Shannon and Weaver

The new model was designed to mirror the functioning of radio and telephone technologies. Their initial model consisted of three primary parts: [sender](https://en.wikipedia.org/wiki/Sender), [channel](https://en.wikipedia.org/wiki/Channel_(communications)), and [receiver](https://en.wikipedia.org/wiki/Receiver_(radio)). The sender was the part of a [telephone](https://en.wikipedia.org/wiki/Telephone) a person spoke into, the channel was the telephone itself, and the receiver was the part of the phone where one could hear the other person. Shannon and Weaver also recognized that often there is static that interferes with one listening to a telephone conversation, which they deemed noise. The noise could also mean the absence of signal.[[1]](https://en.wikipedia.org/wiki/Models_of_communication#cite_note-Shannon-1)

In a simple model, often referred to as *the transmission model* or *standard view of communication*, [information](https://en.wikipedia.org/wiki/Information) or content (e.g. a message in [natural language](https://en.wikipedia.org/wiki/Natural_language)) is sent in some form (as [spoken language](https://en.wikipedia.org/wiki/Spoken_language)) from an emissdor/ sender/ [encoder](https://en.wikipedia.org/wiki/Encoder) to a destination/ receiver/ decoder. This common conception of communication views communication as a means of sending and receiving information. The strengths of this model are simplicity, generality, and quantifiability. Mathematicians Claude Shannon and Warren Weaver structured this model based on the following elements:

An [information source](https://en.wikipedia.org/wiki/Information_source), which produces a message.

A [transmitter](https://en.wikipedia.org/wiki/Transmitter), which encodes the message into signals

A [channel](https://en.wikipedia.org/wiki/Channel_(communications)), to which signals are adapted for transmission

A [receiver](https://en.wikipedia.org/wiki/Receiver_(radio)), which 'decodes' (reconstructs) the message from the signal.

A destination, where the message arrives.

Shannon and Weaver argued that there were three levels of problems for communication within this concept

The technical problem: how accurately can the message be transmitted?

The [semantic](https://en.wikipedia.org/wiki/Semantic) problem: how precisely is the meaning 'conveyed'?

The effectiveness problem: how effectively does the received meaning affect behavior?

[Daniel Chandler](https://en.wikipedia.org/wiki/Daniel_Chandler) critiques the transmission model by stating:[[3]](https://en.wikipedia.org/wiki/Models_of_communication#cite_note-3)

It assumes communicators are isolated individuals.

No allowance for differing purposes.

No allowance for differing interpretations.

No allowance for unequal power relations.