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Subject:- Business communication
Unit - 1

Topic:- Theories of communication

① Bull's eye Theory

Action view is the basis for the theory of communication. The whole process of communication is based on one-way action doing something to someone. The sender plays an important role who encodes the message with the help of arbitrary symbols. The demonstration or doing skills of the sender is for the purpose to change the behaviour of someone or the receiver, to be persuasive, sell or help. The action view believes that words have a meaning and there would be no misunderstanding which is the core of effective communication, provided the right words are used to convey the right message. Misperceptions or misunderstandings are bound to occur, but according to information theory, the sender has to play effectively and adequately.

② Ping-pong Theory

This theory is also called as interaction or interpersonal view. This approach to the study of human communication is the ping-

Pong theory of communication: Ping-pong is a game of table tennis, represents the interaction theory of communication. It is compared with turns at a table-tennis match. In the process of communication, the turns take place between the sender and the receiver. It is a complex theory of human communication than the Bull's theory which recognises the concept of linear feedback. In this theory there is linear cause and effect.

③ Spiral Theory

The spiral theory of communication represents and called as transactions view of communication. It recognises more than one interaction between the sender and the receiver. A transaction implies independence, mutual and reciprocal causality. Myers and Myers say that human communication is best understood as a system in which senders are simultaneously receivers and senders. Communication is not a static but dynamic and lifetime experience. It is not like a still photograph but continuous flow of motion pictures. The authors say that "communication in its process view is characterised less by the actions of the sender and the subsequent reactions of a receiver than by the simultaneity of their reciprocal responses, or more simply, by things going on at the same time which affect each other."