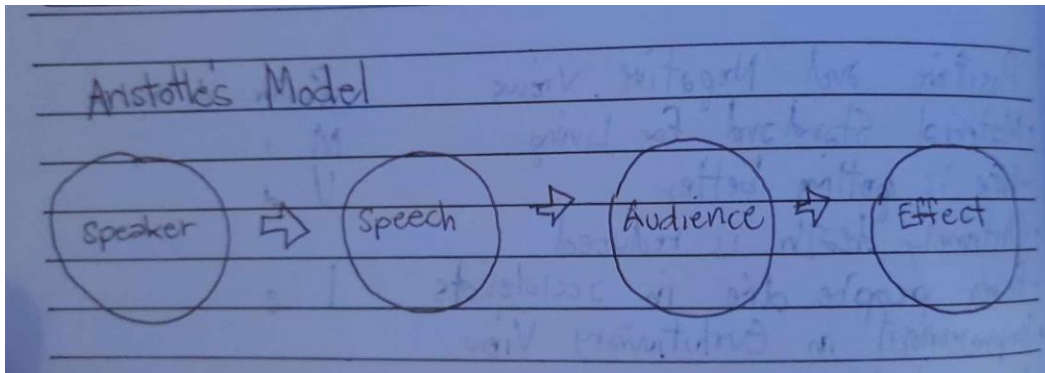


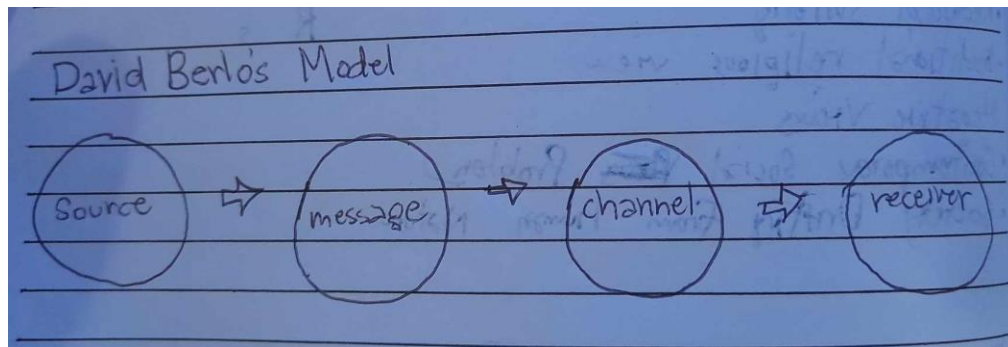
## COMMUNICATION MODELS:

### Aristotle's Model:



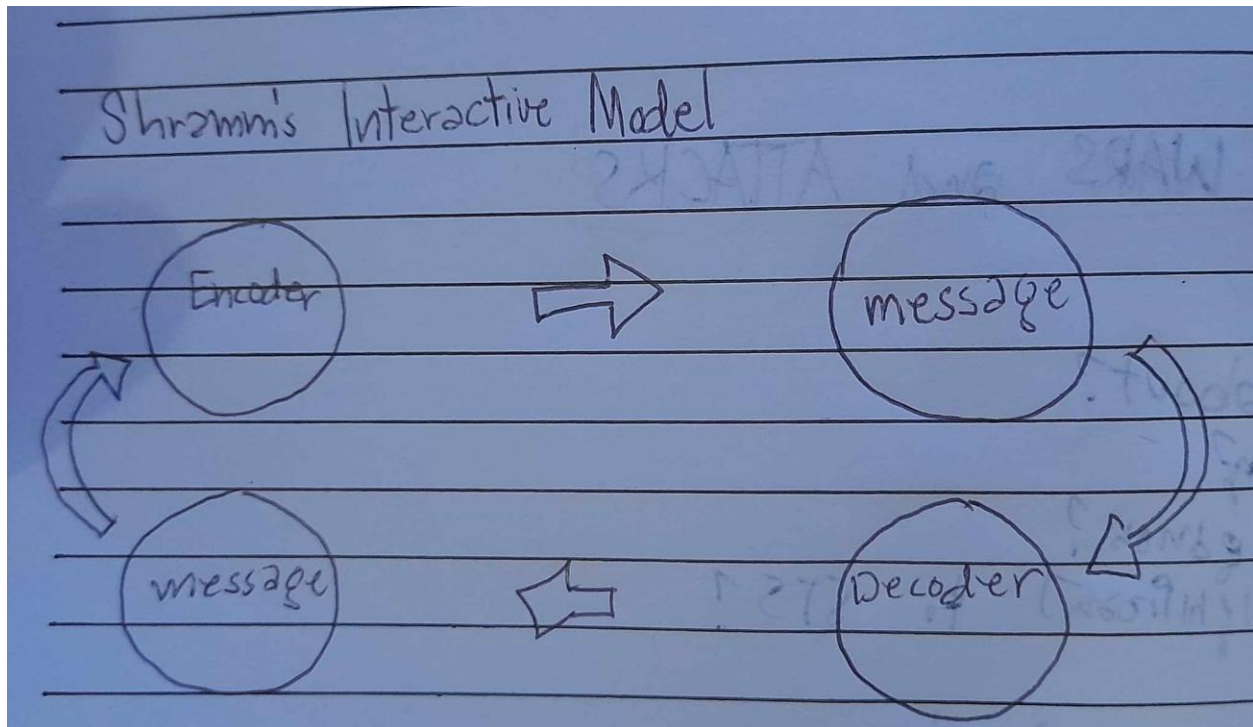
- Aristotle's model of communication is the most common model, which features a linear model of communication. In this communication model, the speaker sends an information or speech to the receiver or audience to get a reaction out of them. This model is a speaker-centered model, which means the most important role is the speaker.

### David Berlo's Model:



- David Berlo's Model, also known as the S-M-C-R model, features a similar model of communication as the Aristotle's model, in which it is also a linear model of communication. The model focuses on encoding and decoding, which happens before the sender sends the message and before the receiver receives the message, without regards to feedback or noise.

### Shramm's Interactive Model:



- Shamm's Model is the most commonly taught and widely used theory of communication. It provides straightforward communication, in which the sender and the receiver switch their roles back and forth in a looping pattern, which allows both parties to contribute and share equal feedback.