

WILBUR SCHRAMM'S MODEL OF COMMUNICATION

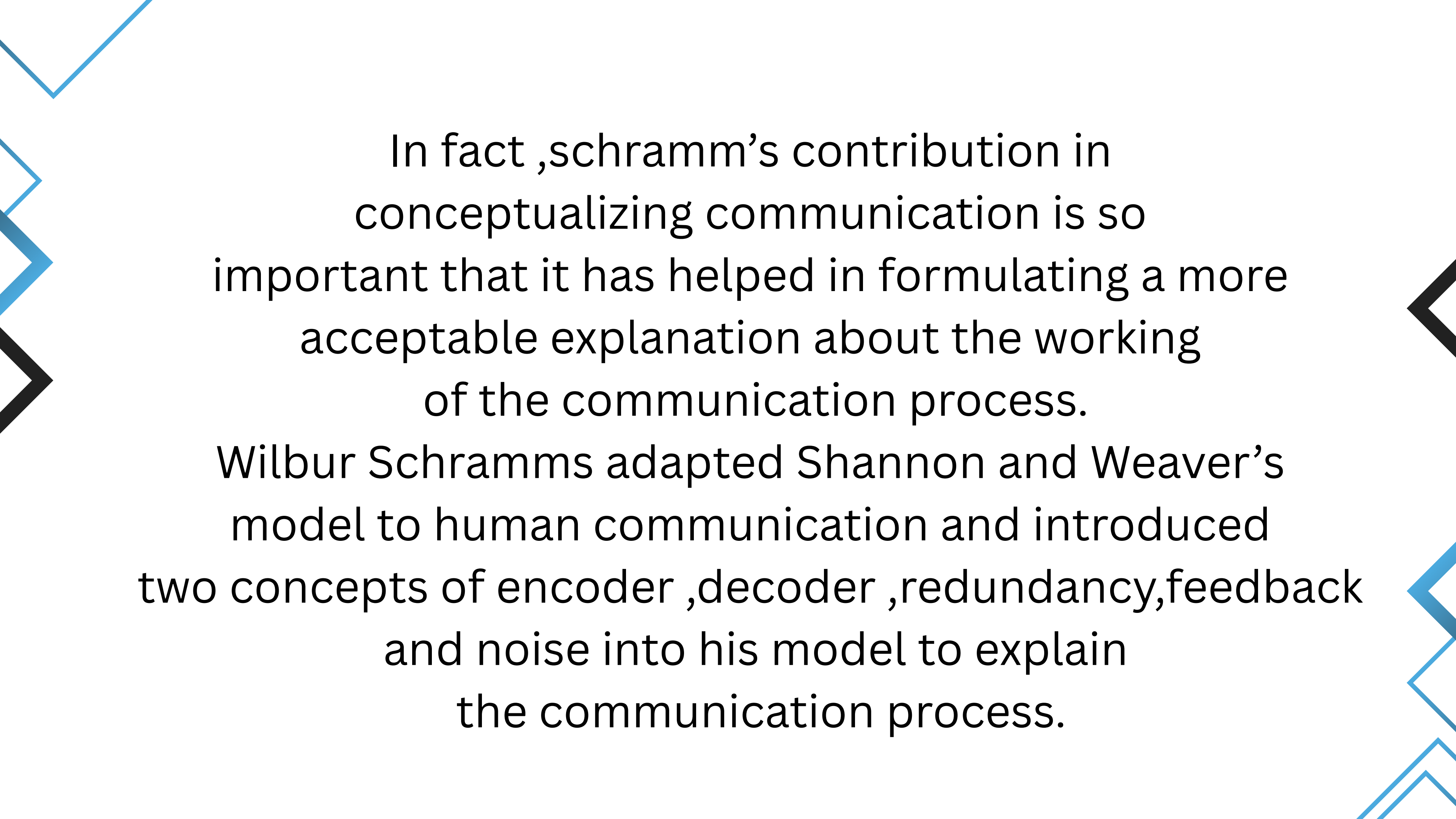
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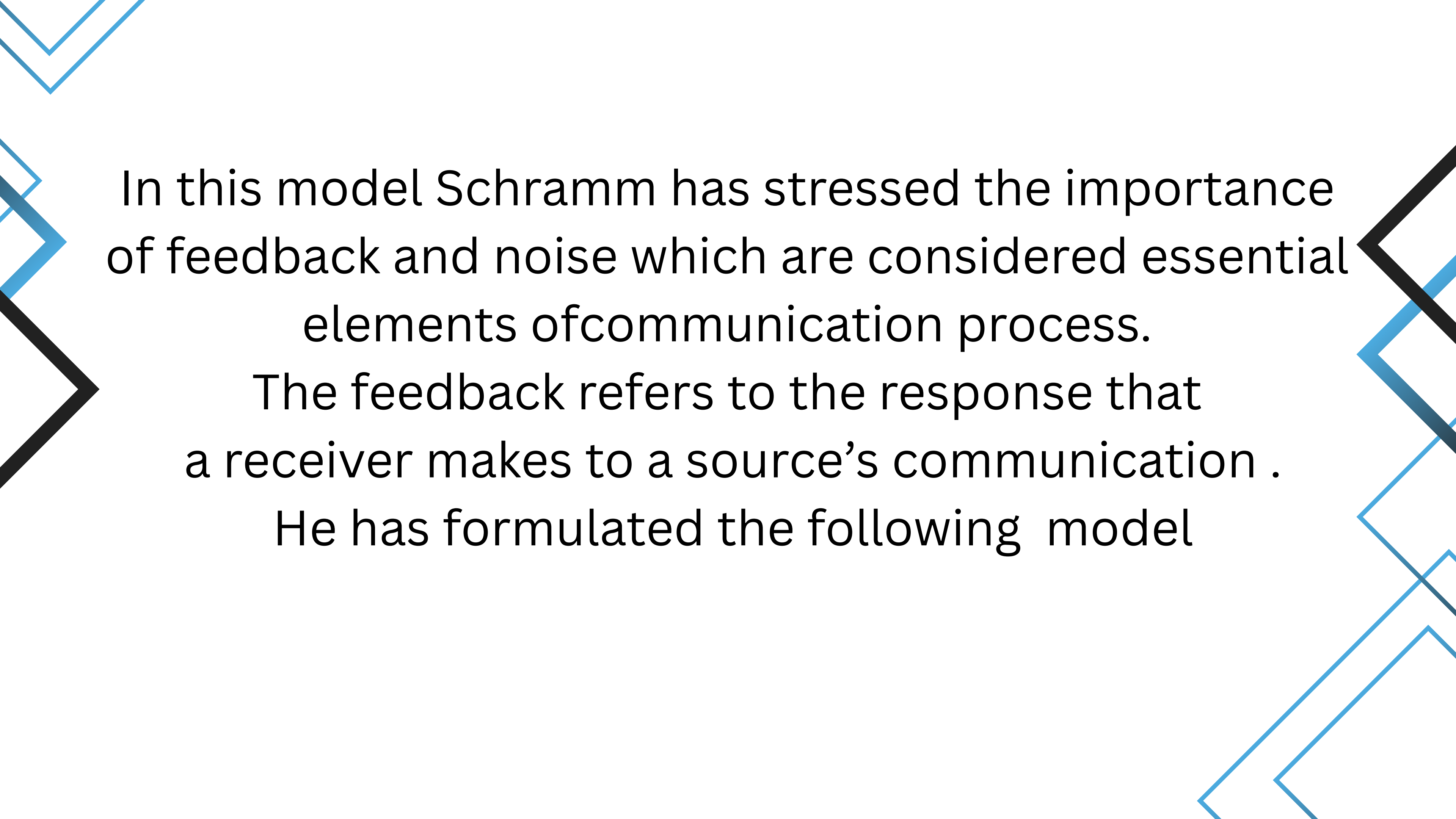
Wilbur Schramm's Model of Communication

Wilbur Schramm a leading communication expert has provided an overview of the elements and process of communication to explain how these work in practical all forms of communication. Communication with ourselves communication with one person or a group of persons or communication with a mass audience of thousands of millions of people.



In fact, Schramm's contribution in conceptualizing communication is so important that it has helped in formulating a more acceptable explanation about the working of the communication process.

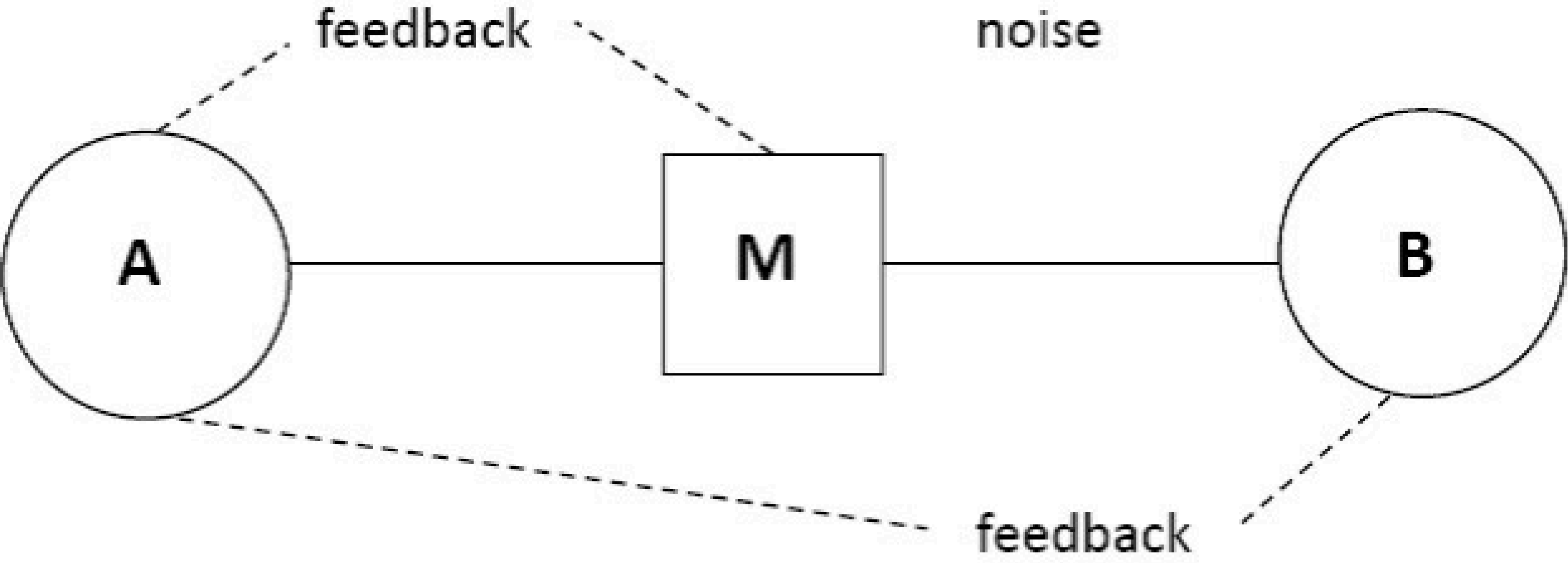
Wilbur Schramm adapted Shannon and Weaver's model to human communication and introduced two concepts of encoder, decoder, redundancy, feedback and noise into his model to explain the communication process.

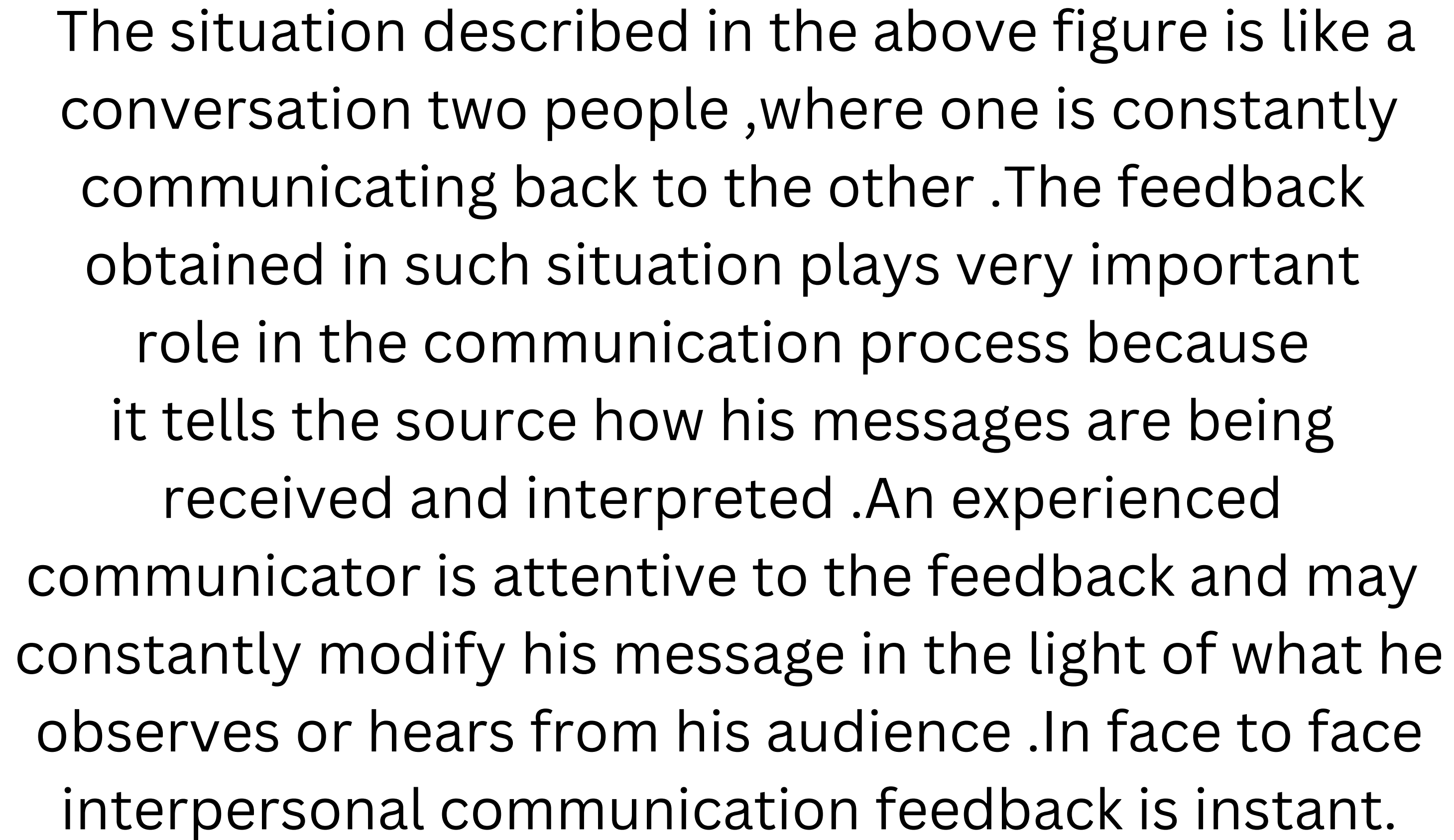


In this model Schramm has stressed the importance of feedback and noise which are considered essential elements of communication process.

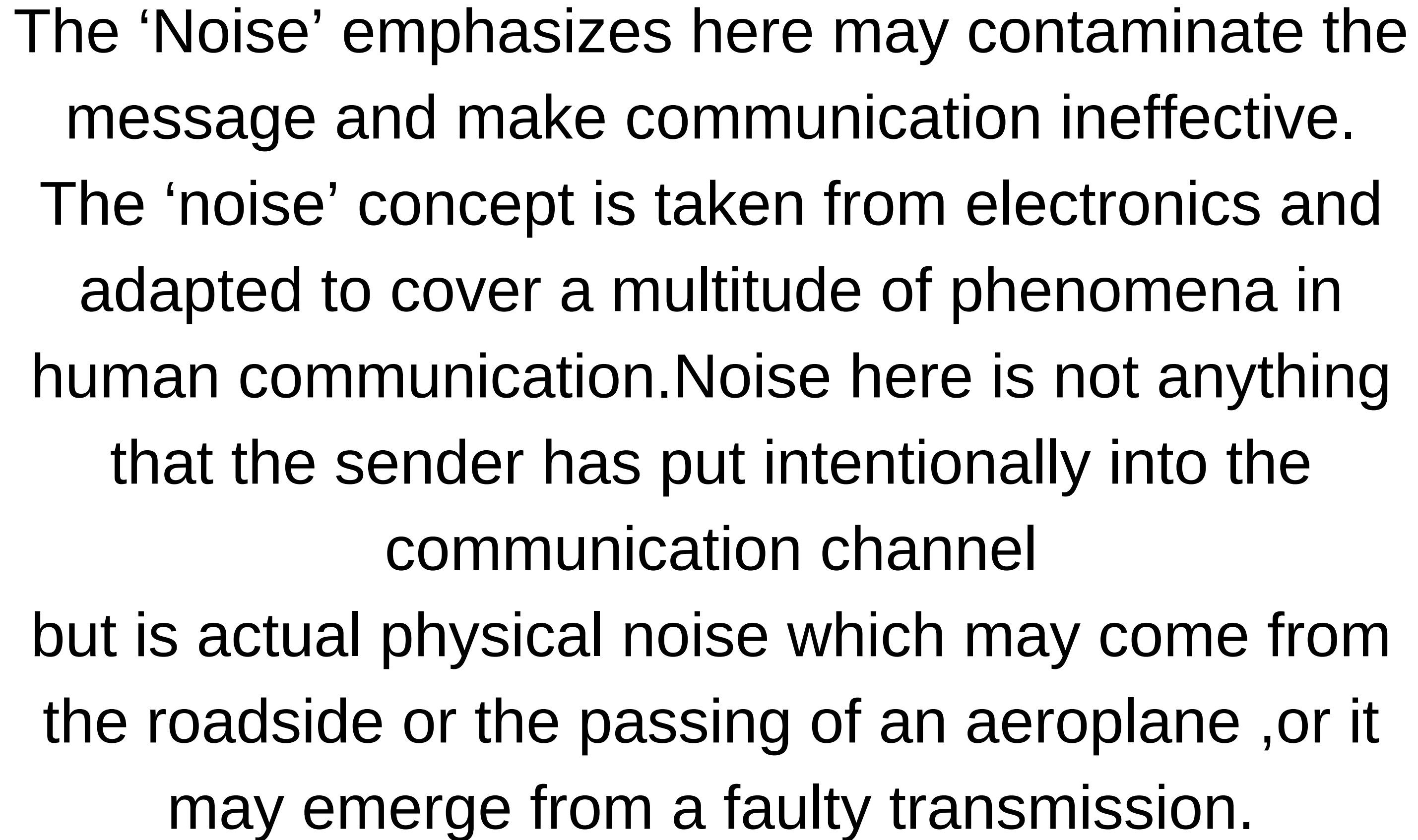
The feedback refers to the response that a receiver makes to a source's communication .

He has formulated the following model

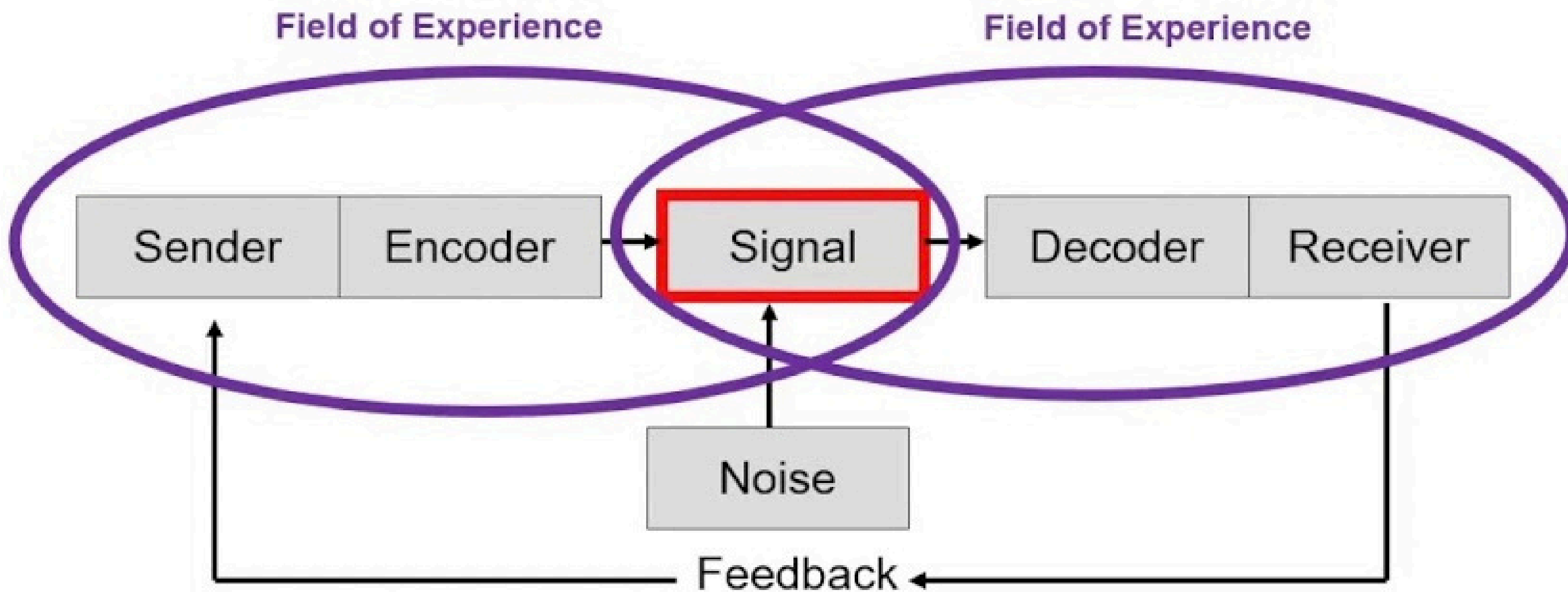




The situation described in the above figure is like a conversation two people ,where one is constantly communicating back to the other .The feedback obtained in such situation plays very important role in the communication process because it tells the source how his messages are being received and interpreted .An experienced communicator is attentive to the feedback and may constantly modify his message in the light of what he observes or hears from his audience .In face to face interpersonal communication feedback is instant.



The 'Noise' emphasizes here may contaminate the message and make communication ineffective. The 'noise' concept is taken from electronics and adapted to cover a multitude of phenomena in human communication. Noise here is not anything that the sender has put intentionally into the communication channel but is actual physical noise which may come from the roadside or the passing of an aeroplane ,or it may emerge from a faulty transmission.





THANK YOU