

# SHANNON & WEAVER'S MODEL OF COMMUNICATION

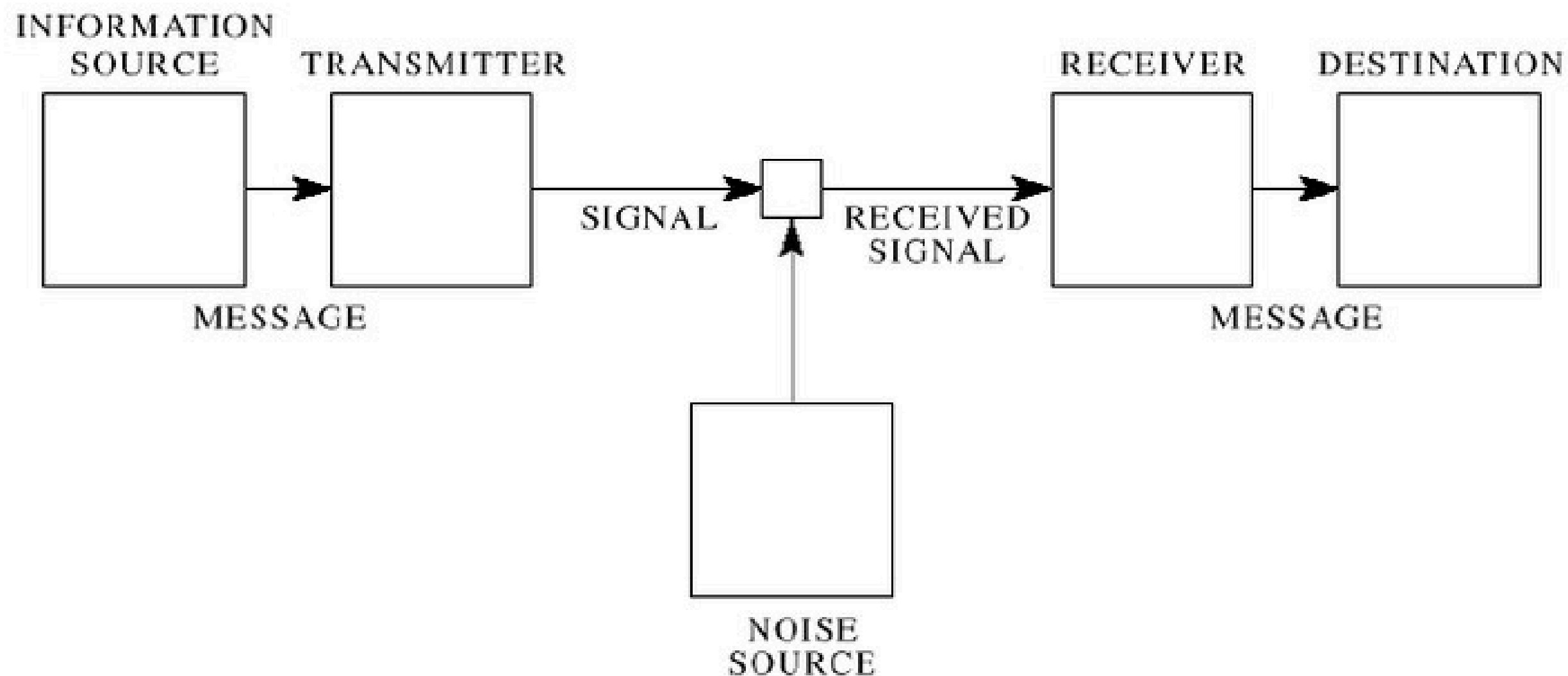
*By Shruti Singh*

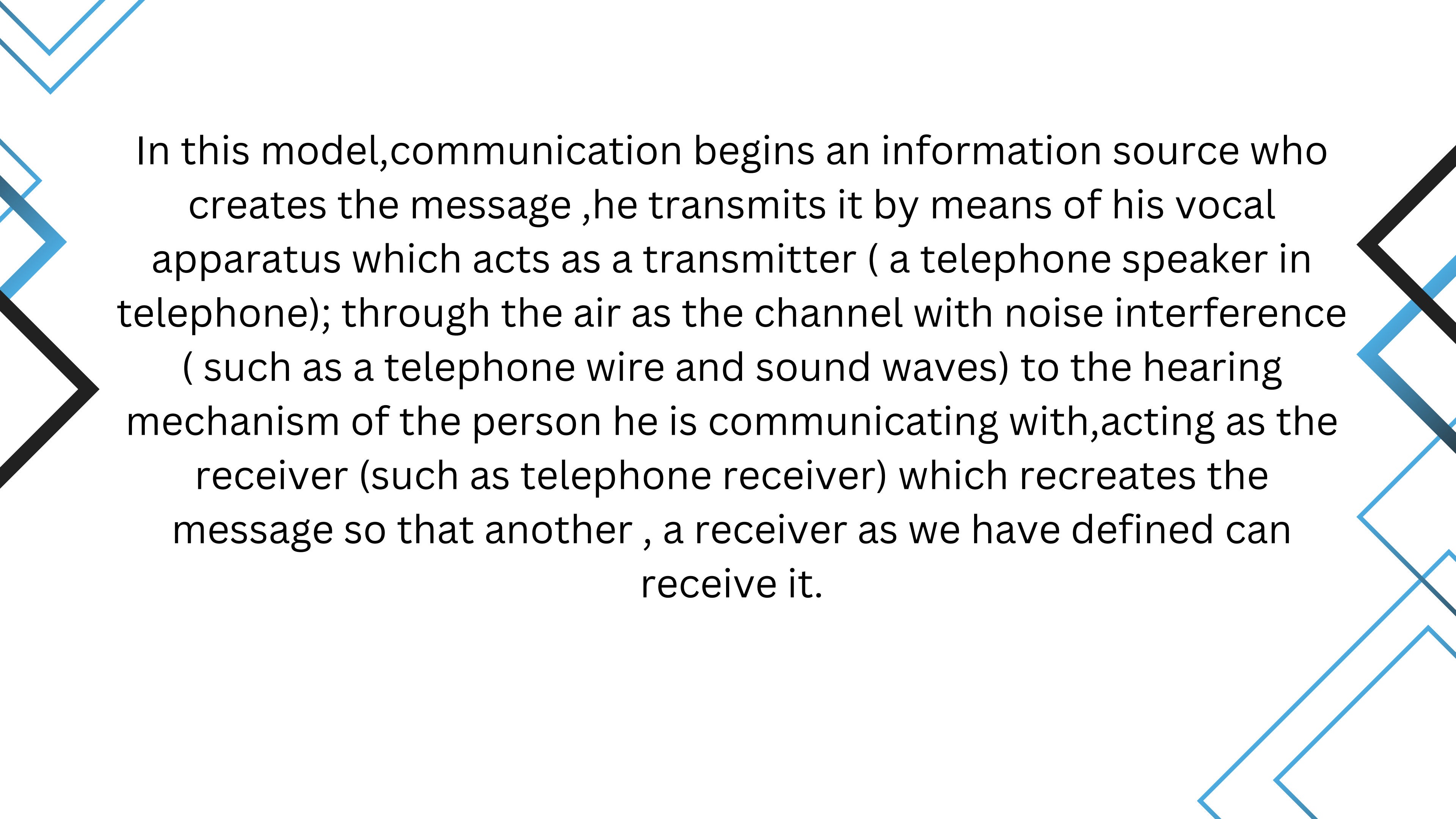
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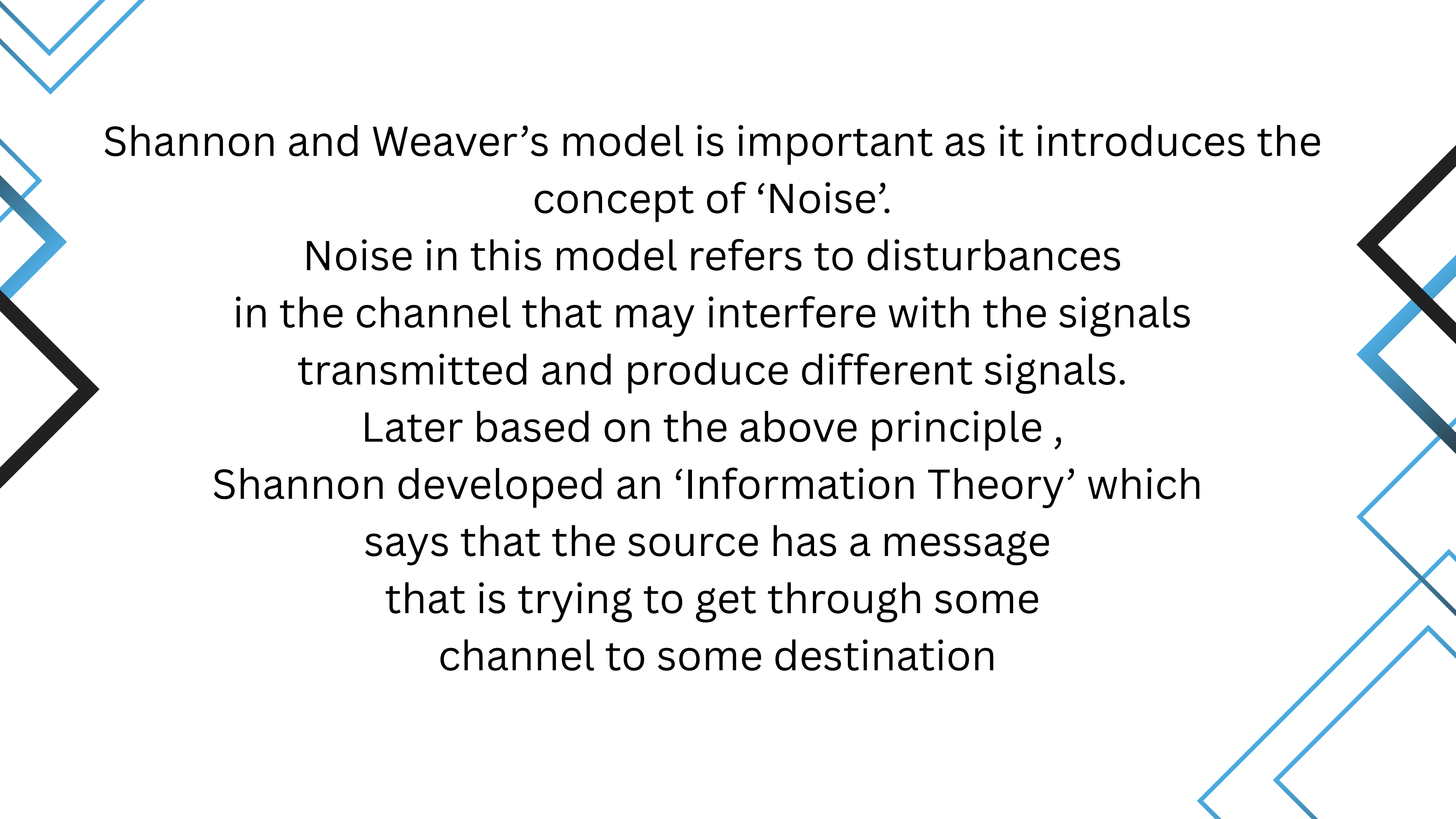
# Shannon & Weaver's Model of Communication

Shannon and Weaver were the first to develop an engineering model human communication based on telephone communication. Diagrammatically, the process of communication can be shown like this,





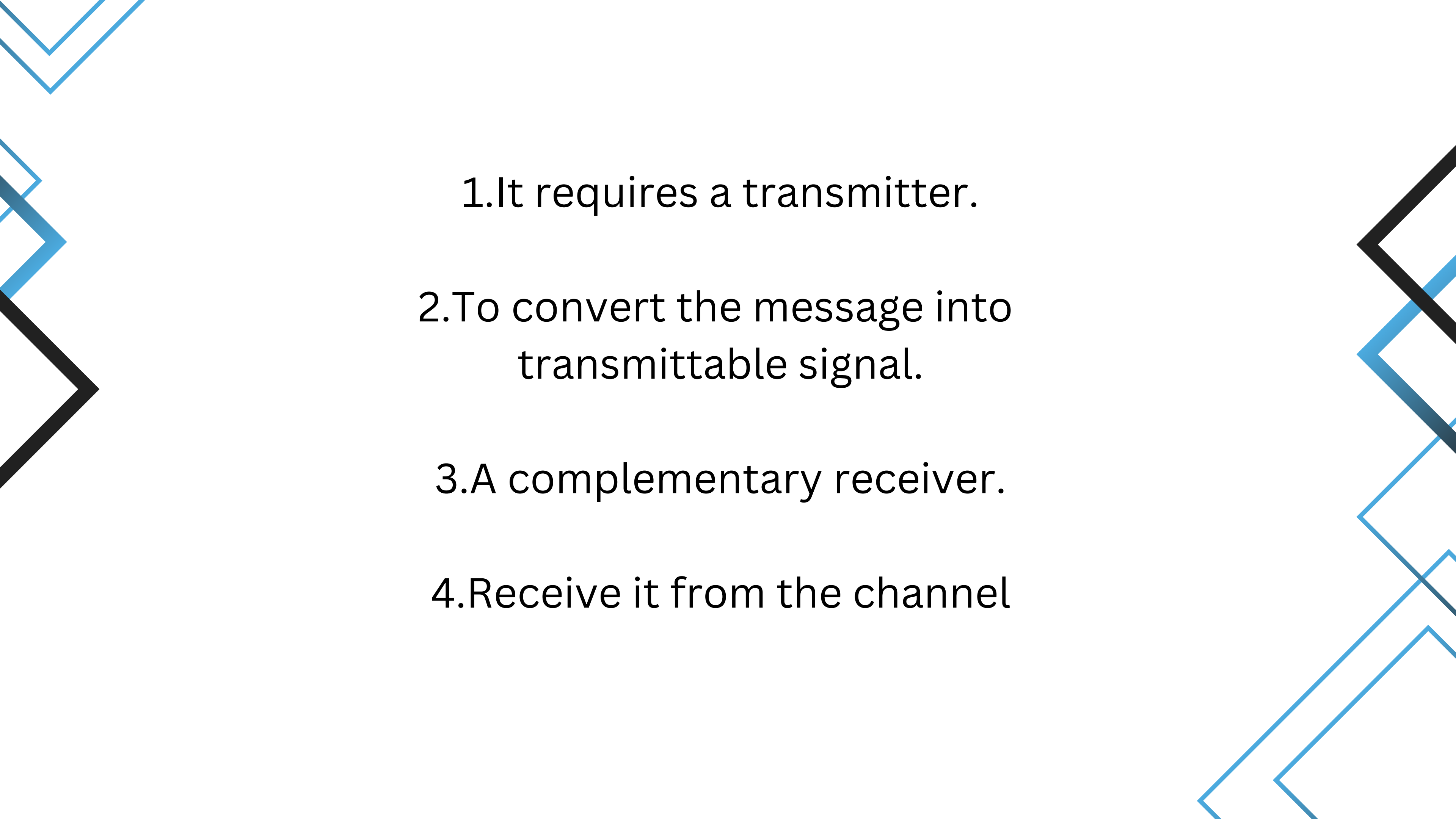
In this model, communication begins with an information source who creates the message, he transmits it by means of his vocal apparatus which acts as a transmitter (a telephone speaker in a telephone); through the air as the channel with noise interference (such as a telephone wire and sound waves) to the hearing mechanism of the person he is communicating with, acting as the receiver (such as a telephone receiver) which recreates the message so that another, a receiver as we have defined can receive it.



Shannon and Weaver's model is important as it introduces the concept of 'Noise'.

Noise in this model refers to disturbances in the channel that may interfere with the signals transmitted and produce different signals.

Later based on the above principle, Shannon developed an 'Information Theory' which says that the source has a message that is trying to get through some channel to some destination

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- The slide features decorative geometric patterns on both the left and right sides. On the left, there are overlapping chevron shapes in light blue and dark blue. On the right, there are overlapping chevron shapes in light blue and black. The central text is a numbered list of four items.
- 1.It requires a transmitter.
  - 2.To convert the message into transmittable signal.
  - 3.A complementary receiver.
  - 4.Receive it from the channel



THANK YOU