1.2 MODELS OF COMMUNICATION (LINEAR/INTERACTIVE/ TRANSACTIONAL/ SHANNON AND WEAVER)

There are various theories in communication. Let us understand these theories:

Models of communication are conceptual based models that are used to explain the communication process and how it works.

A. The Shannon-Weaver Linear Model (1949): Claude Elwood Shannon prepared this model in 1948 with an introduction given by Warren Weaver who was working with Bell Laboratories. The name Linear means in a straight line. Their goal was to develop a theory based on the efforts of engineers in finding out the best method of transmitting electrical signals from one location to another. It is a kind of one way communication process.

Here the sender is the person who sends the message after encoding his ideas. Encoding is a process of converting or changing the message into codes into understandable language for the receiver. Decoding is the process of changing the encoded message into understandable language by the receiver of the message.

Advantages:
a.   Simple and easy method of Communication.
b.   The flow is in one direction i.e. from sender to receiver hence good for giving orders and instructions.
c.   Responsibility of the sender is more in this type of communication.
d.   This type is applicable to mass communication like newspapers, television, magazines.

Disadvantages:
a.   One way communication becomes a problem as only the sender speaks.
b.   Communication should be a two way process. That means both the persons the sender and the receiver are important.
c.   Feedback is not given importance in such communication.

B. Interactive Model:
Here two linear models are stacked on top of each other. In other words the message goes from the sender to the receiver of the message and back from receiver to the sender of the message in the form of feedback. For example the Human-computer interaction is termed as an interactive model of communication or it could be social media through computers or mobile phones.

Advantages:
a.   Two-way communication process makes it complete.