

HAROLD D LASSWELL'S MODEL OF COMMUNICATION

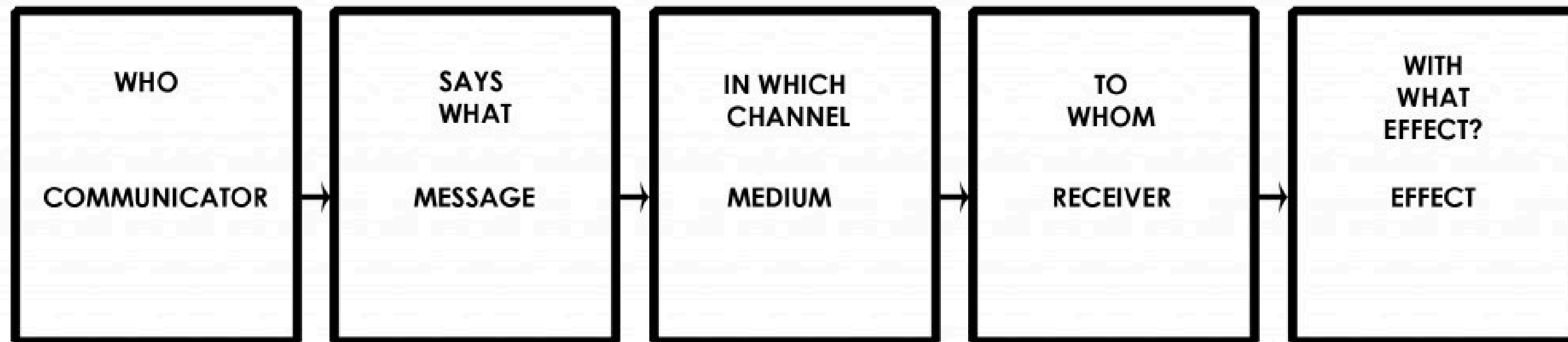
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HAROLD D LASSWELL'S MODEL

- Lasswell presented a strictly verbal model which takes the form of a question



This model briefly and clearly introduces several highly significant variables in the communication process. Identification of source (Who), analysis of message content (what), choice of channel (which channel), characteristics of audience (whom) and evaluation of effects (what effect) are the basic five components of communication process. It is the 'effect' that the model emphasizes the most. 'Effect' implies an observable and measurable change in one of those elements will lead to a change in the effect



THANK YOU