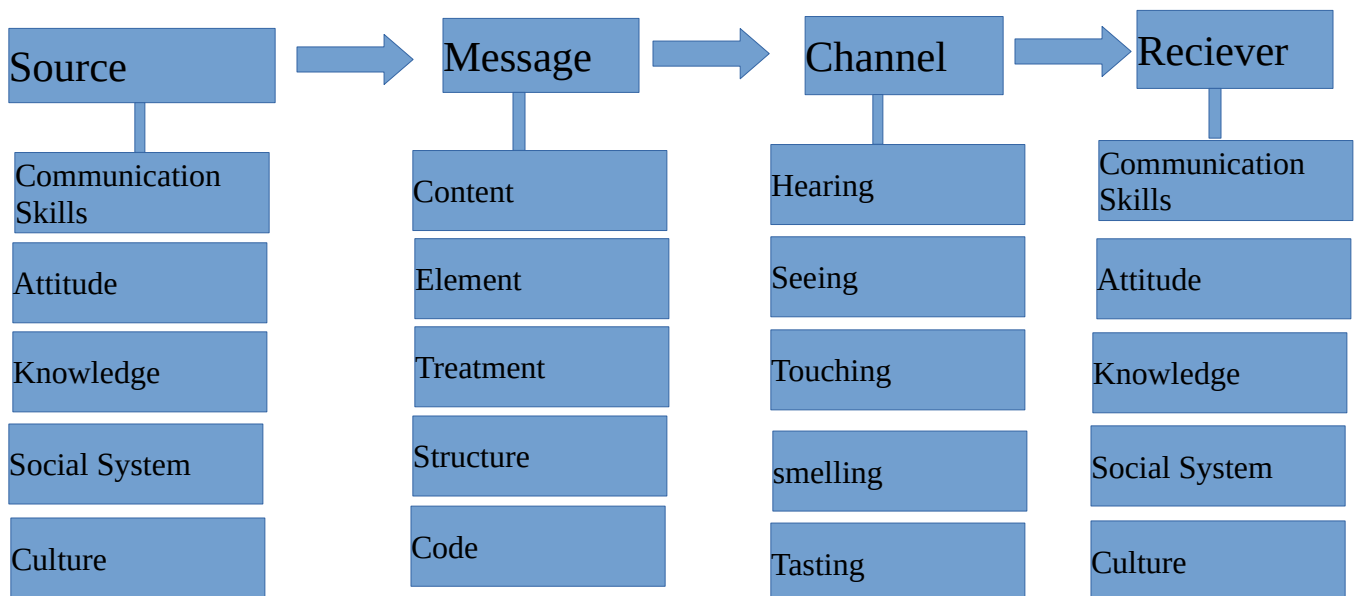


What is a model? Explain the SMCR model of communication.

Communication is a process in which we create, interpret, develop and negotiate meaning. Communication can be verbal, non verbal or textual. It can be aural visual and even physical. But people with disabilities also communicate through codes, symbols and system of language. Thus communication is collective practice in which people use symbols to generate and interpret meaning. For understanding of social processes of communication, scholars have developed several models. Sender-Message-channel-Receiver (SMCR) Model is one of them which is an expansion of the Shannon-Weaver model of communication. It was created by Shannon and Weaver's linear model into clear parts.

SMCR MODEL OF COMMUNICATION



This model is not specific to any particular communication. It has many factors under a specific element which are mentioned above:

1. Source: Every message is originated from the source.

- Communication Skills is the skill of any person to communicate with others through different means like writing, speaking, reading and listening.

- **Attitude** includes your behavior and attitude towards your audience, subject or any individual. For example teacher's attitude is to teach and help more while student is to learn more.
- **Knowledge**; communication also means that how much you have knowledge about a specific topic or any subject. For instance teacher should have a clear idea about a given topic so that she can deliver the lecture perfectly and students will understand it.
- **Social System**; The social system includes different aspects of a society like values, beliefs, culture, religion and a general understanding of society. Like classrooms differ from country to country even city to city according to the behavior of people and the way they communicate.
- **Culture** of a particular society also comes under the social system. According to this model for communication above requirements are necessary in proper or adequate proportion.

ENCODER: The source is referred as encoder because the message is generated here and it is the sender of the message. So the source encodes the message.

2. Message

- **content**; the body of message from beginning to the end, consists of its content. For example whatever the teacher teaches in class from beginning to end is the content.
- **Element**; it includes various things like language, gestures, body language. Any content is accompanied by some elements.
- **Treatment** refers to the packaging of the message and the way in which you convey your idea or thought or the way in which it is passed or delivered.
- Structure refers to the arrangement of message, the way in which people structure the message into different parts.
- Code; the form and means through which any message is sent. It can be language, body language, gestures, music, etc. Even your culture is code, through which people deliver and receive messages hence communication occurs.

3.Channel

- **Hearing;** using our ears for receiving sound/messages. For example oral transmitted messages
- **Seeing;** visual channel for example watching television convey message in a film/movie.
- **Touching;** the sense of touch also serve as a channel for communication. We hug our loved ones which convey a clear message.
- **Smelling;** it is also channel of communication for example we can deduct by smell which food is cooked in our kitchens.
- **Tasting** the tongue is organ used to eat and taste food .

DECODER

The person who receives the message and he decodes is known as decoder.

4.Receiver

The receiver should think on the content carefully and element of the source. So as to communicate to the sender effectively.

According to this model it is concluded that for a perfect or good communication to take place , the source and the receiver on the same level. So that communication will take place properly, Hence the source and receiver should be similar.

For example if a teacher has very good speaking skills and she can convey message clearly but the audience student have poor listening skills then the communication will not be effective because they are not on the same level. Self imaging is really necessary because it differ from person to person , for communication we should consider the reciever and speak accordingly, give what they want not what you want to deliver.