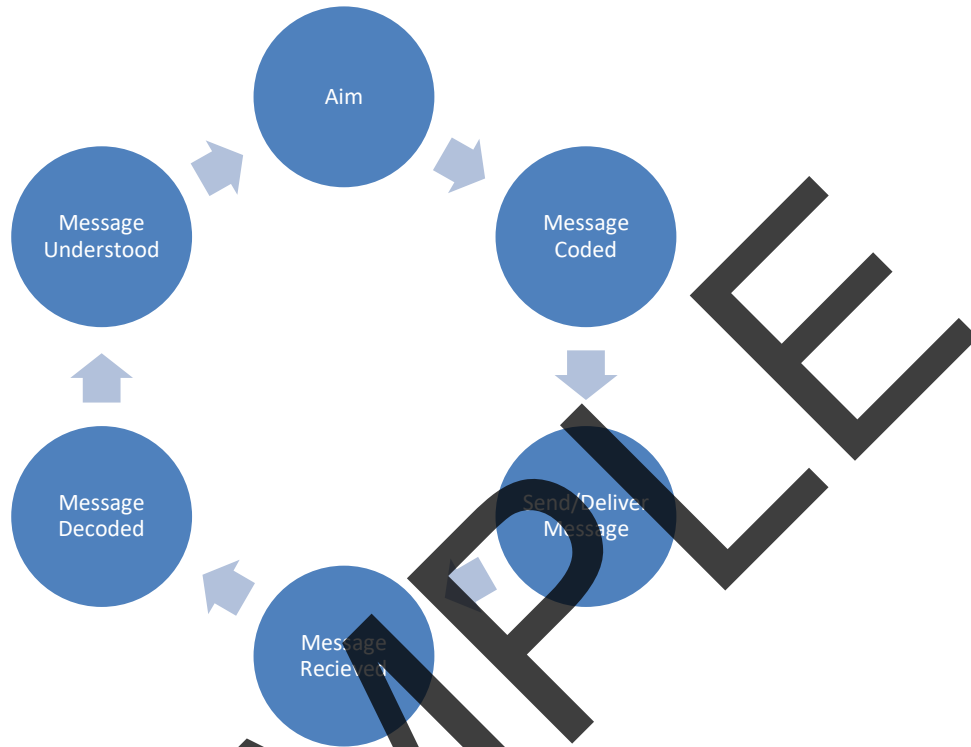


The Communication Cycle and its Relevance for Effective Communication

Argyle's (1967) communication cycle sets out the process of communication as 6 cyclic steps, shown diagrammatically below:



1. **An idea /Aim** - involves construction of an idea for communication identifying what it is you aim to communicate
2. **Message coded** - involves putting the idea into an understandable format such as language, pictures or writing.
3. **Send /deliver Message** - transmit the message to the person(s) you are communicating with.
4. **Message received** - The person or target audience receives the message.
5. **Message decoded.** The recipient must now de-code the message it. This is stage where most communication breakdown occurs if the message is not de-coded as intended.
6. **Message understood.** They recipient understands what you were communicating, and the cycle can be repeated.

Question

What do you think the relevance does the Communication Cycle have for effective management communication?



The Communication Cycle is a very useful mechanism for considering what is involved with communicating effectively. It could be used to analyse your communication to discover what you do well and what could be improved.

More specifically, for example that:

- You have a clear and relevant aim for your communication.
- The format, including the language, layout, style and tone etc., is appropriate for the message and can be easily interpreted by the receiver(s).
- The message is delivered in an effective way, at the appropriate time.
- You have a suitable means of discovering that the person or target audience has received the message.
- That you ensure that the message is interpreted (decoded) and understood as intended.

Whilst it is implied ('message understood') that you need to check understanding, it could be argued that this element could have greater emphasis in the Communication Cycle. Perhaps it should have been stated as *check* that the message has been understood. Ways to achieve this might for example include reading the facial expressions or other non-verbal cues, asking questions to gauge understanding or by interpreting responses to your communication.