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ADAPTING THE LINEAR MODEL OF THE COMMUNICATION PROCESS IN MODERN MARKETING REALITIES

Abstract. *Classic linear model of communication is considered and characterized in this paper as well as its elements are considered in this article. Improved linear model of communication process is suggested. The channel modifier and the environmental modifier are proposed as the elements of improved linear model of communication process. The core features of the channel and the environmental modifiers are described as well as the distinction between added elements and the noise. Placement of the reaction and the reply as elements of the feedback is corrected as well as the improved description of those elements, based on modern marketing tendencies.*

Keywords: *communication, communication process, communication process model, improved linear model of communication process, marketing communications*

Communication is inherent in all scopes of human activity without exception. Exchanging and processing information is the key to the development of all living and functioning artificial man-made systems. By Sh. Grimsley, communication is the process of transmission of information between two or more parties, while the communication process is sequence of steps that must be proceed to achieve successful communication [1!].

Thus, understanding of the communication process is extremely important for businesses, especially, in the scope of marketing. Success of the communication between firms and customers, dealers, suppliers, government and other organization shapes one's commercial progress. It can be observed primary on promotional and PR activities, but marketing communications in general are based on theories and model of communication. As well as non-profit organizations and events have a lot of informational objectives with high communicational requirements.

Employee of «Bell System» C. Shannon with the scientist W. Weaver developed a model of the communication process in 1948 [2, p. 380]. This model is characterized by linearity, focusing on the transfer, encoding and decoding processes and presence of noise factor. Later this model was improved by H. Lasswell, who focused on effectiveness and effects of the communication process [3, p. 86]. This model was proposed to describe the process of marketing communications by P. Kotler, so this basic linear model of the communication process is shown in Fig. 1.

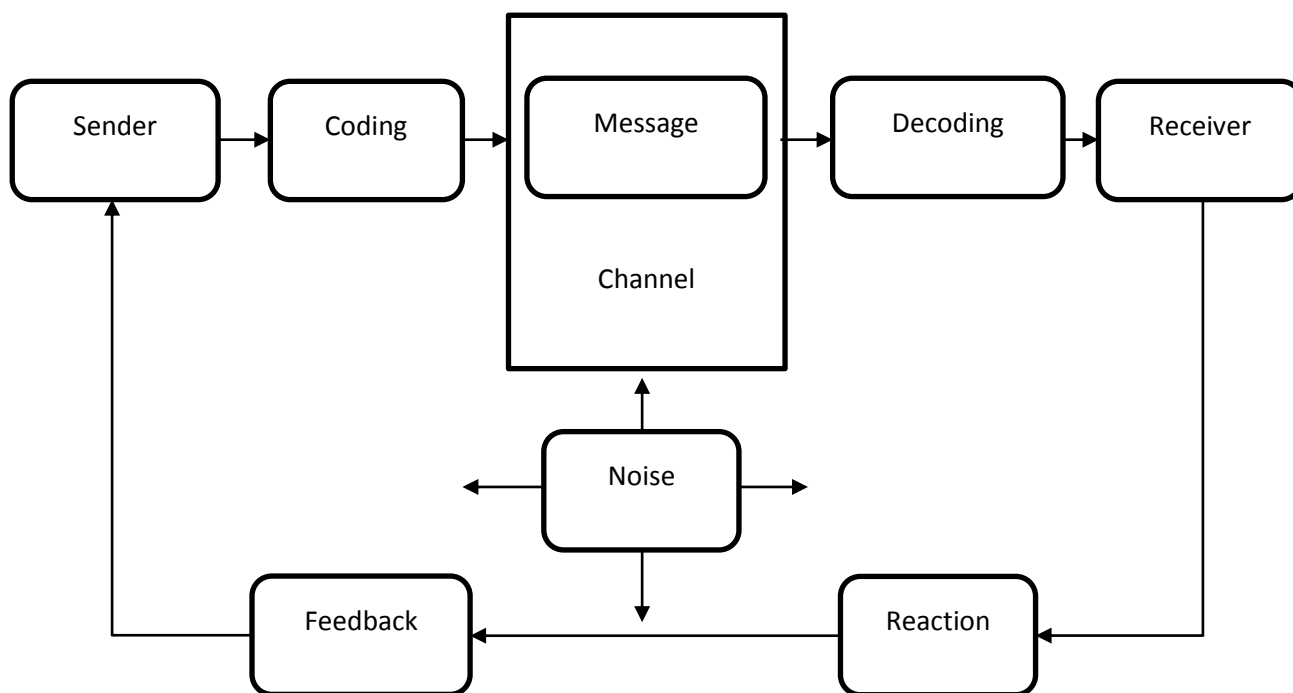


Fig. 1. Linear model of communication process [4, p. 483]

It is reasonable to describe this model's elements: sender – party sends to the other party; coding – the process of presenting thoughts in the form of symbols; message – the set of characters that is transmitted by the sender, usually by means of speech. Words, coded by most of languages, have two kinds of meanings: denotative and connotative. Denotative meaning – is accurate, literal and objective meaning of words, a description of that original meaning of the word, such as in thesaurus; connotative meaning – is variable, imaginative and subjective meaning of the words. What that word suggests or implies: all feelings, associations and emotions that word causes in different people.

Channel of communication is the tool (instrument, form) through which messages transmitted from the sender to the recipient. Decoding is a process in which the recipient provides content symbols, transferred by the sender. Recipient is the party that receives messages transmitted by the other party. Reaction is a set of recipient reviews resulting from contact with the message while feedback is a part of the reaction when the recipient contacts the sender. Noise is the emergence in the communication process, unplanned interventions environment or distortion, in which the recipient receives a message other than the one that sent the sender [3, p. 484; 4, p. 22]. We agree with T. Prymak, who interprets noise as an outside alert, without a specific target in a certain direction communication process, but with its own coding and influence [6, p. 13].

But, we consider that the noise – outside informational messages reports – is not the only factor that can distort message perceptions and therefore we offer an improved model of the communication process, which also reflects the features of the business environment (Fig. 2).

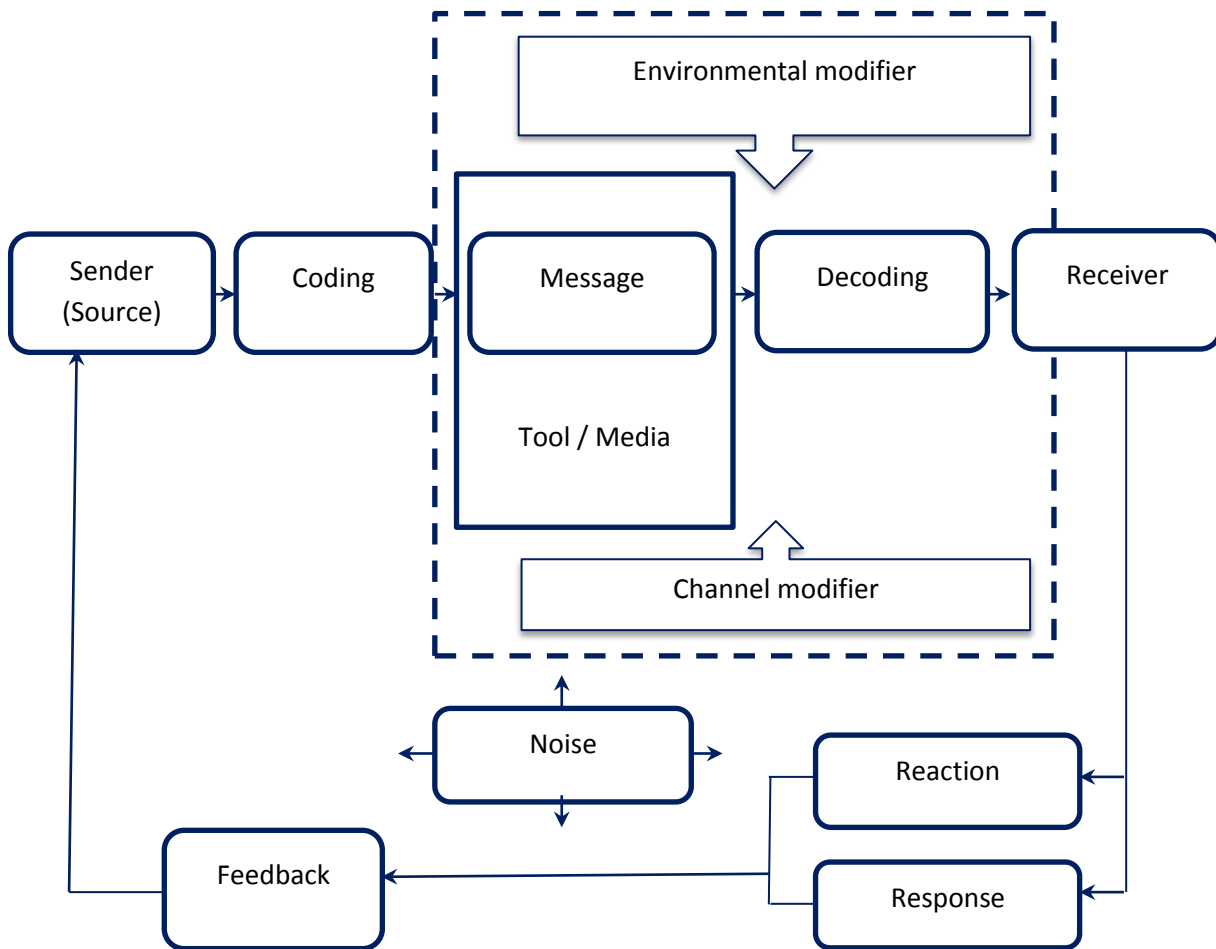


Fig. 2. Improved (advanced) linear model of communication process

In turn, it is appropriate to distinguish between the response and the reaction of the recipient as separate elements that can occur together. Both of them or the only one are considered as the feedback in the process of communication. Also, we will consider the response as sending a certain message from the receiver to the sender (source), while as reaction – in our opinion – is an action that was triggered by the messages (induced by sender): buying, viewing advertising material, a visit to the place of sale and more.

In this advanced model we have added channel modifier. This term specifies such a characteristic of selected channel (that proceeding message) that will have some influence on the reaction formation of the recipient. For example, positive content of a message, delivered by waiter in some HoReCa establishment will not have the desired effect if that worker dressed slovenly or somehow in other way mitigate the idea appealed. Similarly, a positive (or negative) brand image of some print media will affect audience perception of the advertising module.

Thus, the decision-making process (regarding purchase or that which is important for the initiator of the communication) might be influenced by many other factors: experience, cultural differences, etc. But the essence of the channel modifier is that the message does not change as

occurs when exposed to noise. This kind of producer of the influence is needed in the process of communication, but it can change the recipient's response. However, N. Filonenko considers credibility and personal barriers as the type of a noise [7, p. 42]. We do not agree with this statement, because following characteristics in the communication process can be considered as the noise only if they are producing extraneous messages (outside from the current process and sender's objectives), influencing the denotative perception of the message or distorts it.

Environmental modifier, in its turn, is the element of the environment that is not going to change the essence of the message, but will affect the nature of its perception in the context in which the place, time and circumstances recipient receives it. An example will serve as a loud audio advertising in the incorrect time or irrelevant examples of ambient media and so on. Again, this factor is not disturbing the coding or transmitting, but might have a huge influence on recipient's decision making process.

Designated modifiers are important for developing the modus of communication policy. Starting with this advanced linear model, theorists and practices can suggest a new approach in particular situations to the usage of popular marketing principles and techniques such as "hierarchy of reach" model, AIDA, "Perception of message" funnel model etc.

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