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COMM 202

June 3rd, 2021

### Worksheet 1

*In the interpersonal communication process (between the girl and her father):*

Who refers to the girl;

What refers to the girl's actions;

Whom refers to the girl's father;

Through which medium interpersonal;

With what effects to persuade.

*In the mass communication process (between Madonna and the audience):*

Who refers to Madonna;

What refers to the song;

Whom refers to the audience;

Through which medium a song;

With what effects to entertain.

*The process that Madonna sang the song or the MTV crew created the song is called \_\_\_\_\_.*

- a. decoding      **b. encoding**      c. interpretation      d. evaluation

*The process that we understand her song is called \_\_\_\_\_.*

- a. decoding      b. encoding      **c. interpretation**      d. evaluation

*What is the major theme of this song?*

The major theme of this song is an act of rebellion. The woman wants to marry this man who her father does not approve of.

*Who does the “baby” refer to?*

The “baby” refers to her lover.

*Can you use the 5 W’s and Osgood & Schramm’s model to explain the communication process that Madonna sang the song and we listened to the song? Why and why not?*

You can use the 5 W’s and Osgood & Schramm’s model to explain the communication process because of the interpersonal aspects of the song between the girl and her father.

*Can you use Schramm’s model of mass communication to explain the process? Why or why not?*

You can use Schramm’s model of mass communication to explain the process because the song was played to a mass audience via YouTube. Each person has their own decoding and interpretation of the media that Madonna has published.

*What could be regarded as the inferential feedback in this case?*

The inferential feedback in this case can be the views on the YouTube video or sales for the particular album.

*What could be regarded as the delayed feedback in this case?*

The delayed feedback in this case can be comments on the YouTube video or feedback that Madonna got for the song on social media.