Communication is not only transportation of messages, nowadays

communication is more of sharing ideas and feelings and willingness to

participate . Ancient Greek philosopher Aristotle provides an explanation of communication that is still worthy of attention. His study of communication called „rhetoric” speaks about the elements within the process. Aristotle provides us with this insight: rhetoric falls into three divisions, determined by the three classes of listeners to speeches. For 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 (Aristotle, 350 BC: part 3). Here Aristotle speaks of a

communication process composed of a speaker, a message and a listener. Note, he points out that the person at the end of the communication process holds the key whether or not communication takes place. Since Aristotle the communication process has been studied by many promoters of models. They designed certain formats adapted to different situations and types of

communication. The use of models allows the interpretation of phenomena using

certain structures that link the elements and relations

hips

that can exist between

these elements. (Popescu, Pargaru, Popescu, Mihai, 2015:65) They are

vitally necessary because both biological and social life of society exists through a process of transmission. Without the communication of ideals, hopes, expectations and practices from those members of society who are passing out of the group life to those who are coming into it, social life could not survive. It makes communication both pleasant and essential. The famous communication scholar from US Joseph DeVito accounted at least five main reasons why we

communicate. They are: 1) to influence people, 2) to establish/maintain interpersonal relationships, 3) to acquire knowledge, 4) to help people, 5) to play. (DeVito, 2013: 11). The authors of communication’s definitions have tried to say something unique about this process in which messages are sent and received with a specific aim via communication channels through noise which envelops the

communication channels, the sender and receiver and feedback. The communication is primarily understood in the sense of transmission. (McQuail,2005:26). However, the professor emeritus from University of Amsterdam Dennis McQuail agrees with the idea of American philosopher John Dewey that there is more than a verbal tie between the words in common, community, and communication.

People efforts to put communication into a precise frame led to development of communication models. At the core of modeling is the fundamental notion that models are approximations of the real world. (Sokolowski J.A., Banks C.M., 2010:1). In this very first step in modeling, model is created according to the real world, and vice versa –model can be modified after testing.

 **Aristotle Model of Communication**

According to Aristotle, the speaker plays a key role in communication. He is the one who takes complete charge of the communication. The sender first prepares a content which he does by carefully putting his thoughts in words with an objective of influencing the listeners or the recipients, who would then respond in the sender’s desired way. No points in guessing that the content has to be very impressive in this model for the audience or the receivers to get convinced. The model says that the speaker communicates in such way that the listeners get influenced and respond accordingly (Aristotle, 350 BC, part 3).

 The speaker must be very careful about his selection of words in this model of communication. In other words, think before you act, as advices DeVito (DeVito, 2013:20). Speaker would explore the target audience and then prepare his speech. For example, the politician must understand the needs of the people in his constituency like the need of a shopping mall, better transport system, safety of society and then design his speech. The speech should address all the above issues and focus on providing the solutions to their problems to expect maximum votes from them. His tone and pitch should also be loud and clear enough for the people to hear and understand the speech properly. Stammering, getting nervous in between of a conversation must be avoided. Voice modulations also play a very important role in creating the desired effect. Blank expressions, confused looks and similar pitch all through the speech make it monotonous and nullify its effect.

The speaker should know where to lay more stress on, highlight which words to

influence listeners. One will definitely purchase the mobile handset from that

store where the salesman gives an impressive demo of the mobile. It depends on

the salesman what to speak and how to speak in a manner to influence the listeners

so that they respond to him in a way he actually wants i.e. purchase the handset and increase his billing. The Aristotle model of communication is the widely

accepted and the most common model of communication where the sender sends

the information or a message to the receivers to influence them and make them

respond and act accordingly. Aristotle model of communication is 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 is the active member

and the receiver is passive one.

 **Shannon and Weaver’s Model of Communication**

This model was introduced in the middle of the last century, is particularly designed to develop the effective communication between sender and receiver. This is however, a model of signal processing. Shannon and Weaver did not rise the question of the content or message that was transferred. They found factors which affects the communication process called “Noise”, but the model also deals with various concepts like information source, transmitter, noise, channel,message, receiver, channel, information destination, encode and decode.

In this model the sender is the originator of message or the information source selects the desired message. Encoder is the transmitter which converts the message into signals (Shannon, Weaver, 1948:380). Nowadays with “converting” we understand not only signals like waves or binary data which are compact-able to transmit the messages through cables or satellites, but usage of words, symbols and signs to express an idea. If the message is distracted by noise, it will affect the communication flow between sender and receiver. During this process the

messages might be distracted or affected by physical noise like sounds, thunder

and crowd noise or encoded signals may distract in the channel during the

transmission process which affect the communication flow or the receiver may

not receive the correct message. Despite on latest findings of Joseph DeVito, who

divides noise into four parts: physical noise, physiological noise, psychological

noise and semantic noise (DeVito, 2013:8), the Shannon and Weaver model

clearly deals with external noises which affect the messages or signals from

external sources. This model helps us to understand the components, their role

and structure of communication.

 **Berlo’s Model of Communication**

 While the Aristotle model of communication puts the speaker in the central position and suggests that the speaker is one who drives the entire communication, the Berlo’s model of communication takes into account the different aspects of the message (content, elements, treatment, structure, code) and equalizes both

sender and receiver. Berlo’s model of communication operates on the SMCR

pattern (Berlo, 1960: 124).

In the SMCR pattern S-Source; M–Message; C-Channel; R–Receiver; the source also called the sender is the one from whom the thought originates. Sender transfers the information to the receiver carefully placing his ideas into words. The ideal communication occurs when both sender and receiver have the common expertise in communication skills, the same attitude, knowledge, social system and culture. These factors play a significant role in the communication process and level of encoding and decoding. Berlo’s model differs from Shannon and Weaver’s model mostly because it emphasizes the common understanding, which is significant part of

communication. Despite on the criticism of Berlo’s model (model leaves no place for feedback, there is no barriers, filters or feedback), it has its own preferences. The most important contribution from Berlo can be the idea that meanings are not in the message, they

COMMUNICATION MODELS AND COMMON BASIS FOR MULTICULTURAL COMMUNICATION IN LATVIA.

**Schramm’s Interactive Model of Communication**

In his Circular Model Schramm embodied idea that communication is a circular process bynature. Schramm conceived of decoding and encoding as activities maintained simultaneously by sender and receiver; he also made provisions for a two -way interchange of messages (Schramm, 1961: 5-6). In this model, encoder is who originates and sends the message. Decoder is who receives the message and interpreter could be any person trying to understand and analyze, perceive or interpret. From the starting point of communication to the end an interpretation goes on. This model breaks the traditional sender and receiver models; each person acts as both sender and receiver and hence uses interpretation. Encoding, decoding and interpretation is going on simultaneously. Semantic noise is a concept introduced here when sender and receiver apply different meaning to the same message. It happens mostly because words and phrases are not understandable, so certain words and phrases will cause you to deviate from the actual meaning of communication.