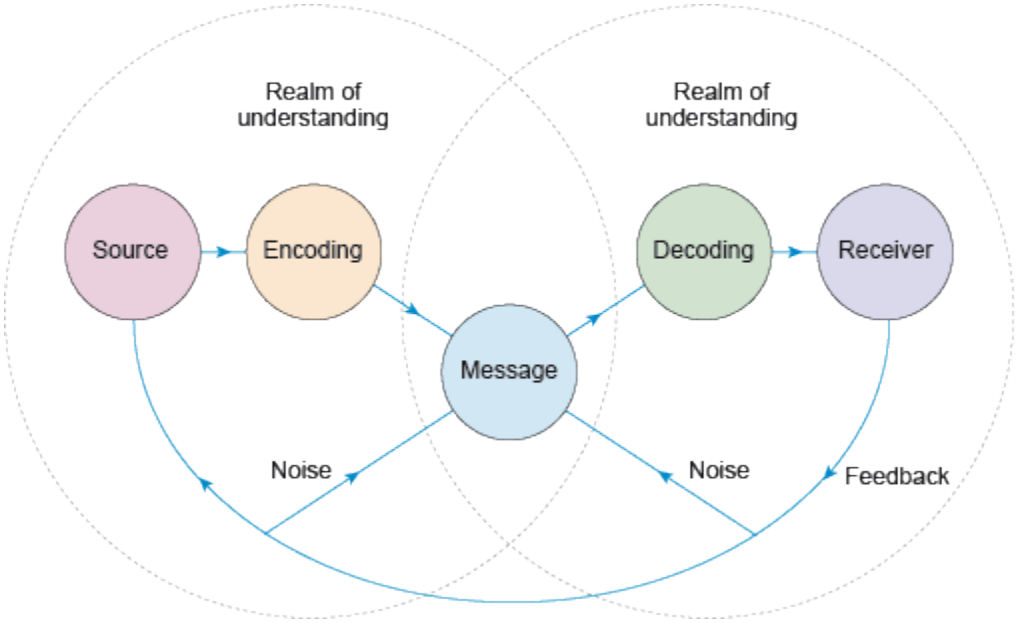
1. Linear Model of Communication:

Linear – one-dimensional

**The linear communication model**




The linear communication model sets out to explain the process of one way communication, whereby a sender transmits a message and a receiver absorbs it. It's a straightforward communication model that's used across businesses, especially to assist with customer communication driven activities such as marketing, sales and PR.

The sender, channel and receiver play the crucial roles in linear communication. The sender puts an idea, thought or feeling into a message, and transmits this message via a 'channel'. This channel acts as the medium and will change the message into a tangible form, for instance speech, writing or animation. In its new form the message is transmitted to the receiver, who then decodes it.

According to the model, many things can affect the one-way communication process. For instance, the choice of channel selected may affect the way a receiver interprets a message. It also claims a number of disruptions can occur at any point and these disruptions are known as 'noise'. The concept of noise is examined at length in the linear communication model. It can include 'psychological noise'

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whereby the psychological state of the receiver will affect the interpretation of the message, including stress, anxiety, anger and so on.

Although straightforward, there are criticisms of the model. The theory assumes communication is a turn taking process where one person sends and receives at a time. Yet other theorists support the notion that communication is actually a more complicated process, where sending and receiving messages take place simultaneously between both parties.

## Advantages of a Linear Model

A linear model of communication envisages a one-way process in which one party is the sender, encoding and transmitting the message, and another party is the recipient, receiving and decoding the information.

Although this model is rather limited and has been superseded by two-way, transactional and mutual models for most purposes, it still has its uses in business.

In marketing, for example, it helps to focus on how an advertising message may be altered and influenced by the encoding process of the business, the effects of the communication channel or medium, noise interference and eventual decoding by the potential customer.

This suits one-way processes such as print and broadcast advertising, where the feedback process is quite separate from the initial communication.

### 2. Shanon and Weaver Method of Communication:

The **Shannon–Weaver model of communication** has been called the "mother of all models."[

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Claude Elwood Shannon – American Scientists and mathematicians

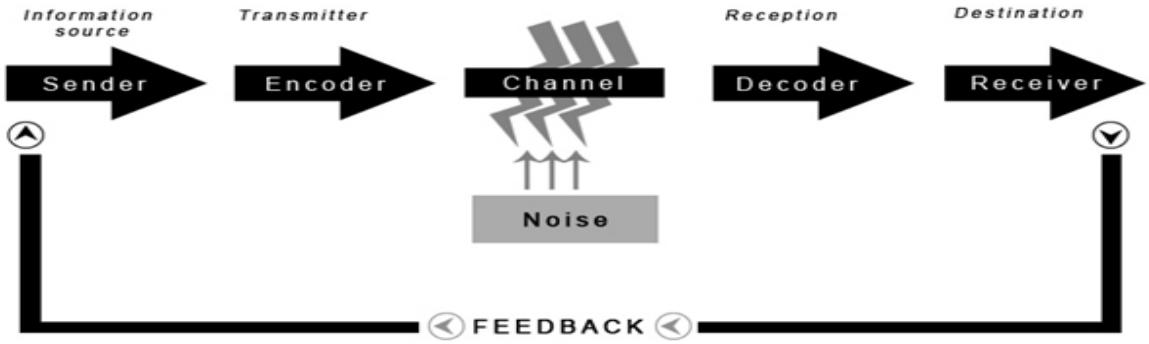
Warren Weaver

"A Mathematical Theory of Communication" and also called as "Shannon-Weaver model of communication".

1948, an article A Mathematical Theory of Communication" was published in Bell System Technical Journal.

This model was specially designed to develop effective communication between sender and receiver. Also they found factors which affect the communication process. These factors have been called "Noise". At first the model was developed to improve the Technical communication. Later it was widely applied in the field of Communication.

The model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode.




SHANNON-WEAVER'S MODEL OF COMMUNICATION

**Sender**: The originator of message or the information source selects desired message.

**Encoder**: The transmitter which converts the message into signals

**Note**: The sender's messages converted into signals like waves or Binary data which is compactable to transmit the messages through cables or satellites. For example: In telephone the voice is converted into wave signals and it transmits through cables

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**Decoder**: The reception place of the signal which converts signals into message. A reverse process of encode

**Note**: The receiver converts those binary data or waves into message which is comfortable and understandable for receiver. Otherwise receiver can't receive the exact message and it will affect the effective communication between sender and receiver

**Receiver**: The destination of the message from sender

**Note**: Based on the decoded message the receiver gives their feedback to sender. If the message distracted by noise it will affect the communication flow between sender and receiver

**Noise**: The messages are transferred from encoder to decoder through channel. During this process the messages may distracted or affected by physical noise like horn sounds, thunder and crowd noise or encoded signals may distract in the channel during the transmission process which affect the communication flow or the receiver may not receive the correct message

**Note**: The model clearly deals with external noises only which affect the messages or signals from external sources. For example: If there is any problems occur in network which directly affect the mobile phone communication or distract the messages

**Criticism of Shannon-Weaver model of communication**:

1. One of the simplest model and its general applied in various communication theories
2. The model which attracts both academics of Human communication and Information theorist to leads their further research in communication
3. It's more effective in person-to-person communication than group or mass audience
4. The model based on "Sender and Receiver". Here sender plays the primary role and receiver plays the secondary role (receive the information or passive)
5. Communication is not a one way process. If it's behaved like that, it will lose its strength. For example: Audience or receiver who listening a radio, reading the books or watching television is a one way communication because absence of feedback

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6. Understanding Noise will helps to solve the various problems in communication.

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