

## Models of Communication

### What is Model?

Model is a consciously simplified description of reality in graphic form. A model seeks to show the main elements of any structure or process and the relationship between the elements.

→ A Three dimensional Representation of a Person or thing or a Proposed structure

### Advantages of Models:

1. They have an organizing function by ordering and relating system to each other.
2. They help in explaining by providing information in simplified way which would otherwise be complicated or ambiguous.
3. They may make it possible to predict outcomes.

→ effect & نتائج

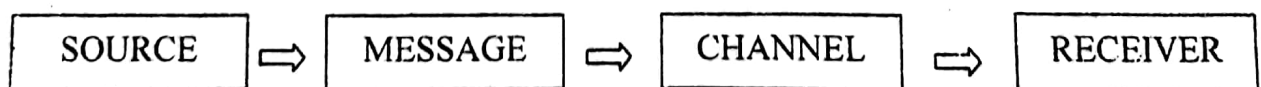
### Types of Models:

Some models claim only to describe the structure of phenomenon. In this sense a diagram of the components of a radio set could be described as structural. The other type of models which we call functional describe systems in term of energy, forces and their direction, the relations between parts and the influence of one part on another.

The model of communication fall mainly into the latter category, simply because of all communication is in some degree dynamic and involves some elements of process or change.

بنیادی طور پر  
constantly change  
constant change

### SMCR Model:



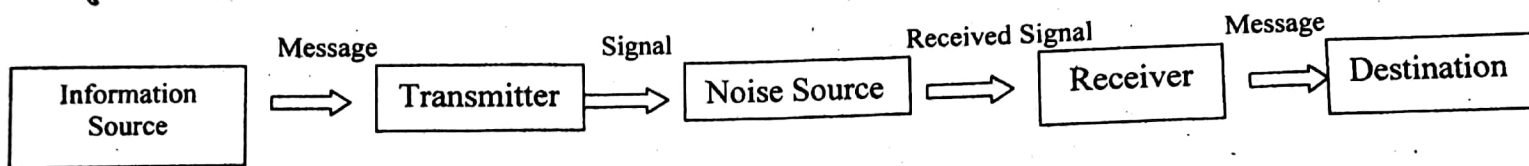
This model was presented by David K. Berlo in his book the Process of Communication.

1949

### Shannon & Weaver Model:

This model was presented by Claude E. Shannon and Warren Weaver in 1949.

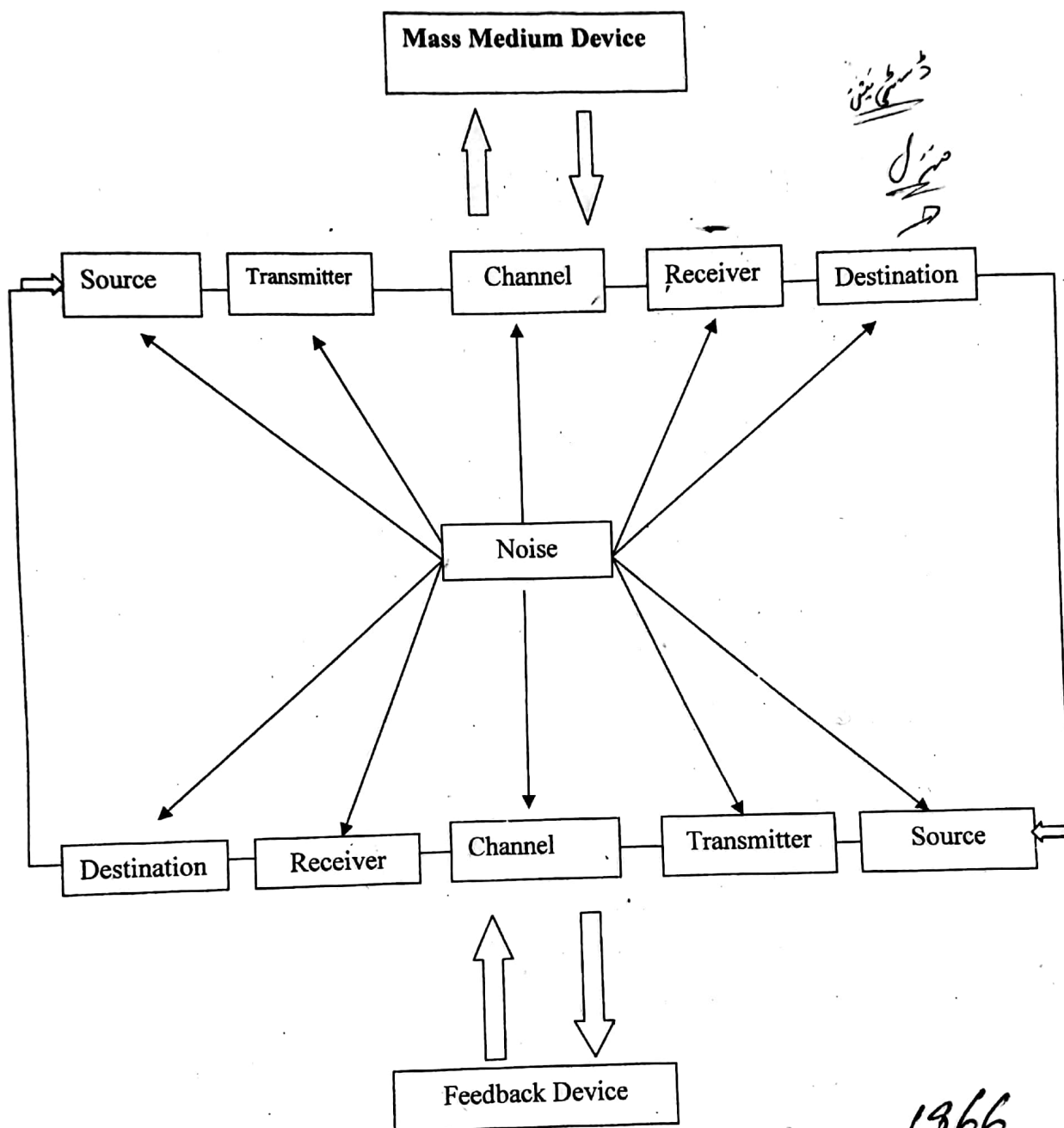
Shannon was mathematician and worked in Bell Telephone Laboratory, Weaver was his co-worker.



First in the process is the information source producing a message or a chain of messages to be communicated.

In the next step, the message is formed into signal by transmitter. The signal should be adapted to the channel leading to the receiver. The function of the receiver is the opposite to that of transmitter. The receiver reconstructs the message from signal. The received message then reaches the destination. The signal is vulnerable in so far as it may be disturbed by noise, interference which may occur, when there are many signals in the same channel at this same time. This may result in a difference between transmitted and received signal which may mean that the message produced by the source and that reconstructed by the receiver and having reached the destination do not have the same meaning. The inability on the part of communicators to realize that sent and received messages are not always identical is a common reason why communication fails.

## DeFleur's Development:



(Melvin Lawrence DeFleur (1923) was professor of communication. He developed in 1966 the Shannon & Weaver model further in a discussion about the correspondence between the meaning of the produced and the received message. He notes that in communication process, *meaning* is transformed into *message* and describes how the transmitter transforms *message* into *information* which then passes through a channel (mass medium). The receiver decodes the *information* as a *message* which in its turn

is transformed at the destination into *meaning*. If there is a correspondence between the two 'meaning' the result is communication. But as DeFleur says this correspondence is seldom perfect. *not common*.

(DeFleur adds another set of components to the original Shanon & Weaver Model to show how the source gets its feedback) which gives the source a possibility of adapting more effectively its way of communicating to the destination. This increases the possibility of achieving correspondence between the meanings.

(Shannon & Weaver's Model is thus supplemented in an important way. Their model has been criticized for its linearity and lack of feedback. These features are accounted for in DeFleur's version, although it may be noted that in the case of mass communication the source (communicators) only gets limited or indirect feedback from the audience.)

#### Lasswell Formula:

1948

American political scientist Harold D. Lasswell in his article the Structure and Function of Communication in Society published in a book the *Communication of Ideas* published in 1948 says, a convenient way to describe the act of communication is to answer the following questions.

Source ← Who *Sender*

Message ← Says what *Message*

Medium ← In which channel

Receiver ← To whom *Audience / Receiver*

Feedback ← With what effect

*medium of communication of TV of the voice of radio*  
*effect of communication*

This has ever since been known as Lasswell Formula.

Who (Communicator)	Says what (Message)	In which channel (Medium)	To whom (Receiver)	With what effect (Effect)
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*NIP = Letter to editor*

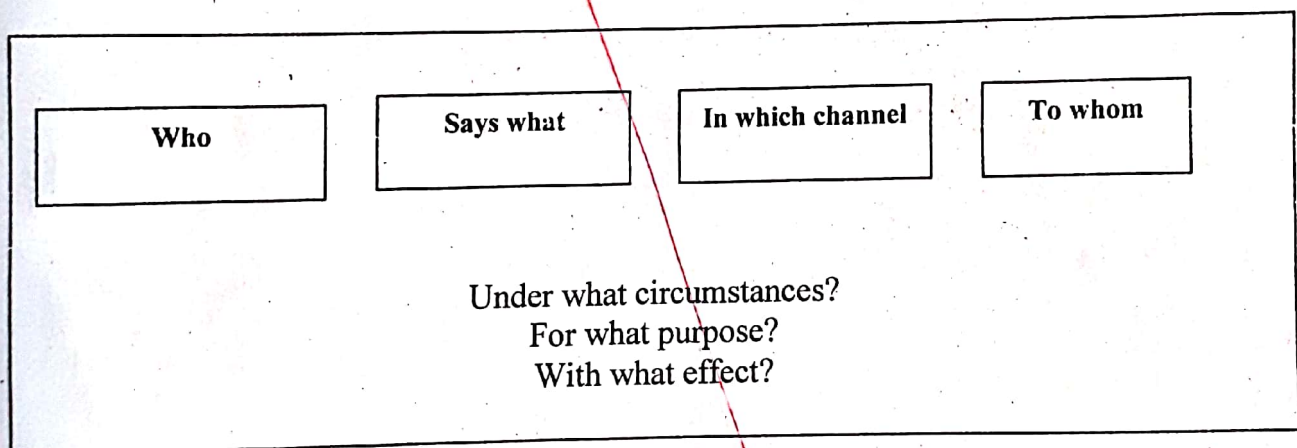
*TV = Live calls, sms, social media page, rating*  
*Film =*

This simple formula has been used in several ways, mostly to organize and to give structure to discussion about communication. Lasswell himself uses it to point out <sup>different</sup> distinct types of communication research. To each question he has attached a particular type of analysis as is visualized.

Having found the Lasswell model useful although somewhat too simple, some researchers have developed it further.

<sup>1958</sup>  
**Braddock** (1958) found that there are more consideration to work with than those five presented in Lasswell.

In his version of model, Braddock adds two more facets of the communication act, namely the circumstances under which a message is sent, and for what purpose the communicator says something. We may represent this as



The Lasswell Formula shows typical trait (feature) of early communication models. It more or less takes for granted that communication has some intent in influencing the receiver and that communication should be treated mainly as a persuasive process. It is also assumed that the messages always have effects. Models such as this have surely contributed to the tendency to exaggerate the effects of mass communication. On the other hand this is not surprising when we know that Lasswell's interest at the time was political communication & propaganda. For analyzing political propaganda, the



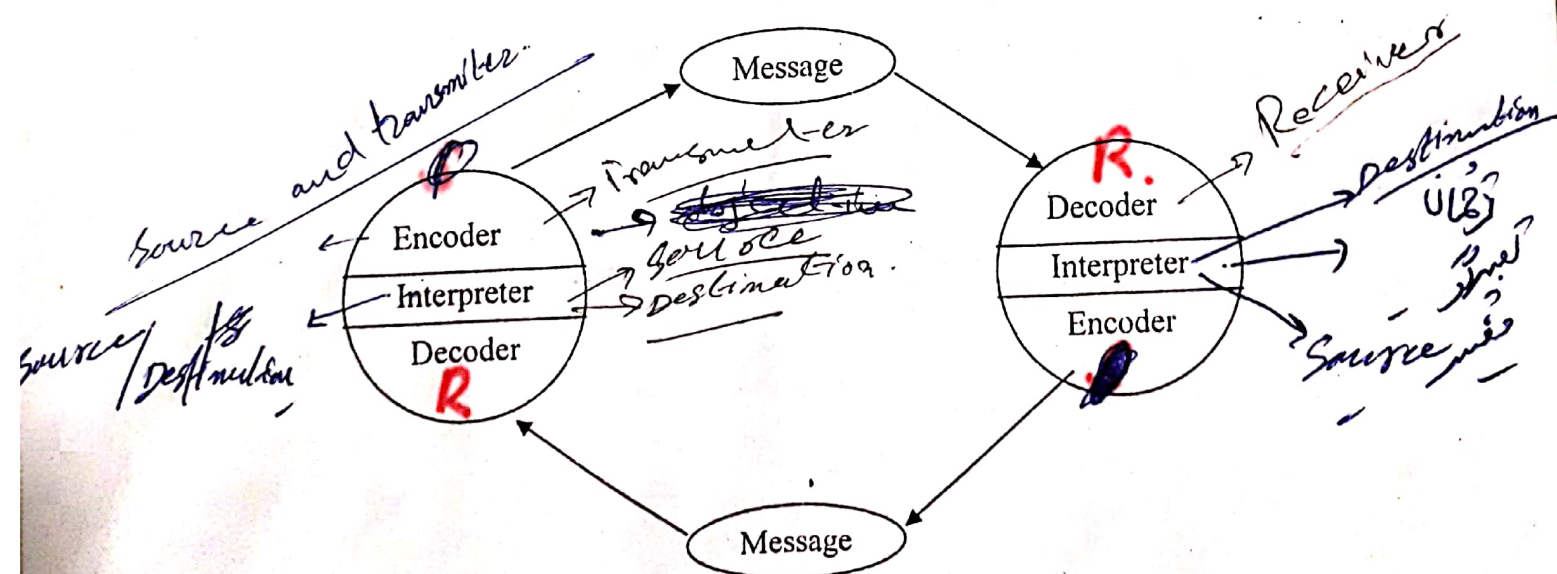
Formula is well suited. Braddock stresses that the formula may be misleading in that it directs the researcher to distinct fields of study. In reality they are to a large extent inter-related.

Lasswell has further been criticised for having omitted the element of feedback. In this way his model reflects the general view of the time when it was formulated. This criticism, however, should not obscure the fact that it is even today a convenient & comprehensive way of introducing people to study of the communication process.

### Osgood and Schramm Model:

1954

This model was presented by Wilbur Schramm, who was professor of Sociology and Charles E. Osgood, who was professor of Psychology. If the Shannon and Weaver model could be described as linear, we may say that the Osgood and Schramm model is highly circular. Another difference lies in that whereas Shannon's interest is primarily directed to the channels mediating between the sender and receivers, Osgood and Schramm devote their discussion to the behaviour of the main actors in the communication process. Even so there are important similarities between the two approaches.



Difference  
Contrast - b/w similar

Shannon & Weaver make a distinction between source & transmitter. In other words two functions are fulfilled at the transmitting end of the process and two at the receiving end. In Osgood and Schramm case, almost the same functions are performed even if they do not talk about transmitter & receivers. They describe the acting parties as equals performing identical functions, namely encoding, decoding & interpreting. Roughly the encoding function is similar to the transmitting, the decoding to the receiving. Osgood and Schramm's interpreting function is fulfilled by the source and destination.

ترجمہ کرتا ہے

مکمل کر دیتے ہیں دونوں

→ encoding → convert into a coded form.  
→ Decoding → convert a coded message in to intelligible language.



→ کسی الفاظ کو ذہنی الفاظ میں منتقل کرے

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Schramm, Wilbur. (1954). *The Process and effects of mass communication*. Urbana: Illinois University Press.