

Review of: "Incorporating 'Effort' into Communication Models: An Exploratory Study"

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This paper intends to incorporate effort into the communication model. This study offers a design of a communication model that is more adaptive to the current situation. The author has also provided important notes that open up additional areas of study in new communication models. Of course, this research becomes the basis for other researchers, especially in the field of communication, to participate in developing this communication model.

The author believes that effort should be seen as an element of communication. However, I see that the author himself is still having trouble explaining the operationalization of the business itself. Thus, the boundaries are blurred. Even so, this paper presents an interesting topic to discuss and becomes an opportunity for other researchers to discuss this topic.

Effort is a psychological construct that is difficult to operationalize. Therefore, measuring the intensity of effort also becomes difficult, as well as measuring effort in communication.

The author compares several models to narrow the definition of effort itself in communication. One of them, the author describes the communication styles inventory from de Vries (2011), the collaborative model of dialogue from Healey (2000) and other models. The efforts made by the author lead to the conclusion that the effort in communication can be seen from the level of satisfaction and success of communication. When effort is absent, communication will be unsatisfactory and unsuccessful. This raises the question, is the effort in communication measured independently by the results?

Indirectly, the conclusion of this study answers the question, namely effort in communication is a construct that is visible only when there is no effort in communication. This conclusion proves that businesses that have been inseparable all this time have an important role in the course of communication. In addition, to see how far the level of effectiveness of the communication model offered, it is necessary to conduct further studies that discuss this matter. The author, once again, opens a new window for further researchers.