influence our communication encounters.



*Figure 3: Illustration of the Transactional Models of Communication*

**A distinction between Intra-Personal/Inter-personal of Communication**

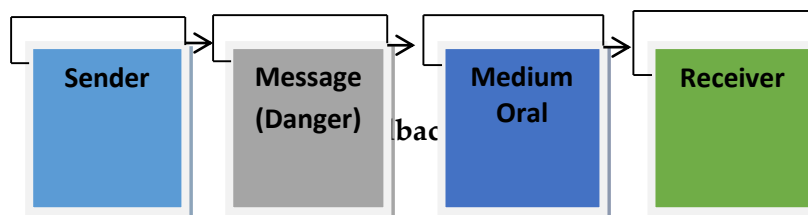
Intra-personal communication model is that communication process that takes place within the individual and it is the basis for all other forms of human communication. The individual perceives his/her environment and makes decisions based on information that he/she receives from his/her five senses of hearing, sight, touch, smell and taste. A simplistic model of intra-personal communication is presented below;



*Figure 4: Illustration of Intra-persona of Communication*

In this model, the eye (encoder) sees danger, sends SOS to the brain. The brain (decoder) in turn activates the legs to seek safety (feedback) house. The medium here is one's central nervous system. If on the other hand the person decides to raise an alarm and is heard, the communication process becomes intra-personal and interpersonal at the same time (Ada, Odey, Agishi, Afaor and Abuul, 2014).

This process can be best presented in the model below.



**Figure 5: Illustration of Intra-personal and Inter-personal of Communication**

Whether communication is intra-personal or inter-personal we can readily identify five elements that are involved. These are;

- The sender or encoder
- The message
- The medium
- The receiver and decode
- Feedback

In all inter-personal communication, especially in classroom teaching and learning situations, the sender becomes at some point the receiver. He receives the feedback through a medium such as signs, gestures, oral and written, among others. The process is cyclic and is complete only when the meaning is shared correctly. For this to happen, both the encoder and the decoder have to operate on the same wave length; for example, the decoder has to have the ability to break the code of the message sent by the encoder. Code breaking is possible only if the encoder, especially the teacher, meets the following conditions.

- A common code known to both decoder and encoder.
- No ambiguity in the message conveyed.
- Use of appropriate, acceptable medium.
- Minimal physical, mental and emotional interference.

### **Basic Qualities of a Teacher As Relates To the Use of Technology in Classroom**

**i. Empathy:** One of the important qualities of a teacher is empathy. For example imagine you are in your classroom and there is a student who continuously performs poorly in his/her exams, you advised them to study and yet they keep on getting low marks. Now, it is natural for you to get angry because despite your efforts, the students are not performing well. However, you don't know what is going on inside them, what kind of condition or situation they are going through. What if the student is facing issues with their family or if they have a learning disability? As a teacher, you need to put yourself in their situation and think like your student. This is what empathy is all about. Empathy is key to engaging students and improving their learning and is to treat each student as an individual by being empathetic and understanding to what may be going on in their lives. One of the significant



qualities of a teacher is providing more engaged learning environment by integrating technology in course design. Using educational technology in the classroom makes it easier to teach students of all learning backgrounds, helping teachers bring even the most timid of students out of their shells using curriculum-aligned learning, games such as prodigy, to keep students engaged with lessons and help boost their learning outcomes. A teacher should be able to use technology to present subjects in more interactive and creative ways. With all the possibilities out there and with more on the way and with advancement like virtual reality.

**ii. Creativity:** Another key important quality of an ideal teacher is creativity. By being creative, a teacher can make their classes interesting by using various online teaching tools to add life to the classroom teaching and learning. This applies to classroom teaching and learning where the teacher is physically present before his students or conducting a virtual setting, pictorial, colorful instructional materials, along with regular textbooks and work books, ensure the child is fully engaged and finds all the learning topics interesting enough. The teacher could just state facts verbally or writes a few lines on the background as part of his teaching technique or he could use colorful teaching aids and instructional materials that are interactive and fun. Certainly, the latter is more useful in explaining basic principles and teaching the young ones their subjects. The teacher that uses technology when teaching will help students to become more familiar with common programmes that they will use in their future careers. Technology is everywhere, this is why is important that it plays a part in students current learning. Teachers aim to prepare their students and a greater way to do this, is with technology, since it will play a large role in their lives moving forward, students need to be able to understand the basics. The use of computers and internet will be an integral part of their future professional and personal lives.

**iii. Adaptability:** Effective teachers need to be able to work in a constantly evolving environment and just their teaching methods based on the age of their students. Adaptability is one of the key skills needed to be a teacher who may be educating students of varying grade levels or different learning styles. An engaging learning environment requires a lot of collaboration. As the world changes, so do the methods we use to educate students. This is no secret that technological developments have been coming at a rapid pace in the past few decades and because of that educational technology is comparatively changing. Incorporating technology into the classroom can be beneficial and support learning and teaching practices. If the resources available support the changing curriculum practices and requirement. The tremendous changes in the education field especially with the rise in access to the internet, computers and other technology have become a great way to promote and facilitate discussion among students as they interact with each other through the technology and discuss different ways thus collaborating and learning together. Some students are gifted with computers as a result it takes less time for them to learn some tricks of the trade and can assist other student's out with their assignment and task. The teacher enhances promotion of collaboration which in turns leads to a more connected community.

**iv. Strong Communication Skill:** When talking about the qualities of a teacher, strong communication skills cannot be missed. When it comes to communication, a lot comes



communication and a lot of things can go wrong. It is said that the biggest problem with communication is the misconception that has taken place. To put it simply, as a teacher, you might think that you are communicating well, but there are few points to be kept in mind. As a teacher, always invite feedback and ask your students if they have understood. The teacher should be able to create a platform for open communication, take in their regional language and guarantee their students that the classroom is a safe space. When the teacher assumes a strict and harsh role and the communication becomes one-way, there is not much learning involved; neither for the students nor the teacher. Communication needs not always be verbal, the teacher will have to pick up non-verbal cues and that is where the real qualities of a teacher are get tested. It is important for teachers to have strong verbal and non-verbal communication skills. The teacher imparts knowledge and education, his major responsibility as a teacher is to make the students learn, develop and grow mentally. This is imperative in their formative years, if they are to become capable and productive social citizens going forward. His teaching will play a very vital role in shaping their personalities. Not to mention the equally significant factor of his students imbibing knowledge, getting equipped with the right life skills. The uses of technology or instructional media play a significant role in helping the students learn and develop mentally. However, technology provides teachers with an opportunity to connect with their students in new ways, it allows the teacher to open up lines of communication and use the internet to explain curriculum materials in a new way, which can be very helpful to students. Many students these days already gravitate towards the internet so by using these technologies in the classroom you may increase opportunities to build community with your students.

**v. Fairness:** Fairness is one of the characteristics of student favorite teachers. As human who possesses migranical sense of fair play, whenever we are dealt with by someone in a manner that violate what we think constitute fairness in the situation we react negatively. Any semblance of favoritism or lack of fairness can leave fears for a lifetime. Therefore, an ideal teacher should be fair to their student all the time.

**vi. Positive attitude:** The positive attitude and approach that a teacher brings into the classroom goes a long way in enhancing instructional delivery. Barnlund (2018) suggests that effective teachers are those who use meaningful verbal praise to get and keep students actively participating in the teaching and learning process. NTI (2007) writes that effective teachers are generally positive minded individuals who believe in the success of their student as well as their own ability to help student achieve. As well all know there are people in life who are inclined to see the glass half empty and there are others who usually see it half full. It is important to teach student doing things right rather than teaching them doing something wrong since effective teachers develop ways to remind themselves to do this and the impact on students can last many years. Student after recall praise and recognize what teachers gave them as young students and how that has affected their lives positively.

**vii. Preparedness:** Even young children know when a teacher is organized and ready for the day's lesson. Nothing frustrates a student more than to come to class and be attended to by a teacher who has no idea of what they are doing. Competence and knowledge of the

content area being taught is something that our college students have always mentioned about their favorite teachers. In the classroom where teachers were well prepared, behaviour problem were less prevalent. The well prepared teacher is more likely to be able to take time during lesson to notice and attend to behavioral matters and is less likely to miss the beginning of potentially disrespectful attitude. If on the other hand, teachers have not invested sufficient time in planning the preparation, they tend to be so focused on what they are doing that they miss the early signs of misbehavior, thereby resulting in the waste of valuable time with no or less meaningful impact on the targeted learners.

### **Conclusion**

The communication model provides a framework for development communication practitioners to build ideas for effective message delivery to a specific audience. Understanding the concept of each model enables practitioners as in this field to become better communicators especially in the area of education as medium of instructional delivery in schools. On other hand, a good set of qualities are essential to make teaching effective, with teaching being redefined day to day, it is important for teachers to hold their qualities close. The qualities of a teacher include effective skills in empathy, creativity, adaptability and strong communication skills, among others. The teacher that uses technology as medium of instructional delivery in the classroom helps students engage with the materials they are learning and enables them to become active learners. An ideal teacher can make a world of difference in a student's life, impacting everything from their classroom learning to their long-term success through the application of media or instructional technology.

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