

# ELEMENTS OF THE COMMUNICATIVE PROCESS

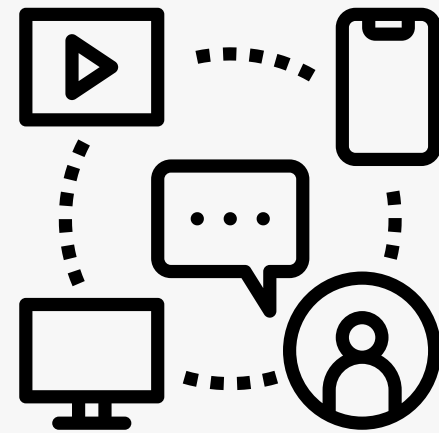
BY HAROLD LASSWELL AND MANUEL CASTELLS

---

SAMANTHA CASTRO  
CHRISTOPHER CUMI  
JUAN FERNANDEZ  
JULIANA RAMAYO

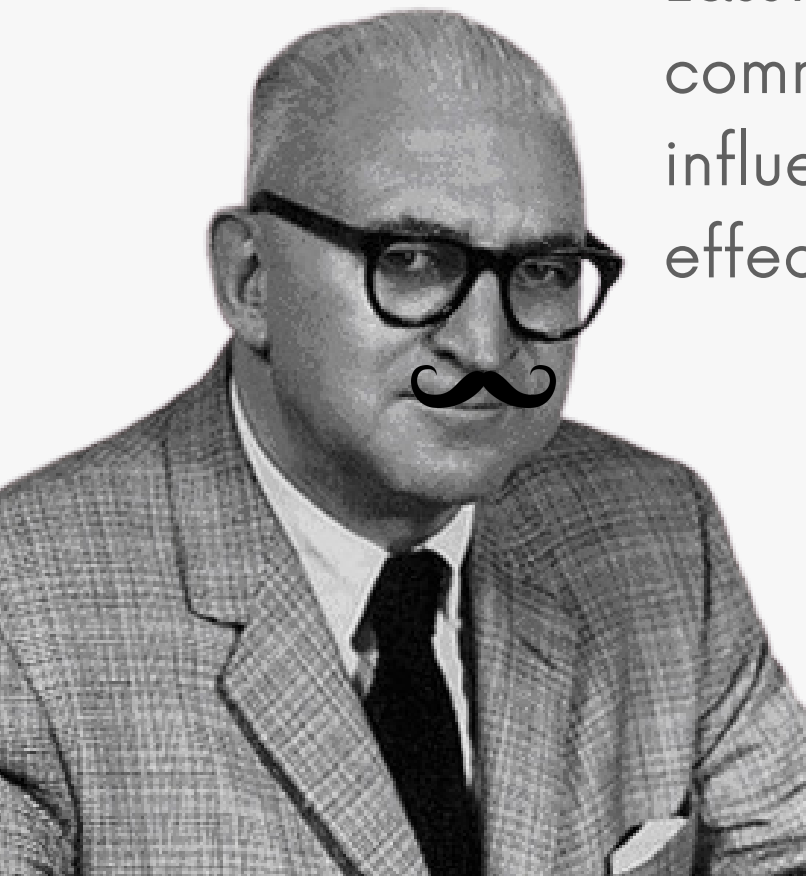


# CHANNEL



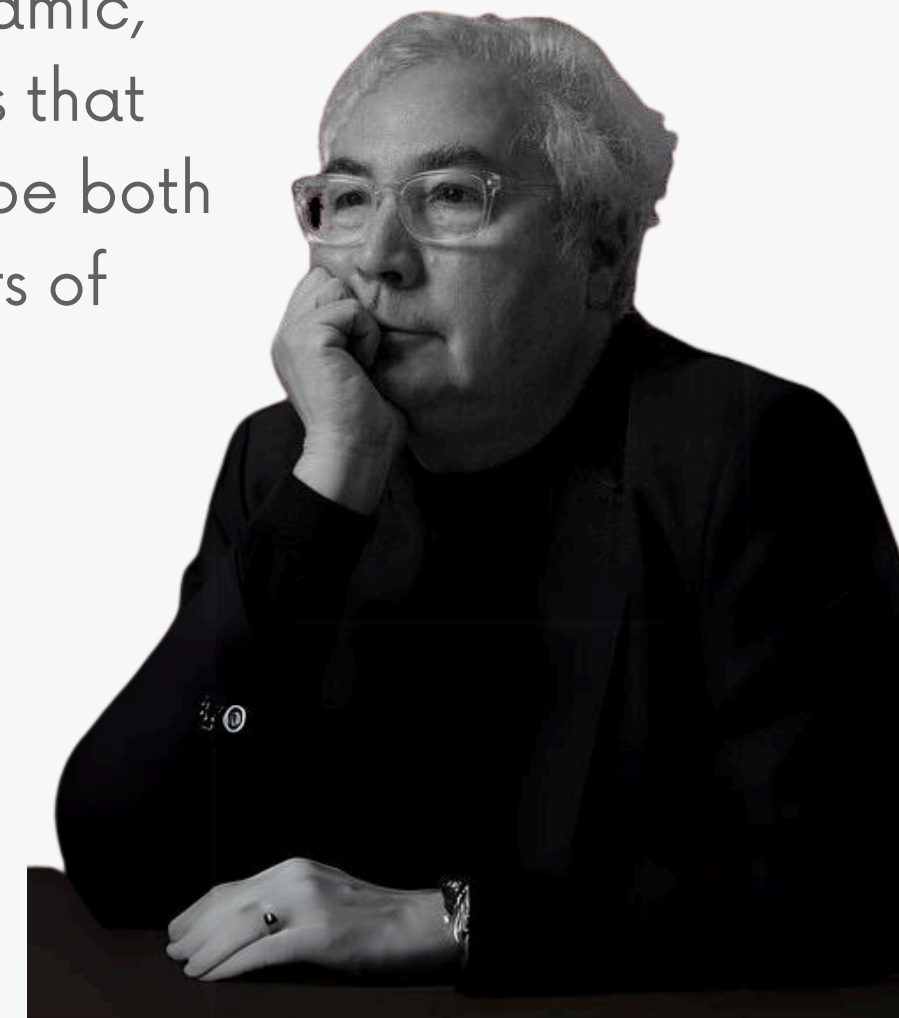
Channel is the medium through which a message is delivered emphasizing the impact of these on message transmission and reception.

Lasswell primarily considers mass communication channels and their influence in terms of reach and effectiveness.



The role of digital and networked channels in the Information Age, highlighting the decentralization of communication through the internet and social media.

For Castell they are dynamic, interconnected networks that empower individuals to be both consumers and producers of content.

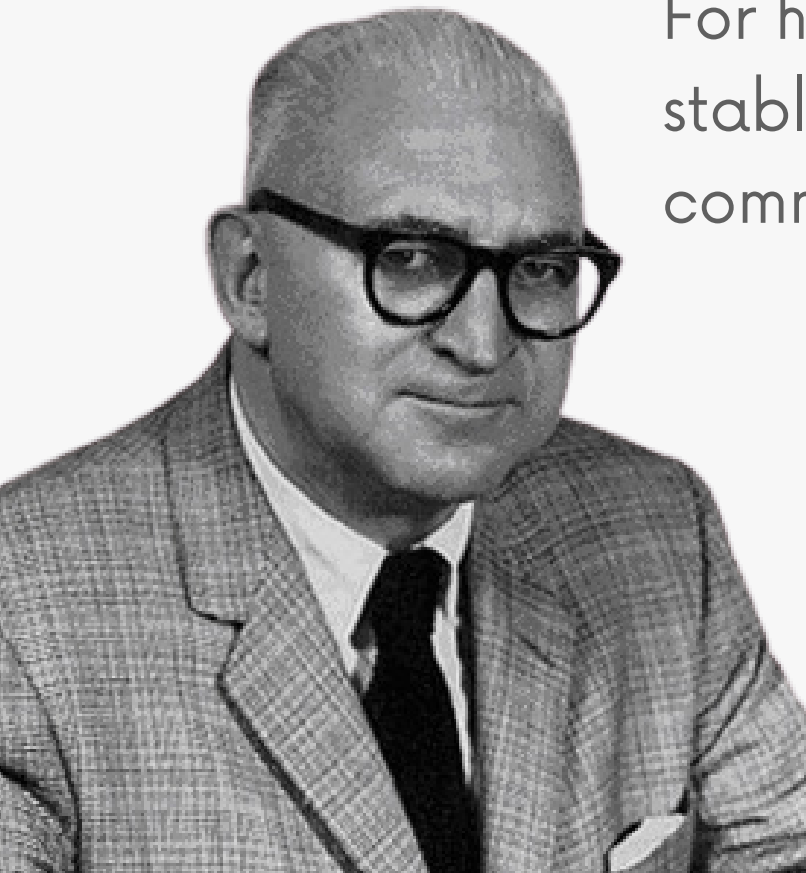


# CONTEXT



The social context, including political and cultural environments, shapes and constrains communication. It influences what is communicated and its effects.

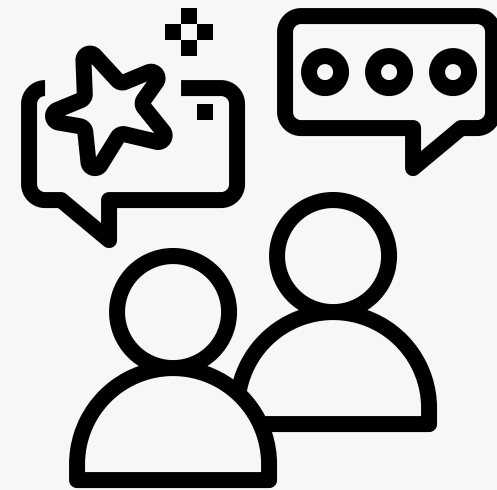
For him, context is viewed as a stable backdrop within which communication operates.



It is fluid and shaped by the rapid exchange of information in network societies. It is influenced by globalization, digitalization, and fragmented audiences and an active component that continuously evolves with technological and societal changes.



# FEEDBACK



Feedback exists but is often delayed and indirect, such as audience reactions or market research. It plays a secondary role in the communication process.

His model emphasizes one-way communication, with feedback considered as a peripheral element.



Feedback is central in digital communication, enabling immediate, two-way interaction between sender and receiver.

It creates a continuous loop that allows real-time adaptation of messages.

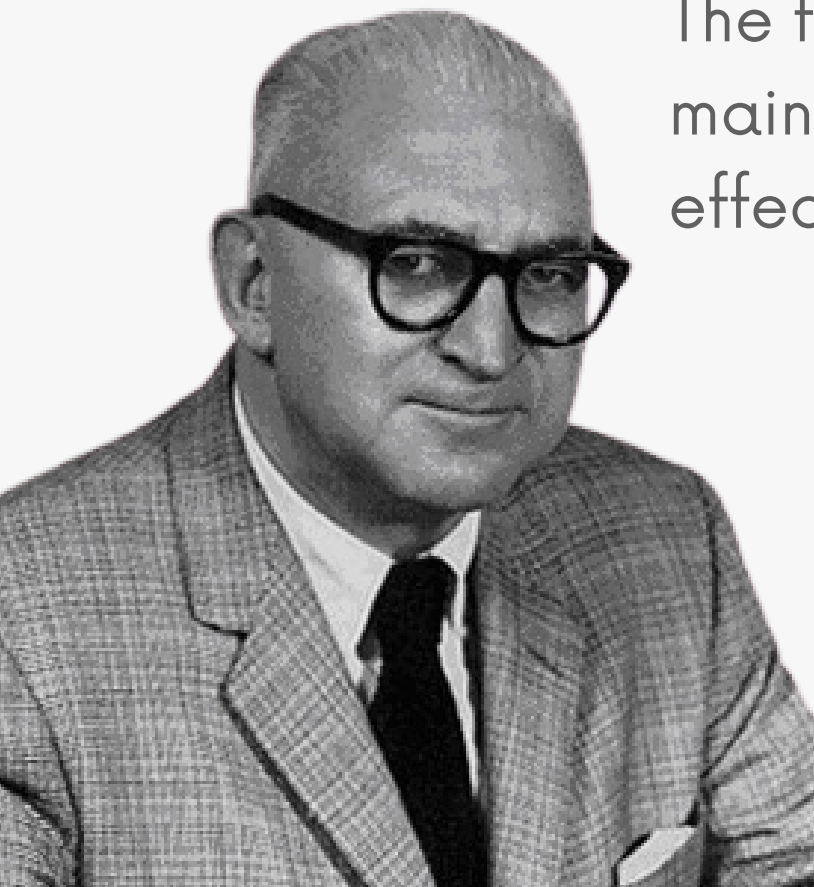


# NOISE



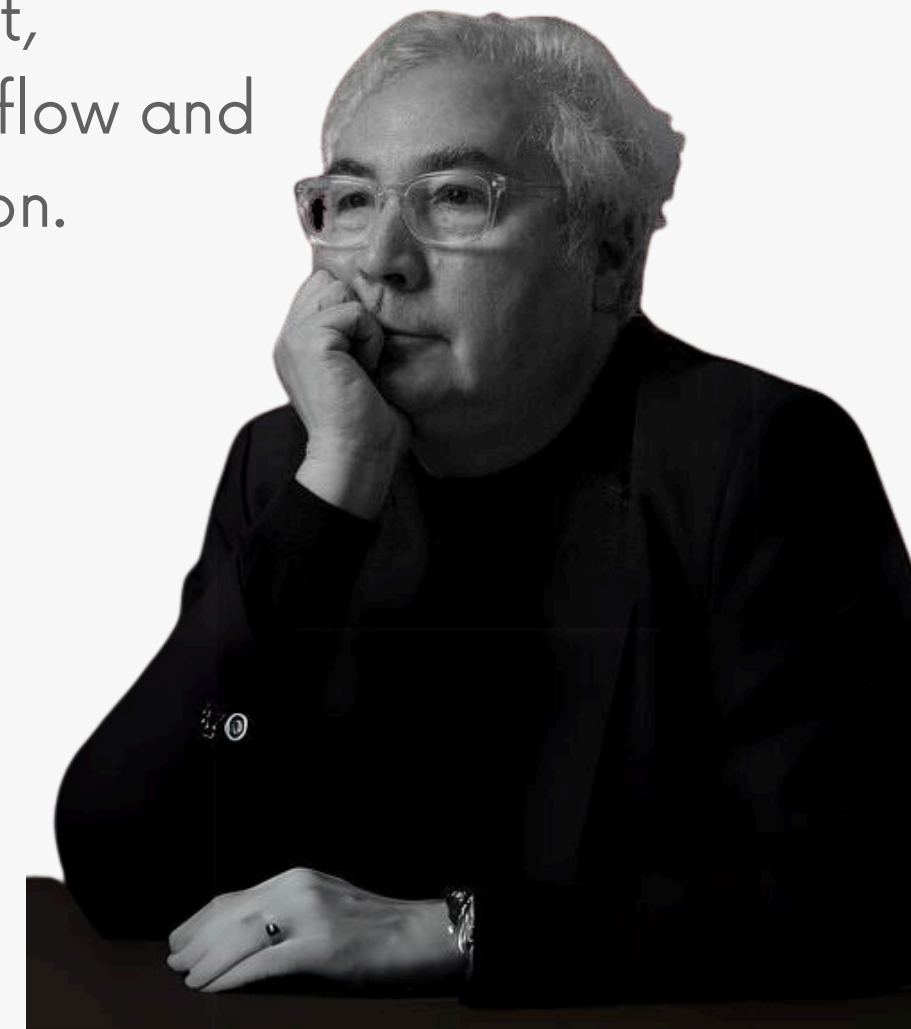
Noise refers to any interference that distorts the message, such as technical issues or misinterpretations. It acts as an external barrier disrupting communication.

The focus is on minimizing noise to maintain the message's clarity and effectiveness.



Noise includes information overload and digital distractions, adding complexity to modern communication.

It is inherent in the networked communication environment, influenced by the constant flow and fragmentation of information.



# REFERENCES

- Lasswell's model. (2014, July 10). Communication Theory. Retrieved September 5, 2024, from <https://www.communicationtheory.org/lasswells-model/>
- Lasswell, H. D. (2007). The structure and function of communication in society. [https://sipa.jlu.edu.cn/\\_\\_local/E/39/71/4CE63D3C04A10B5795F0108EBE6\\_A7BC17AA\\_34AAE.pdf](https://sipa.jlu.edu.cn/__local/E/39/71/4CE63D3C04A10B5795F0108EBE6_A7BC17AA_34AAE.pdf)

**THE END...**

