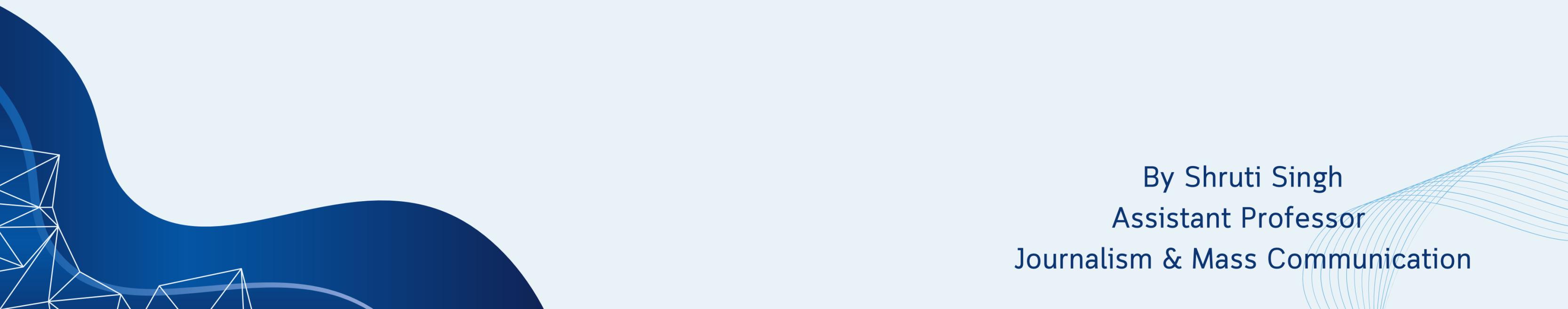




MODELS OF COMMUNICATION



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OBJECTIVE

This unit provides an overview of different types of models of communication. It focuses on the visualizing the process, core models of communication for better understanding & reduced misunderstanding. It also explain the major steps in models of communication for the improvement of personal and professional interactions.

MODELS OF COMMUNICATION

- The model is an abstracted representation of reality. A good model comes as close to reality as possible and it discusses and explains the reality as possible.
- A model is a pictorial presentation to show the structure of anything in general and so is the case of communication models.
- Models are based on assumptions that theorists make as to how communication functions and what effect it has upon individuals and society.

TYPES OF MODELS OF COMMUNICATION

1.Linear Model (Propaganda & Mass communication)

- *One way communication
- *Sender in focus
- *No feedback,not a continuous communication
- *Concept of Noise
- *Receiver has given a passive place.
- *Use for propaganda and mass communication
- *Desires results:Which sender wants from receiver

2. Interactive Model (circular but not simultaneous)

- *Two way communication :two sources
- *Concept of feedback.
- *Field of experience.
- *No simultaneous communication
- *Also called convergence model/circular.

3. Transactional Model (simultaneous, continuous & changing)

*Communication is continuous process.

*A changing process: Sender, Receiver, environment where information exchange is taking place, all keeps changing .

*Simultaneous communication between sender and receiver .Ex- Face to face conversation.

*Elements are interdependent :No source without receiver and vice versa

*Communication affected by gender, cultural, beliefs, prior experience, attitudes, self esteem.

DIFFERENT TYPES OF MODELS OF COMMUNICATION

- Harold D Lasswell Model (1948)
- Shannon & Weaver Model (1949)
- T.M Newcomb Model (1953)
- Charles E Osgood Model (1954)
- Wilbur Schramm Model (1954)
- Westley & Maclean Model (1957)

IMPORTANCE OF COMMUNICATION MODELS

- Helps in creating effective communication
- Helps in analyzing communication process
- Enhancing communication skills
- Guiding organizational communication
- Improving message design
- Facilitating Interpersonal communication
- Planning & evaluating communication campaigns

THANK YOU