MARCH 30- APRIL 3

TOPIC: BERLO'S SMCR MODEL OF COMMUNICATION

- The source or sender has his own set of communication skills, attitudes, knowledge, social system, and culture that he brings into the communication process which may be the same or different from that of the receiver.

SOURCE	MESSAGE	CHANNEL	RECEIVER
Communication Skills	Content	Hearing	Communication Skills
Attitudes	Elements	Seeing	Attitudes
Knowledge	Treatment	Touching	Knowledge
Social System	Structure	Smelling	Social System
Culture	Code	Tasting	Culture

HOW TO HANDLE COMMUNICATION PROBLEMS

- Language Barriers
- Varying Connotation of Words, Signs, and Symbols.
- Cultural Differences
- Faulty Word Choices
- Mistranslations
- Timing

A language barrier is a figurative phrase used primarily to refer to linguistic barriers to communication. It is a difficulty in communication experienced by people or groups speaking different languages, or even dialects in some cases.

Varying Connotation of Words, Signs, and Symbols

Words, signs, and symbols vary from country to country. The thumbs up sign, for instance, will have a different meaning depending on culture or race. It means the best to Americans, money to Japanese, but vulgar in Latin American countries.

Cultural Differences

Cultural practices vary from one country to the next. Cultural sensitivity is important to avoid misunderstanding.

Cultural differences are the various beliefs, behaviors, practices and expressions considered unique to members of a specific ethnicity, race or national origin.

Faulty Word Choices

A careful choice of words can help improve communication while faulty word choices can cause miscommunication.

Mistranslation

Faulty translation from one language to another or one dialect to another may cause misunderstanding.

Timing

The sender should be sensitive on when to deliver a message. Especially if the message is something negative, the timing should be perfect so as not to get a negative response.

ACTIVITY

Directions: Answer the following question and discuss briefly your thoughts regarding the statements given.

1. When do you apply the "Berlo's SMCR Model?
2. How do you handle those tourist/client that will give you some problems in terms of your conversation?
3. What is the best way to overcome the communication problems that you've encountered in this kind of industry?
4. What is the purpose of having a model of communication?
5. What is the importance of communication in our life?

Format: Calibri (Body) 11, JUSTIFIED, 1.5 Spacing and use SHORT BOND PAPER for this letter.