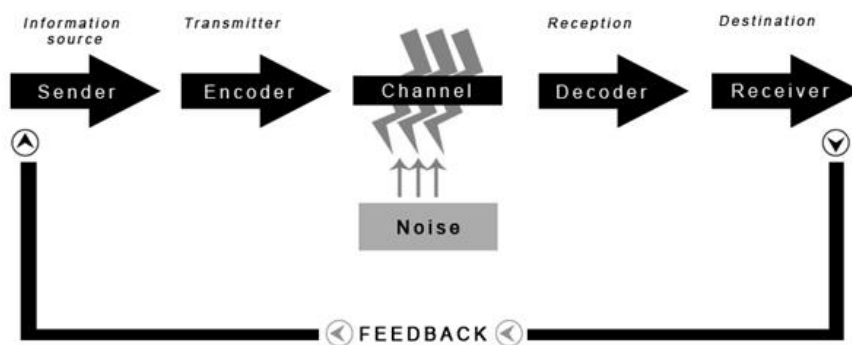


SHANNON & WEAVER'S MODEL OF COMMUNICATION

In 1948, Shannon was an American mathematician, Electronic engineer and Weaver was an American scientist both of them join together to write an article in "Bell System Technical Journal" called "A Mathematical Theory of Communication" and also called as "Shannon-Weaver model of communication".

This model is specially designed to develop the effective communication between sender and receiver. Also they find factors which affecting the communication process called "Noise". At first the model was developed to improve the Technical communication. Later it's widely applied in the field of Communication.

The model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Sender : The originator of message or the information source selects desire message

Encoder : The transmitter which converts the message into signals

Note: The sender's messages converted into signals like waves or Binary data which is compactable to transmit the messages through cables or satellites. For example: In telephone the voice is converted into wave signals and it transmits through cables

Decoder : The reception place of the signal which converts signals into message. A reverse process of encode

Note : The receiver converts those binary data or waves into message which is comfortable and understandable for receiver. Otherwise receiver can't receive the exact message and it will affect the effective communication between sender and receiver

Receiver : The destination of the message from sender

Note : Based on the decoded message the receiver gives their feed back to sender. If the message distracted by noise it will affect the communication flow between sender and receiver

Noise: The messages are transferred from encoder to decoder through channel. During this process the messages may distracted or affected by physical noise like horn sounds, thunder and crowd noise or encoded signals may distract in the channel during the transmission process which affect the communication flow or the receiver may not receive the correct message

Note : The model is clearly deals with external noises only which affect the messages or signals from external sources. For example: If there is any problems occur in network which directly affect the mobile phone communication or distract the messages

Practical Example of Shannon-Weaver model of communication :

Thomson made call to his assistant “come here I want to see you”. During his call, noise appeared (transmission error) and his assistant received “I want” only. Again Assistant asked Thomson (feedback) “what do you want Thomson”.

Sender : Thomson

Encoder : Telephone (Thomson)

Channel : Cable

Noise : Distraction in voice

Reception : Telephone (Assistant)

Receiver : Assistant.

Due to transmission error or noise, Assistant can't able to understand Thomson's messages.

*The noise which affect the communication flow between them.

Criticism of Shannon-Weaver model of communication :

1. One of the simplest model and its general applied in various communication theories
2. The model which attracts both academics of Human communication and Information theorist to leads their further research in communication
3. It's more effective in person-to-person communication than group or mass audience
4. The model based on “Sender and Receiver”. Here sender plays the primary role and receiver plays the secondary role (receive the information or passive)
5. Communication is not a one way process. If it's behaved like that, it will lose its strength.

For example: Audience or receiver who listening a radio, reading the books or watching television is a one way communication because absence of feedback

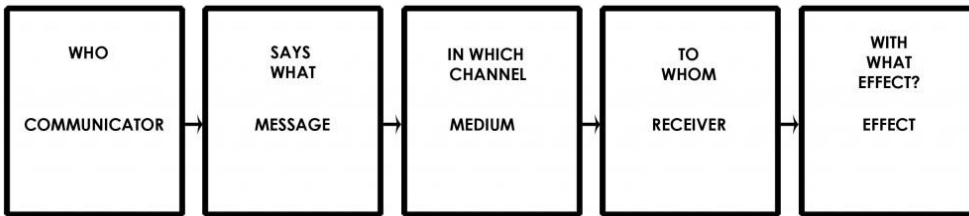
6. Understanding Noise will helps to solve the various problems in communication

HAROLD LASSWELL'S MODEL



Harold Dwight Lasswell, the American political scientist states that a convenient way to describe an act of communication is to answer the following questions

- Who
- Says What
- In Which Channel
- To Whom
- With what effect?



This model is about process of communication and its function to society, According to Lasswell there are three functions for communication:

1. Surveillance of the environment
2. Correlation of components of society
3. Cultural transmission between generation

Lasswell model suggests the message flow in a multicultural society with multiple audiences.

The flow of message is through various channels. And also this communication model is similar to Aristotle's communication model.

In this model, the communication component who refers the research area called "Control Analysis",

Says what is refers to "Content Analysis",

In which channel is refers to "Media Analysis",

To Whom is refers to "Audience Analysis"

With What Effect is refers to "Effect Analysis"

Example:

CNN NEWS – A water leak from Japan's tsunami-crippled nuclear power station resulted in about 100 times the permitted level of radioactive material flowing into the sea, operator Tokyo Electric Power Co said on Saturday.

Who – TEPC Operator

What – Radioactive material flowing into sea

Channel – CNN NEWS (Television medium)

Whom – Public

Effect – Alert the people of Japan from the radiation.

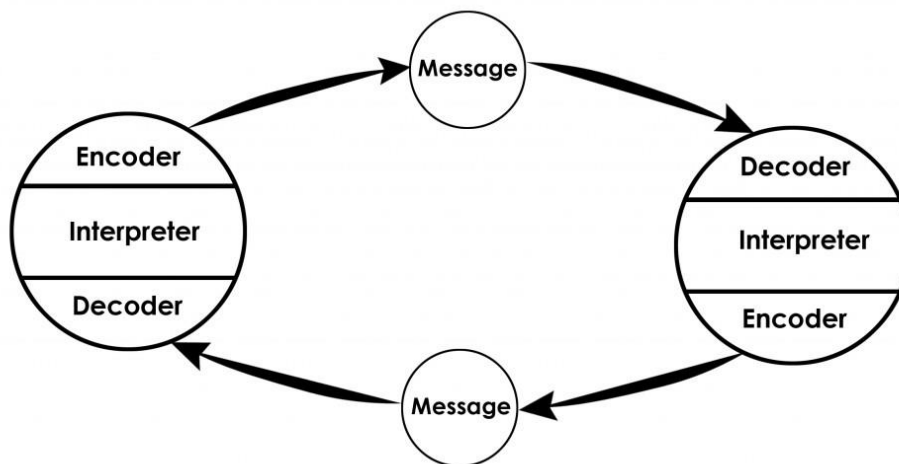
Advantage of Lasswell model:

- It is Easy and Simple
- It suits for almost all types of communication
- The concept of effect

Disadvantage of Lasswell model:

- Feedback not mentioned
- Noise not mentioned
- Linear Model

OSGOOD- SCHRAMM MODEL OF COMMUNICATION



It is a Circular Model, so that communication is something circular in nature

Encoder – Who does encoding or Sends the message (message originates)

Decoder – Who receives the message

Interpreter – Person trying to understand (analyses, perceive) or interpret

Note: From the message starting to ending, there is an interpretation goes on. Based on this interpretation only the message is received.

This model breaks the sender and receiver model it seems communication in a practical way. It is not a traditional model.

It can happen within our self or two people; each person acts as both sender and receiver and hence use interpretation. It is simultaneously take place e.g. encoding, interpret and decoding.

Semantic noise is a concept introduced here it occurs when sender and receiver apply different meaning to the same message. It happens mostly because of words and phrases for e.g. Technical Language, So certain words and phrases will cause you to deviate from the actual meaning of the communication.

Note: When semantic noise takes place decoding and interpretation becomes difficult and people get deviated from the actual message.

Advantage of Osgood- Schramm model of communication

1. Dynamic model- Shows how a situation can change
2. It shows why redundancy is an essential part
3. There is no separate sender and receiver, sender and receiver is the same person
4. Assume communication to be circular in nature
5. Feedback – central feature.

Disadvantage of Osgood- Schramm model of communication

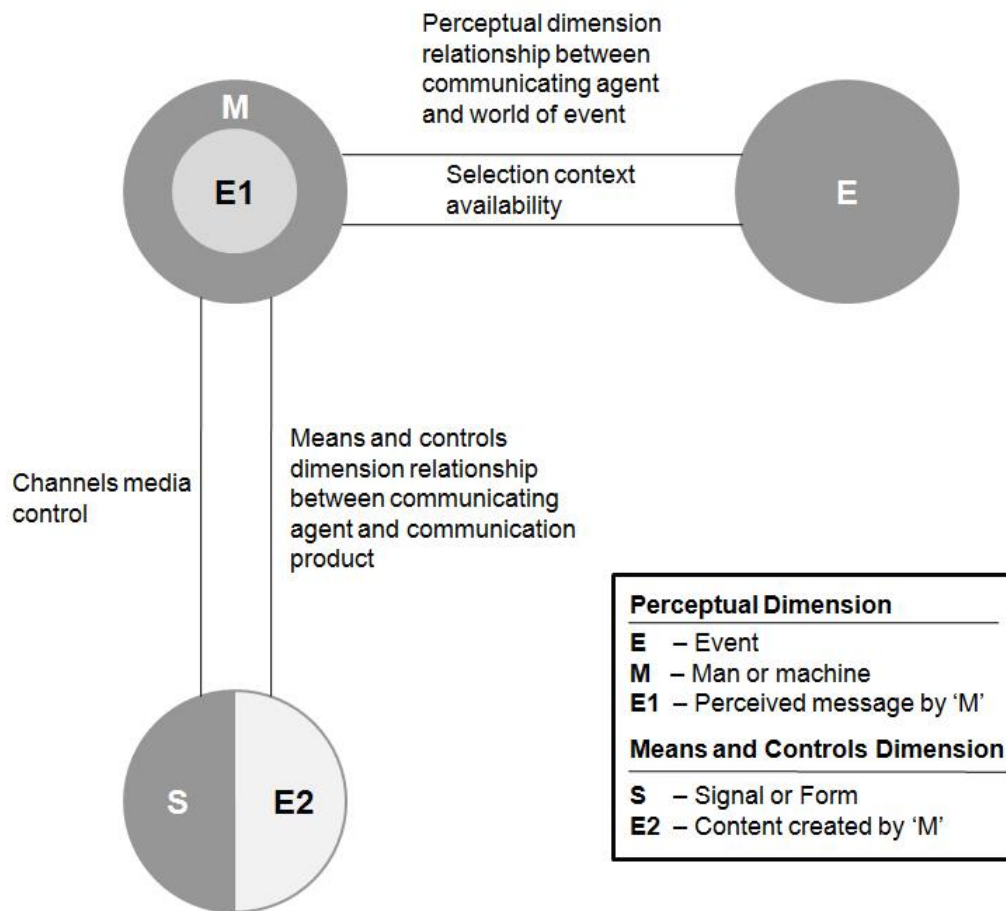
This model does not talk about semantic noise and it assume the moment of encoding and decoding.

GEORGE GERBNER'S MODEL

Introduction:

Mr. George Gerbner is one of the pioneers in the field of communication research. His works are descriptive as well as very easy to understand any other before. He is working as a professor and head of the Annenberg School of Communications in the University of Pennsylvania. In 1956, Gerbner attempted the general purpose of communication models. He stressed the dynamic nature of communication in his work and also the factor which affecting the reliability of communication.

Gerbner's General Model



(Note: This model can be best understood when read along with the diagram beginning at E – Event.)

(i) Perceptual Dimension:

An 'E' is an event happens in the real life and the event content or message is perceived by 'M' (Man or a Machine). After Perceives the message from "E" by "M" is known as "E1". E1 is not same as like 'E'. Because any man or machine can't perceives the whole event and they perceives only the part of the event (E1). This is known as "Perceptual Dimension".

These 3 factors are involves between 'E' and 'M'

- Selection
- Context
- Availability

M (man or machine) cannot perceive the entire content of the event “E”. So M **selects** the interesting or needed content from the entire event and filtering the others. The **context** occurs in the event and **Availability** is based on ‘M’s attitude, mood, culture and personality. (For eg. How a journalist perceives the messages from the event and also can’t focus the whole event so they filter the unwanted or unrelated content from the event. This filtered content is not same as like the actual event content because the journalist edits the content based on his attitude, mood and cultural background or press policies).

(ii) Means and Controls dimension:

E2 is the event content which is drawn or artified by M. Here M becomes the source of a message about E to send someone else. M creates a statement or signals about the message and Gerbner termed its Form and content as “SE2”. S (Signal or Form) it takes and E2 (Man’s content). Here Content (E2) is structured or formed (S) by ‘M’ and it can communicate in a different ways or based on the structured ways.

M has to use channels (or media) over to send the message which he has a greater or lesser degree of control. The question of ‘control’ relates to M’s degree of skill in using communication channels. If using a verbal channel, how good is he using words? If using the Internet, how good is he at using new technology and words?

This process can be extended to infinitum by adding on other receivers (M2, M3etc.) who have further perceptions (SE3, SE4 etc.) of the statements about perceived events.

Important Note:

Message at every level is altered or changed.

Example:

In case of news reporting, E can be any event that has happened and the reporter (M) selects a particular part of event (E1) that may be provide his channel higher TRP ratings or the news may boost the particular party which his channel supports. This SE2 is sent through a medium to the mass audience. Then the audience distributed the message (SE2) and he (M1) sends to his friends with his interpretation and the process continues.

KATZ & LAZARFELD’S MODEL

History:

In 1944 Paul Lazarsfeld, (1901-1976) an American Social Researcher, Bernard Berelson (1912 – 1979) and Hazel Gaudet was introduced The Two-Step Flow of Communication in the book called “The people’s choice: How the voter makes up his mind in a presidential campaign. New

York: Columbia University Press”.



Paul Lazarsfeld (1901 - 1976)



Bernard Berelson (1912 - 1979)

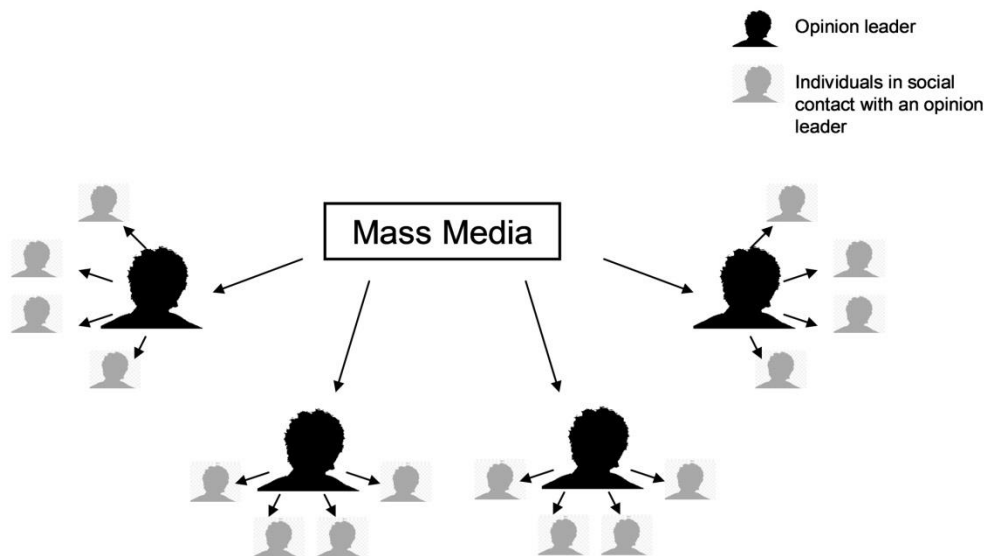


Hazel Gaudet

Theory Introduction:

The purpose of the study was focused on Presidential election Campaign and the people decision-making process towards the campaign. All three researchers were wanted to find out practically whether the mass media messages affect direct influence in voting decision among the people. Unexpectedly they found the media messages (like radio and newspapers) are very less influence then an informal, personal communication on voting behavior. Based on this researched data, The Two Step Flow Communication Theory of Mass Communication was developed by Katz and Paul Lazarsfeld.

Two-step flow model



Opinion Leader:

Opinion Leader is a leader for a certain group who gives details and information to lesser active persons in the group. In office, the managing director is an opinion leader and in public, a

political leader is an opinion leader. They interpret the information to their own group. But one thing the Opinion leader is a leader only for their own group not for all.

In Public, Political leader is an opinion leader. Here few people are not influenced by the leader and their political views and thought. These people won't support opinion leaders and isolated from the population.

Katz and Paul seems "the flow of media messages from radio and print to opinion leaders and then the leaders leads the messages to lesser active users in the population". Through this transformation of message, the leaders may add their opinion on the actual content which may affects the low active users. In some cases the Opinion leaders are filtering the actual content ensures the information is needed by the people. Mostly the opinion leaders are selective and they pass the messages to the group. (Low-end media users: Poor, Worker and People who are not affordable for getting information directly).

Note: The Opinion leaders have enough voice only in structured social groups not in an isolated individual in the population.

Example:

Carol watching News in ANB Channel they flash the headlines with "Research reveals some toys are leads the children's aggressive and Violent". That day Carol calls her little son and went for shopping and carol warn her son some toys are not good and made skin allergy which leads her son to avoid those toys.

- Opinion leader: Mom
- Audience: Her Son
- Added information in actual content: Skin Allergy

Critics:

-Researchers found substantial evidence that initial mass media information flows directly to people on the whole and is not relayed by opinion leaders.

-The two-step hypothesis does not adequately describe the flow of learning. Lazarsfeld and his associates in the 1940 election study were unable to determine the specific flow of influence.

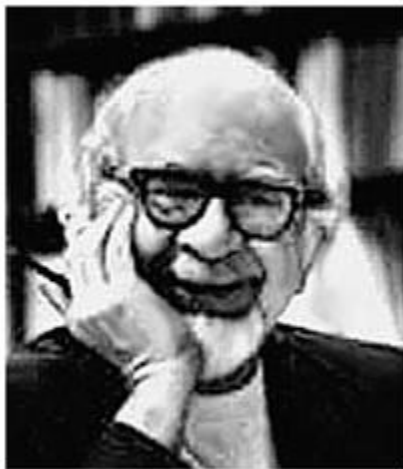
– Today most of the advertising researches are based on this theory. Especially opinion leaders role in the society as well as in home to which helps to improve the market with less efforts.

WESTLEY & MACLEAN'S MODEL

Introduction:

In 1957 Westley and MacLean's model of communication is proposed by Bruce Westley (1915-1990) and Malcolm S. MacLean Jr (1913-2001). Being one of the creators of journalism studies, Westley served as a teacher at the University of Wisconsin, Madison, between 1946 and 1968. Malcolm was director of University of Journalism School (1967-74) and co founder of the University College at University of Minnesota.

This model can be seen two contexts, interpersonal and mass communication. And the point of difference between interpersonal and mass communication is the feedback. In interpersonal, the feedback is direct and fast. In the mass, the feedback is indirect and slow.



Bruce Westley

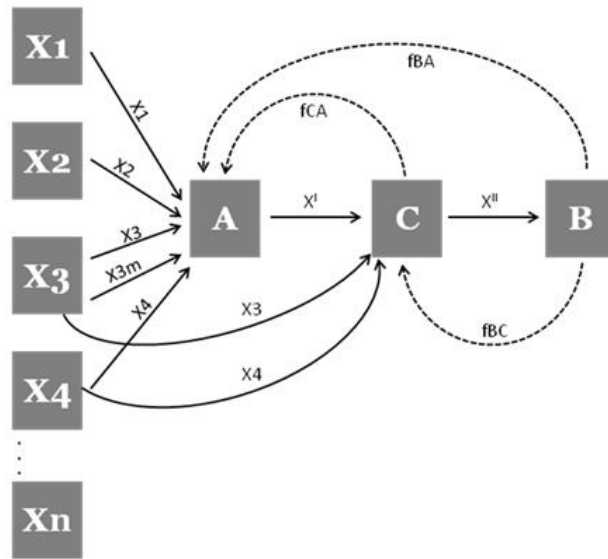


Malcolm S. MacLean

Model:

Westley and Maclean realized that communication does not begin when one person starts to talk, but rather when a person responds selectively to his/her physical surroundings. This model considers a strong relation between responds from surroundings and the process of communication. Communication begins only when a person receives message from surroundings. Each receiver responds to the message they received based on their object of orientation.

Westley and MacLean's Model of Communication



X1, X2, X3 and X4....—are news articles or information, Feedback (f), Clients (A), Reader or Audience (B) and Gate Keeper (c)

Example:

A Daily News Papers will receive many Press releases from Many Public Relations Agencies on behalf of their clients. In this case, News paper will publish the selected Press release due to the space constraints. Then, Readers can directly respond to the client or they can respond to the News daily which published in the Newspaper. If Readers responded to daily News paper, it will communicate the feedback to concern PR Agency.

X1, X2 and X3—are Press Release, Feedback (f), Clients (A), Reader (B) and Daily News Paper (Gate Keeper) (c)

1. Feedback Loop between Reader (B) and News Paper (C) – fBC
2. Feedback Loop between News Paper(C) and Client (A)- fCA
3. Feedback loop between Reader (B) and Client (A)- fBA.

Merits and Demerits:

- This model accounts for Feedback.
- It can account for different modes of communication, i.e., for both interpersonal communication and Mass communication.
- It is a predictive model of communication and very descriptive also.

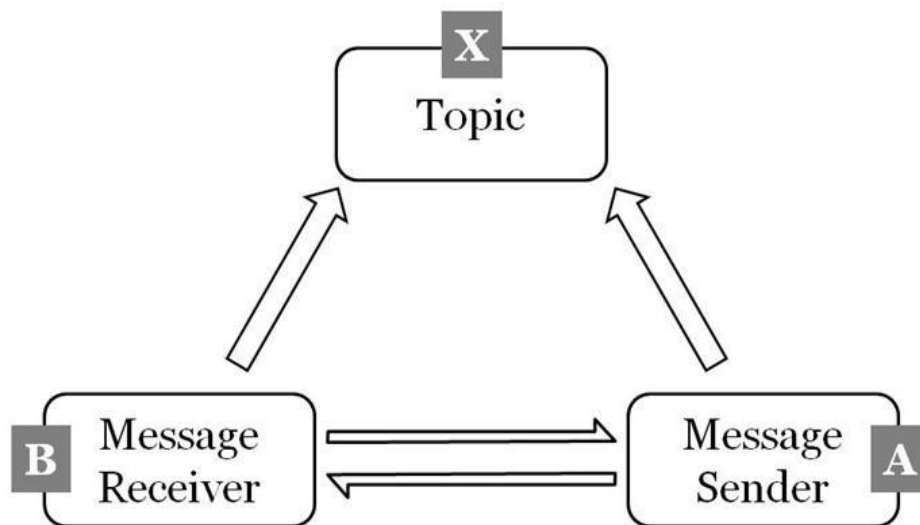
- It also account for non binary interactions, this means that it will remain good even for communications involving more than two sources.
- Westley and Maclean communication model is Two Dimensional.
- It cannot account for multi dimensions; this means this model will not be applicable for typical communication events that involve broader context and wide range of communication messages.

THEODORE M.NEWCOMB'S MODEL

THEODORE M.NEWCOMB (July 24, 1903) in Rock Creek, at the northeastern tip of Ohio and he was a great pioneer in the field of social psychology. Merely 50 years he worked for the improvement of human motivation, perception and learning to shape the deep understanding of social process. In 1929, he started his professional career in the department of psychology at University of Michigan. In 1931, he moved to Cleveland College, University of Western Reserve from University of Michigan. In 1934, he got a great offer from New Bennington College in Vermont which caused remarkable changes in his rest of his professional career. His works “Personality and Social Change” (1943), “Social Psychology” (1950). He published a new social approach in field of communication which is called “ABX” system (later it became Newcomb’s model) and it’s published in the name of “An Approach to the Study of Communicative Acts (1953)”. He published another great work in the field of social psychology called “The Acquaintance Process” (1961).



The New Comb's model of communication was introduced by Theodore M Newcomb of the University of Michigan in 1953. He gives different approach to the communication process. The main purpose of this theory is to introduce the role of communication in a social relationship (society) and to maintain social equilibrium within the social system. He does not include the message as a separate entity in his diagram, implying it only by use of directional arrows. He concentrates on the social purpose of communication, showing all communication as a means of sustaining relationships between people. Sometimes it's called as an "ABX" model of communication.



The Newcomb's Model

The Newcomb's model works in a triangular format or A-B-X system

A – Sender

B – Receiver

X – Matter of Concern

The relationship between A and B is like student and teacher, government and public or newspaper and readers. Sender and Receiver may work in a same flow but the same time some factor like "X" may affect their flow of relationship. "X" it may be third persons, issue, topic or policy.

For Example:

Teachers introduce a new policy to increase the college timing from 6 hours to 8 hours.

A – Teachers B – Students X – Policy or issue

If both students and teachers are satisfied with this policy then the communication maintains its equilibrium status between them. Otherwise the flow of communication between “A” and “B” becomes trouble in the social system. If “A” or “B” is not ready to accept the policy then it will directly affect the social system and can’t maintain the equilibrium status. So Teachers”A” can convince students “B” as much as possible. Otherwise they have to make some adjustments in the Policy “X” and convince them towards the policy.