**Models of Communication**

1. Claude Shannon and Warren Weaver Model (1949)

2. Harold Lasswell's Model (1940)

1. Wilbur L. Schramm (1954) Model
2. David K. Berlo (1960) Model
3. Aristotle model (300BC
4. John w. and Matilda Riley model
5. The Two Person Relationship Model

The best known model of communication is the one devised by Shannon and Weaver (1949). It is a simple linear model which is easily understood. The model has five main parts:

Information source - where the message is produced.

Transmitter - where the message is encoded.

Channel - where the signal is carried.

Receiver - where the message is decoded.

Destination - where the message ends up.

There is also a sixth part which is noise. Noise is interference in the channel, and causes a signal to be received that was not intended by the source.

The advantages of Shannon and Weaver's model are that it is in a simple, easily understood form; and that it is a general model that can be applied to most types of communication. The five main parts are self-explanatory; the only part that needs some description is the 'noise'.

The following diagram was developed by Claude Shannon and Warren

Weaver (1949 *The Mathematical Theory of Communication*) to explain how communication works:

This laid the foundation for the different communication models that we have today, and has greatly helped and enhanced the communication process in various fields. This model can be considered as the granddaddy of many later communication models.

Following is a simple illustration of this model.



Source: Shannon and Weaver's model(1949)

The diagram above clearly illustrates how communication takes place, and also helps one to determine what could go wrong.

In Shannon's model, the information source typically refers to a person, who then sends a message with the use of a transmitter. This transmitter could be any instrument today, from phones to computers and other devices. The signals that are sent and received can be vary depending on the method of communication. The box at the bottom called NOISE refers to any signals that may interfere with the message being carried. This again would depend on the method of communication.

The receiver is the instrument or the person on the other side that receives the message. This model is the simplest models to understand the workings of the communication process. When one person sends a message to another, as the diagram shows, the person sending the message (represented as the circle on the left) has to *encode* their thoughts and feelings. They have to find some words or actions that will be a code for their meaning. The person receiving the message (represented as the circle on the right) can not read the sender’s mind; they have to *decode* the words or actions to understand what the sender meant.

[ Lasswell's Who says What in what Channel to Whom with what Effect] model,

The basic flow of communication can be seen in the diagram below. In this flow, the sender sends a message to the receiver and then they share the feedback on the communication process.



Source: Lasswell model (1955)

The methods of communication too need to be carefully considered before you decide on which method to uses for your purposes. Not all communication methods work for all transactions. Once the methods of communication have been understood, the next step would be to consider various communication models. Due to the importance of communication, different types of models have been introduced by experts over the years. The models help the business organizations and other institutions to understand how communication works, how messages are transmitted, how it is received by the other party, and how the

**Schramm's Model of Communication**

Wilbur L. Schramm was a forefather in the development of a basic model of communication. His model is a derivation of the Shannon-Weaver transmission model of communication. The Shannon-Weaver model proposed six elements of communication:

Source, Encoder, Message, Channel, Decoder and Receiver

Wilbur Schramm's 1954 model expands on this thinking by emphasizing the process of encoding and decoding the message. Schramm envisioned this process as a two-way circular communication between the sender and receiver. Where the Shannon-Weaver model is a more mathematical and technological one, Schrammin corporates the study of human behaviour in the communication process.

In addition to the six elements above, Schramm has included these concepts:

Feedback - information that comes back from the receiver to the sender and tells him how well he is doing.

Diagram of Schramm's feedback loop



Source: Schramm model (1954)

Field of Experience - an individual's beliefs, values, experiences and learned meanings both as an individual or part of a group.

Diagram of Schramm's field of experience



Source: Schramm model (1954)

Schramm suggests that the message can be complicated by different meanings learned by different people. Meanings can be *denotative* or *connotative*.

Denotative meanings are common or dictionary meanings and can be roughly the same for most people. Connotative meanings are emotional or evaluative and

based on personal experience. A message can also have surface and latent meanings. Other characteristics of messages that impact communication between two individuals are: intonations and pitch patterns, accents, facial expressions, quality of voice, and gestures. The successful transmission of a message depends on whether this message will be accepted over all the competing messages.

Schramm's model of communication also allows for the process of interpreting the message. This process is influenced by the presence of both *physical* (phone, tv, sirens, etc.) and *semantic* (distractions, age, attitudes, etc.) noise.

Schramm believed that all of these elements were important functions of communication in society. He felt that people in a society need information on their environment and methods of communicating in order to make decisions. Most importantly we need "places to store the accumulated knowledge and wisdom of a society and this is why we have libraries"