

UNIVERSITY COLLEGE OF SOCIAL SCIENCES AND HUMANITIES, UDAIPUR



MODEL'S OF COMMUNICATION

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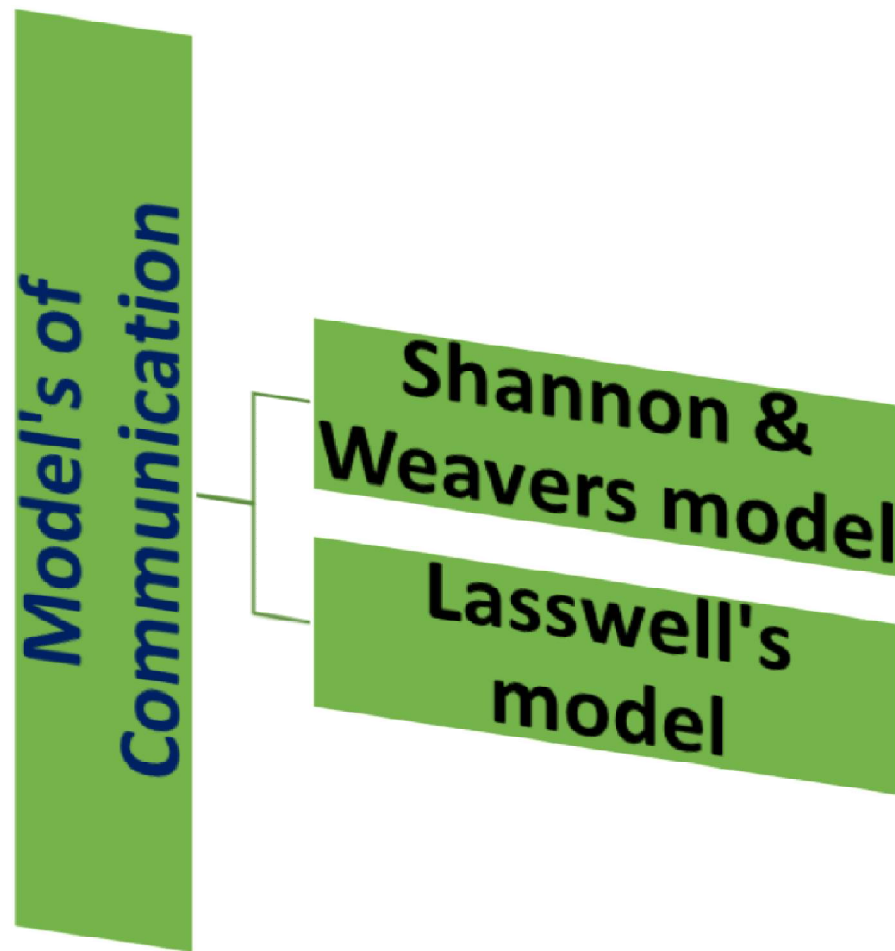
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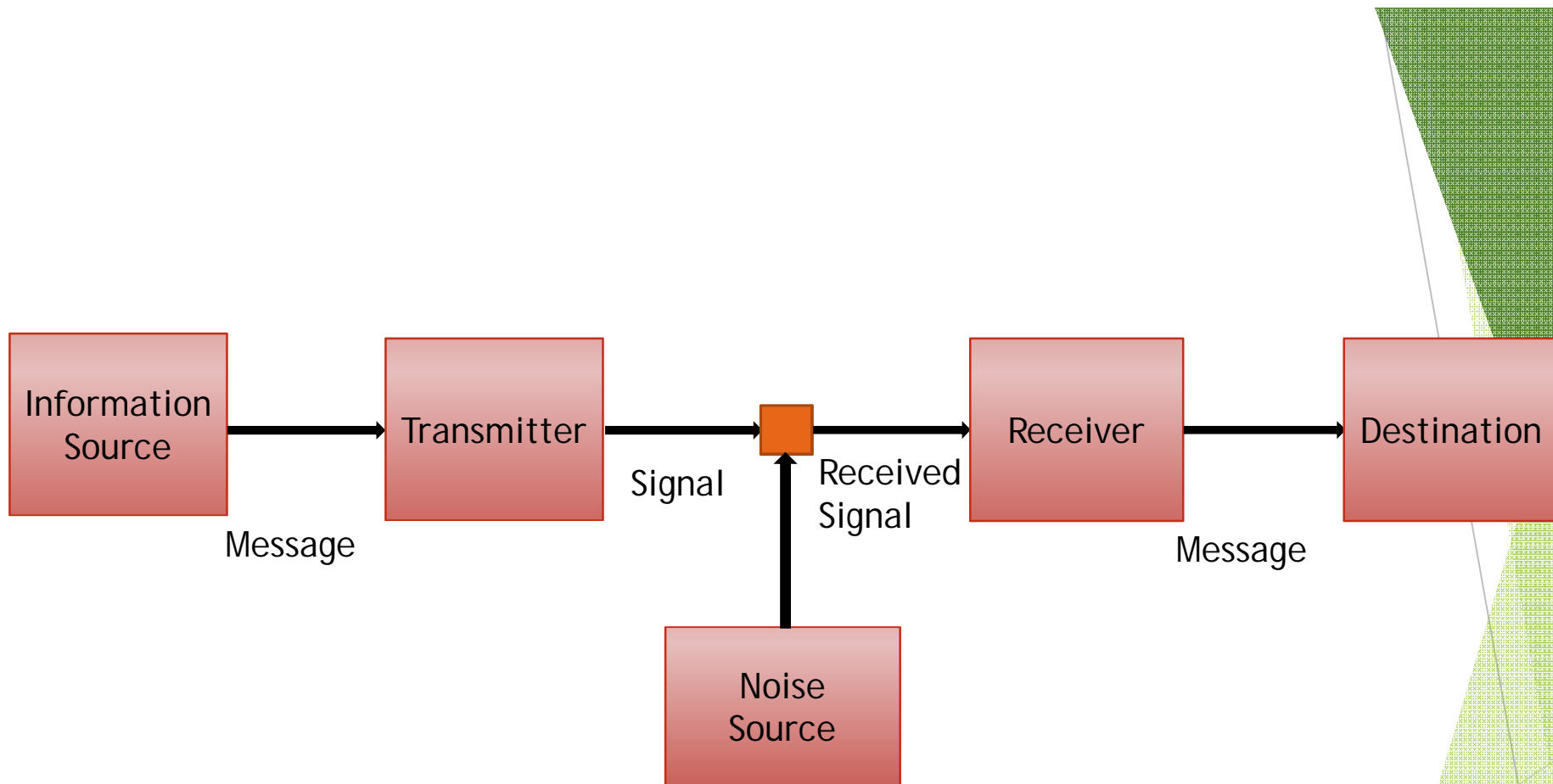
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Shannon & Weaver Model of Communication

The first major model for communication came in 1949 by Claude Shannon and Warren Weaver of Bell Laboratories which laid the foundation for the different communication models.



Features

1. A linear process.
2. A simple model (Technical)
3. Content/message is easy to identify but hard to solve (Semantic)
4. Source is dominant factor/decision maker (Impact/Effectiveness)
5. Noise, a disturbing factor (Impact/Effectiveness)

Harold Lasswell Model of Communication

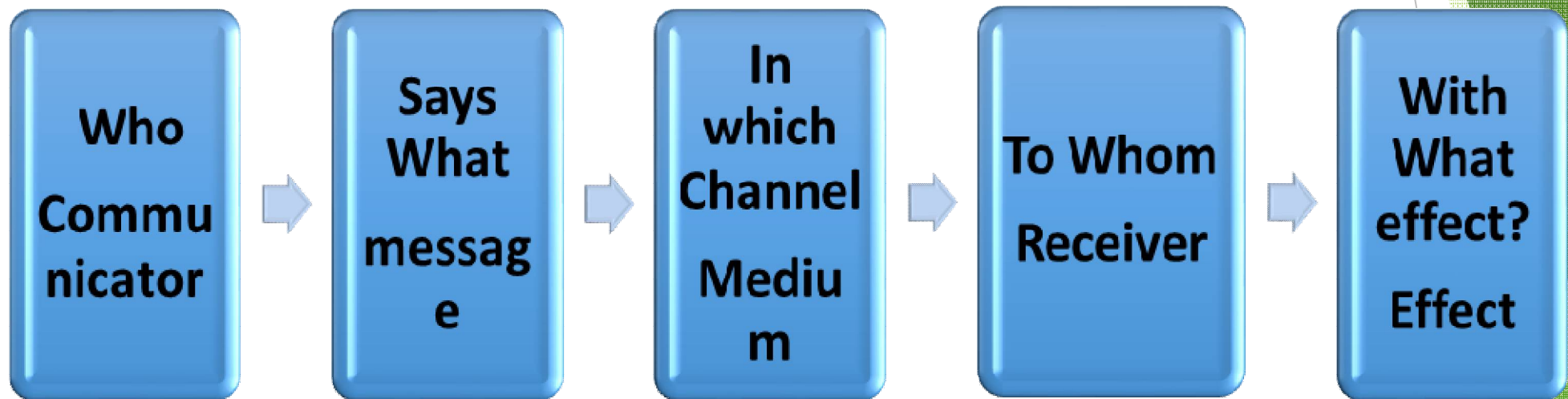
The beginning of the theory of communication is considered to be Harold Lasswell's.

He follows Aristotle's' rhetoric in his model adding channel/medium.

Communication as an 'object'.

Lasswell observed messages in the mass media and Aristotle observed Orators. Lasswell wrote in 1948 that "a convenient way to describe an act of communication is to answer the following questions.

Lasswell's 5 Ws model



Features

- Easy
- Simple
- Relational
- Effective
- Use in any communication

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Thank you