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UNIT : I CONCEPT OF COMMUNICATION MODELS

UNIT : II DIFFERENT MODELS

UNIT : III MODELS OF COMMUNICATION THEORY

UNIT : IV NEW MODELS

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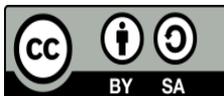
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Unit 1 – Communication Models

Structure:

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- 1.6 Classification of Communication Models
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- 1.8 The Advantages of Models
- 1.9 Limitations of Models
- 1.10 Check Your Progress

1.1 Learning Objectives

Communication models serve as guide for research and offer a means to display research findings. Such models are considered as tools, which helps scholars, practitioners and students to illustrate their thinking about important aspects of communication. We will study some primary communication models which led to the development of more complex models, in this chapter.

1.2 Introduction

Communication in general refers to the human activities that everyone recognises but few can define satisfactorily. Talking or conversing with one another, receiving and transmitting information through various modes of mass media, like television, print, radio, vernacular mediums like folk music or drama, cinema accounts to spreading information or idea. But academicians find it difficult to completely outline the definition of communication as ‘a subject of study’ as a result of its diversity as human communication is not just limited to vocal communication. All communication involves signs and codes. Signs are artefacts or acts that refer to something other than themselves; that is, they are signifying constructs. Codes are the systems into which signs are organised and which determine how signs may be related to each other.



1.3 Concept of Communication Theory

Communication is the process of dissemination, or accepting messages from a source, i.e. from one individual to another via mutual understanding. It is a deep rooted behaviour that in a way constructs the society.

In a communication process, information is first gathered and a sender sends this information to a receiver. Once the message is received, the receiver decodes it and provides the sender a feedback. In any form of communication there is always a sender, a message and a receiver. There are a few kinds of communication like, oral or verbal which includes speech, song, and tone of voice, nonverbal which includes body language, sign language, paralanguage, touch, eye contact and writing etc.

Now, let us understand what brought theories into existence, why and how they are formulated. We know that ‘theory’ is a conceptual observation on a set of events based on thorough research, but the research to understand the process of communication can be termed as “communication theory.” Communication theory is not a new or separate field of study; it is infused with other subjects.

Aristotle was the first to identify the problem faced in communication and constructed a theory by focusing on the art of influence. Before the twentieth century, humanistic and rhetorical point of views and concepts were used to substantiate a theory. However, during the twentieth century more scientific methodologies, insights from psychology, sociology, linguistics and advertising showed inclination towards communication theory and practice.

1.4 Concept of Communication Model

Communication is interaction with one’s own self, with others and with external environments. The focus of our communication is sometimes defined, sometimes undefined and vague. Similarly we are not always conscious of our purpose of communication or the effects that our messages will have on the targeted receivers. Our communication may not be comprehensible by everyone all the time.

In human (public) communication, three major elements play a significant role. These are Ethos, Logos, and Pathos. Ethos refers to the character of the speaker, Logos is power of reason and evidenced in text and speech and Pathos is emotions elicited in an audience. Although the field of communication has changed considerably in the last thirty years yet, the theories and models framed way before remains the same. This proves that these models have not lost significance and can be applied to the present day scenario. Models are developed from theories in order to provide a simplified view of complex object, observable fact or procedure, in order to focus and examine the basic characteristics. Models draw attention to some critical features



which otherwise gets less focus. Thus, by examining models, one learns not only about the object, situation or process, but also about the perspective of the profounder or designer.

Also, in communication studies, the simplification of complex dynamics through models helps scholars and students to understand the components and processes involved. It also provides insights into the perspectives of the designers.

1.5 Model and its Significance

A model is presentation of the real phenomenon in abstract terms that can be applied in different forms at different times. Communication is an extremely complex with ever-changing communication phenomenon. Complexity and constant change in communication process makes it imperative that it is presented in simple and generalised way to explain and understand the structure and functions of communications. Communication Models present this simplification.

A model is a representation of real world phenomenon in more abstract terms which can be applied to different forms at different times.

Communication models are merely pictures; they can even be distorting, because they stop or freeze an essentially dynamic interactive or transitive process into a static picture. Models are metaphoric in nature as they allow seeing one thing in terms of another.

The four general functions of communication models are models organize the various elements and the process of communication act in a meaningful and interesting way. Second, they help in discovery of new facts about communication. It generates research questions. Third, these enable us to make predications concerning communications i.e what will happen under certain conditions. Fourth, models may provide the means of measuring the elements and the process involved in communication.

1.6 Classification of Communication Models

The format of communication models depends on how we define and understand the process of communications and how these are applicable to different forms of communications. Communication models are classified in three categories: stages, types, and forms of models. There have been four stages in the development of communication models: Linear and non-linear. These can be presented in various

forms such as Symbolic Model, Physical Models, Mental Models, Verbal Models, Iconic Models, Analogue Models and Mathematical Models.

Graphic models present schematically what verbal models present with words. Graphic models of communication are:

- Gerbner’s general model of communications
- Westley and McLean’s ABC mass communication model
- Defleuers expansion of Shannon and Weaver’s model and Vora’s model for diffusing concepts.
- Iconic models are photographs, sculptures and paintings of persons, objects and scenes.
- Analogue models bear a defined structural relationship to the subject they represent but do not look like them. The computer may be described as the analogue of the human brain.
- Mathematical models are not frequently encountered in communication field except for graph theory in the analysis of communication networks and statistical concepts of information processing.

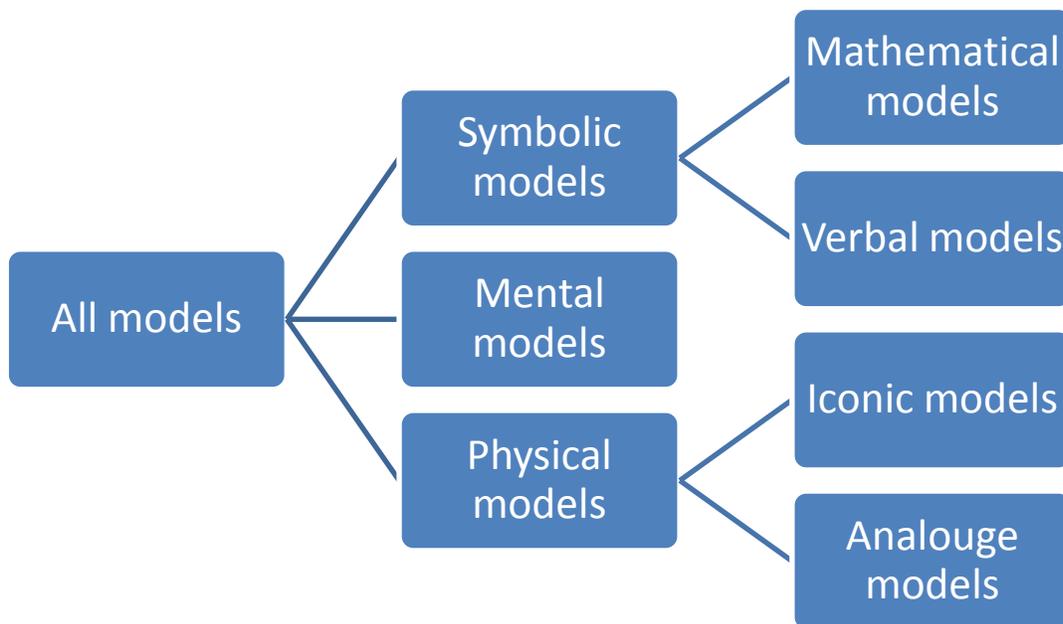


Figure 1.1

This presents taxonomy of models. In communication we are concerned with symbolic models that compromise of verbal models and mathematical models. Physical models comprises of iconic and analogue models. Verbal models are basically the theories stated in words. Gerbner’s Model, SMCR Model, Lasswell’s Model are examples of verbal models. But Shannon Weaver’s model is a mathematical model. In a Mathematical Model, graph theory and statistical concepts



communication networks and information processing system are expressed. We will study these models in details in the consecutive chapters.

Communication theories generally have not been expressed in mathematical symbols.

Communication system comprises of two general models – Media systems and oral systems. In media systems, the information flow is activated through professional communicators for transmission through media channels such as print, radio, television, film, video, telecommunication etc.

The messages are descriptive and impersonal. While in the oral systems the messages are point to point emanated from sources authorised to speak by social hierarchy. Interpersonal channels can be personal when the communication is between the individuals.

1.7 Linear and Non-Linear models of Communication

This is second classification of models. The media system and oral system models are classified into Linear and Non-Linear communication models.

Linear model is uni-directional that portrays the message flow from speaker to audience with or without effect. These models could be both vertical and horizontal in nature. In non-linear models the message flow is bi-directional or multi-directional. These models are circular and convergence models.

Most of the earlier models of communication were linear models. They are foundation models that suggested significant concepts which later developed into non-linear, interaction, transaction and convergence models. The linear communication models were useful and designed for experiments that mostly became a base for the study of propaganda and mass persuasion. These models described a simple communication act and not the process. Although Berlo in 60s defined communication in terms of communication process, but in his subsequent research he did not pursue his idea. In fact Berlo in 1977 acknowledged that SMCR was not intended as a communication model but it was developed as an audio visual aid to develop recall of the concepts of the communication relationships.

The non-linear models follow the cybernetic principle. The four most important elements of cybernetic explanation are the concept of information, feedback, networks and purpose. Human communication is explained in non-linear models by analytical concepts of interaction, self-generation and mutual exchange of information.

Deutch Karl (1968) advocated that human systems are not connected and coordinated by mechanical means or information. The most important form of information sharing is the network in circuits, by which individuals within the system are interconnected. A circuit is a circular loop with two way exchange of information

that is a prerequisite for feedback. Feedback produces action in response to information and by doing these it generates subsequent behaviour.

The action models are sender oriented. They emphasise on how a sender must construct a message to secure a desired result. How should a sender act, speak in order to transmit and persuade listeners. Action models may work with media channels but they do not work well with interpersonal channels. There are chances of miscommunication, if the source does not structure the message correctly for transmission and the listeners do not listen properly or apply their own meaning to the message. The action model is implicit model for both listening as well as speaking. Listening is the act of receiving the message and acting upon it.

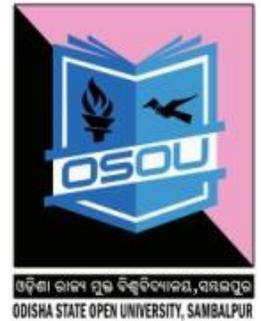
1.8 The Advantages of Models

Let us study the how models are helpful in communication theories:

1. Asking questions- Mortensen, states: “A good model is useful, then, in providing both general perspective and particular vantage points from which to ask questions and to interpret the raw stuff of observation. The more complex the subject matter—the more amorphous and elusive the natural boundaries—the greater are the potential rewards of model building.”
1. Simplifying Complexity- Models help clarify the structure of complex events. As Chapanis (1961) noted, this is done by reducing complexity to simpler and more familiar terms. Thus, the aim of a model is not to ignore complexity or to explain it, but rather to give it order and coherence.
2. Heuristic Value- Models provide hypothetical ideas. They also connect relationships between theories thus giving new insights and conclusions.

1.9 Limitations of Models

1. Mislead to oversimplifications-Much of the work in designing communication models illustrates the often-repeated charge that anything in human affairs which can be modelled into definitions. They can end up being superficial to be given serious consideration.
2. Chances of missing out relevancy-Models can miss out important points of comparison. According to Chapanis (1961), “A model can tolerate a considerable amount of slop.”
3. Can lead to confusion between the model and the behaviour it portrays-Mortensen states, “Critics also charge that models are readily confused with



reality. The problem typically begins with an initial exploration of some unknown territory. . . .Then the model begins to function as a substitute for the event: in short, the map is taken literally. And what is worse, another form of ambiguity is substituted for the uncertainty the map was designed to minimise. What has happened is a sophisticated version of the general semanticist's admonition that "the map is not the territory."

4. **Premature Closure**-The model designer may escape the risks of oversimplification and map reading but may become caught up in inherent abstraction. To force down for a conclusion is to seek completion in a model, whether or not the model justifies an hypothesis.

1.10 Check Your Progress

1. What is communication?
2. Discuss communication model. What is its significance?
3. Discuss various forms of communication models.
4. What are the two general models of communication systems?
5. What are linear and non-linear models of communication?
6. What are the advantages of having communication models?
7. What are the limitations of communication models?

Unit 2: Communication Models: Aristotle’s model, Lasswell’s model, Osgood’s model, Schramm’s model and Gerbner’s model



Structure :

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- 2.2 Introduction
- 2.3 Aristotle’s model of Communication
- 2.4 Lasswell’s model
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 - 2.5.5 Advantage of Osgood- Schramm model of communication
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 - 2.6.1 Concept of Gerbner’s model of Communication
- 2.7 Check your Progress

2.1 Learning Objectives

In this chapter we will learn about some early models of communications. After finishing this chapter we would know the concepts behind Aristotle’s model, Lasswell’s model, Osgood’s and Schramm’s model and Gerbner’s model of communication.

2.2. Introduction

There were a few numbers of new communication models which were advanced, based on the theme of the early models.

2.3 Aristotle's Communication Model

Aristotle who is a great philosopher proposed the earliest mass communication model called —Aristotle's Model of Communication. He proposed model before 300 B.C. he stressed on the importance of audience role in communication chain in his communication model. This model is more focused on public speaking than interpersonal communication. He is considered the first scholar to examine the communication process. He stated that in a communication process called “rhetoric,” there is an orator i.e. a speaker constructing an argument which is to be presented as speech to an audience i.e. listeners.

This Aristotelian view emphasised the standpoint of communication of mid twentieth century thinkers.



Figure 2.1

Aristotle Model of Communication is formed with 5 basic elements

- (i) Speaker
- (ii) Speech
- (iii) Occasion
- (iv) Audience
- (v) Effect

Aristotle advises speakers to build speech for different audience on different time (occasion) and for different effects.

Speaker plays an important role in Public speaking. The speaker must prepare his speech and analysis audience needs before he enters into the stage. His words should influence in audience mind and persuade their thoughts towards him.

Example:

Alexander gave brave speech to his soldiers in the war field to defeat Persian Empire.

- Speaker - Alexander
Speech - about his invasion
Occasion - War field
Audience - Soldiers
Effect - To defeat Persia

Over the period many models and theories have evolved. For example, in 1949 Claude Shannon and Warren Weaver proposed the model “Mathematical Model of Communication,” which was a result of their research based on telephonic communication.

2.4 LASSWELL’S MODEL

Harold Dwight Lasswell is an American political scientist who state 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 generations

Lasswell model suggests that the messages flow in a multicultural society with multiple audiences. The flow of message is through various channels. Lasswell’s communication model is similar to Aristotle’s communication model. Laswell makes no provision of intervening variables, those mediating factors which have impact on the ways in which messages are received and responded to.

In this model, the communication component which 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.

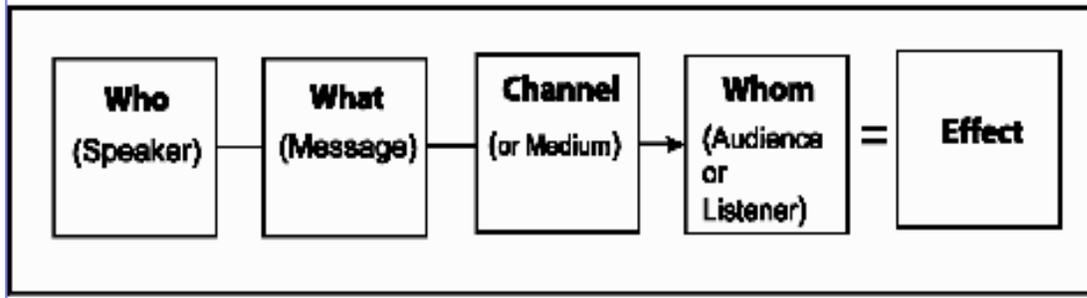


Figure 2.2

2.4.1 The Advantages of Lasswell's model

- It is easy and simple.
- It suits for almost all types of communication.
- The concept of effect is considered.

2.4.2 Disadvantages of Lasswell's model

- Feedback not mentioned.
- Noise not mentioned
- It is a linear model of communication.

2.5 Osgood- Schramm Model of Communication

Schramm's Model of Communication was postulated by Wilbur Schramm in 1954, where he suggested that communication is a two way process where both sender and receiver take turns to send and receive a message.

The message is only sent after encoding so the sender is also called Encoder and the encoded message is decoded under receipt by the receiver, making him the Decoder.

This model was adapted from the theories of another theorist Osgood, so is also known as Osgood and Schramm Model of Communication or Encode-Decode Model of Communication. According to Osgood, communication is a dynamic process in which there is an interactive relationship between the source and receiver. Osgood replaced the linear model of communication with the circular process of communication and Schramm added the concept of field of experience to it. This model is described in Schramm's book "The Process and Effects of Communication."

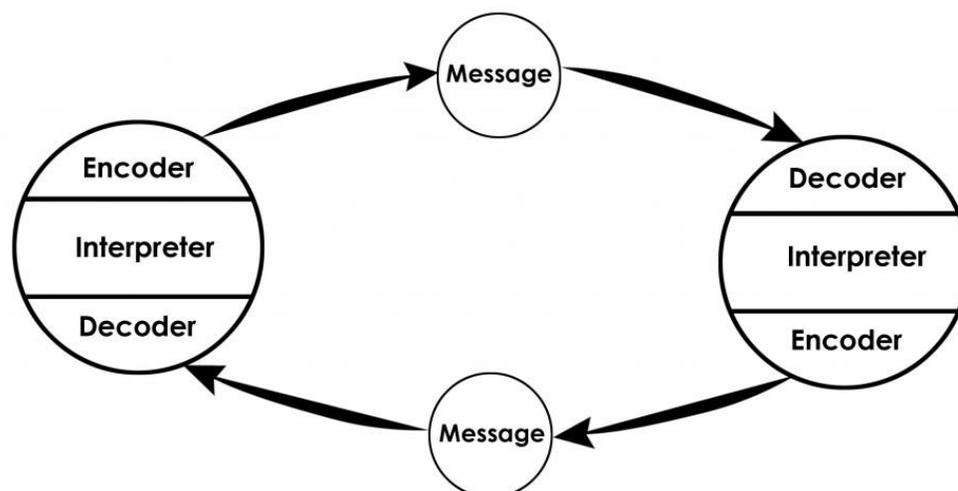


Figure 2.3

2.5.1 Different Components of Schramm's Model

Schramm's Model has different components for communications where,

- Sender (transmitter) is the person who sends the message.
- Encoder is the person who converts the message to be sent into codes.
- Decoder is the person who gets the encoded message which has been sent by the encoder and converts it into the language understandable by the person.
- Interpreter is the person who tries to understand and analyse the message. Message is received after interpretation. Interpreter and receiver is the same person.
- Receiver is the person who gets the message. He/she decodes and interprets the actual message.
- Message is the data sent by the sender and information that the receiver gets.
- Feedback is the process of responding to the received message by the receiver.
- Medium or media is the channel used to send the message.
- Noise is the interference and interruptions caused during the process. It is also created when the intended meaning of the message sent by the sender and the meaning interpreted by the receiver is different which is known as Semantic Noise.

2.5.2 Working of Schramm's Model

The model suggests that encoding and decoding are the two most important part of a communication process.

Encoding assumes a critical part in starting the procedure of correspondence by converting data into information. Encoding is done by a sender (transmitter) and sent to a receiver.

When data reaches to the receiver, receiver decodes and interprets the data. This data is called a message, and it is transmitted through a medium.

This model shows how meaning is transferred from one person or group to another. Schramm's model of communication is used in both Intrapersonal and Interpersonal communication.

The model takes communication as a never ending process which constitutes messages and feedbacks.

Each person is both sender and receiver, so there must be interpretation of the message on each turn. The interpreted data is known as information. This makes communication effective but might cause problems too as the message sent after encoding might not be the same when decoded by the receiver. So, this model is not conventional like other models that only talk about sender and receiver.

Feedback is also a very important component as it lets the sender know if the receiver has interpreted the message as required or not. The message becomes useless if the receiver does not understand it making feedback different than the expected outcome.

The communication is incomplete if there is no feedback. Deliberate articulation and passing on of message to others ensures communication.

For instance, a person is talking to someone who does not understand English. The person codes the message and writes the message in the form of language. The other person won't be able to decode it as the person cannot understand the language. The feedback is immediately passed to the sender acknowledging that the receiver hasn't interpreted the message as required making feedback an important component in the communication.

Schramm's model of communication originated from Shannon Weaver's model of communication. The Shannon-Weaver model is a more mathematical and technological, whereas Schramm's model is more psychological.

2.5.3 Concepts of Schramm's Communication Model

Schramm believed that the background of the individual who is involved plays an important role in communication. People with various knowledge, experience and cultural practices interpret message in a different way than other.

A sender passes on the information to the receiver. The receiver interprets it according to his/her knowledge, experiences and gives feedback to the sender. The main concepts behind his model were.

‘Semantic noise’ has been introduced here, suggesting that a sender and receiver apply different meaning to the same message. It happens mostly because of words and phrases for e.g. technical language. In a way, certain words and phrases will cause you to deviate from the actual meaning of the communication.

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

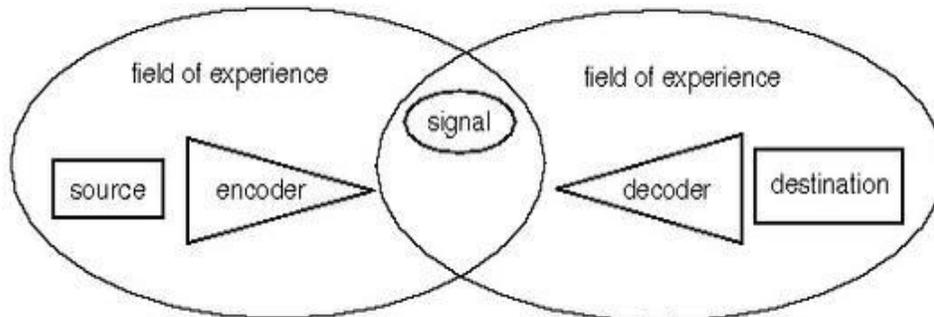


Figure 2.4

2.5.4 Field of experience

Field of Experience are the things that influences the understanding and interpretation of message like culture, social background, beliefs, experiences, values and rules.

Same message can be interpreted differently by different people. If the words and signs they both(sender and receiver) use are common they communicate more efficiently.

For example, a person who always eats with spoon is informed that that he has to eat with hands in that place, the person will get offended because he will think it is impolite to eat that way. Socio-cultural gap will change the way a person interprets the message.

2.5.4 (a) Context of the relationship

The people involved must have things in common to talk about. The message must be something important to both. Communication will be easier if the relationship between the sender and receiver is close.

For example, old friends will have many things to talk about in comparison to new ones as they will have a larger mutual social circle.



2.5.4 (b) Context of Social Environment influencing the Field of Reference

People communicate according to the situation they are in. People act and communicate according to the place, time, reason and settings they are facing. The same people will act differently when they meet casually or for official purposes.

2.5.5 Advantage of Osgood- Schramm model of communication

1. Circular communication gives opportunity to both parties to give their opinion.
2. Semantic noise included as a concept helps in understanding problems that can occur during interpretation of message.
3. Feedback makes it easier to know if the message is interpreted by the receiver as intended or not.
4. Concept of interpretation makes the communication effective.
5. Field of experience (psychological effect) helps to understand the communication process in many other ways than the traditional ones.
6. Concept of context makes the environmental factor be included in interpretation of message and brings change in the message value.
7. It is a dynamic model, as it shows how a situation can change.
8. It shows why redundancy is an essential part of communication.
9. There is no separate sender and receiver, sender and receiver interchange roles.

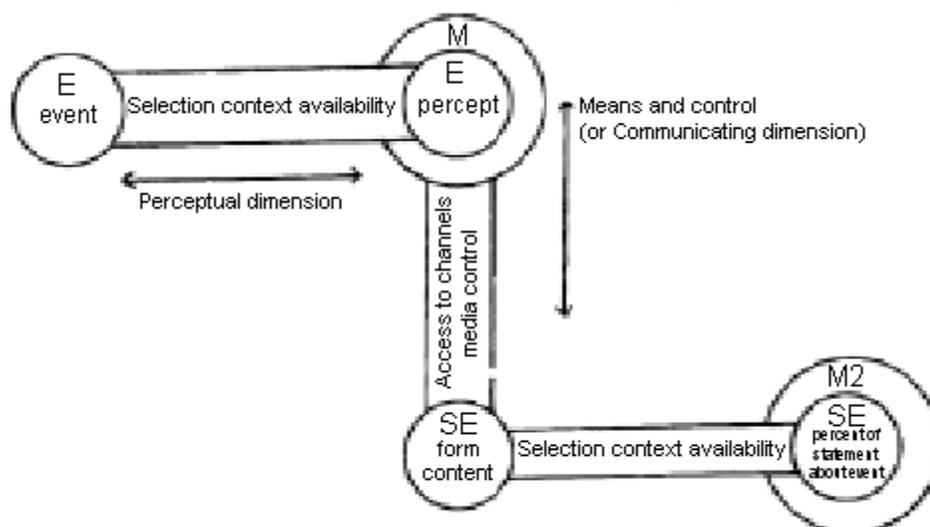
2.5.6 Disadvantages of Osgood- Schramm model of communication

1. This model does not talk about semantic noise and it assumes encoding and decoding takes place on its own. This is a major drawback of this model.
2. This model cannot deal with multiple levels of communication and complex communication processes.
3. There can only be two sources communicating, many sources complicate the process and the model cannot be implemented.
4. Message sent and received might be interpreted differently than intended.

2.6 Gerbner's model of Communication (1956)

George Gerbner, a Professor of Communications, made an attempt at a general-purpose model of communication. It is considerably more complex than Shannon and Weaver's but it has the linear process model as its skeleton. The main advances over their model, however, are two: it relates the message to the 'reality' that it is 'about' and thus questions perception and meaning. It sees the

communication process as consisting of two alternating dimensions—the perceptual or receptive and communicating as control dimension.



Gerbner's Model

Figure 2.5

2.6.1 Concept of Gerbner's model of Communication

The main elements of Gerbner's model are,

1. Horizontal dimension- The process begins with an event E, something in external reality which is perceived by M (and M can be a human or a machine such as a camera or a microphone).

M's perception of E is a percept E1. This is the perceptual dimension at the start of the process. The relationship between E and E1 involves selection, in that M cannot possibly perceive the whole complexity of E. If M is a machine, the selection is determined by its engineering, its physical capacities. If M is a human, however, the selection is more complex. Human perception is not a simple reception of stimuli, but is a process of interaction or negotiation. We try to match the external stimuli with internal patterns of thought or concepts. When this match has been made, we have perceived something, we have given it meaning. So 'meaning' in this sense derives from the matching of external stimuli with internal concepts.

Consider what happens if we fail to hear a word clearly, or cannot decipher someone's handwriting. Or think of the visual puzzles of photographs of familiar objects taken from unfamiliar angles or in unfamiliar close up; once the matching or recognition has occurred, the photograph is easily perceived for what it is. Until this moment, we are in a state of frustration, for, although we can see the tones and shapes of the photograph, we cannot say we perceive it yet, for perception always involves the drive to understand and organise.

Failing to see meaning in what we perceive puts us into a state of disorientation. This matching is controlled by our culture, in that our internal concepts or patterns of thought have developed as a result of our cultural experience. This means that people of different cultures will perceive reality differently. Perception, then, is not just a psychological process within the individual; it is also a matter of culture.

2. Vertical dimension- We now move to the second stage and into the vertical dimension. This is when the percept E 1 is converted into a signal about E, or to use Gerbner's code, SE. This is what we normally call a message that is a signal or statement about the event.

The circle representing this message is divided into two; S refers to it as a signal, the form that it takes, and E refers to its content. It is clear that a given content or E can be communicated in a number of different ways—there are a number of potential Ss to choose from.

Finding the best S for the given E is one of the crucial concerns of the communicator. It is important to remember that SE is a unified concept, not two separate areas brought together, in that the chosen S will obviously affect the presentation of E—the relationship between form and content is dynamic and interactive. Content is not simply conveyed by form, as in what I.A.Richards disparagingly calls the 'vulgar packaging theory of communication'. Richards uses this colourful phrase to pour scorn on communication theory. For him, Shannon and Weaver's model implies that there is a core message that exists independently. This is then encoded; that is, it is wrapped up in language like a parcel for transmission. The receiver decodes it, or unwraps the packaging and reveals the core message. The fallacy for him is the idea that a message can exist before it is articulated, or 'encoded'.

Articulation is a creative process: before it there exists only the drive, the need to articulate, not a pre-existing idea or content that then has to be encoded. In other words, there is no content before form, and the attempt to find a difference between form and content is in itself a very doubtful exercise. In this vertical or communicating dimension, selection is as important as it is in the horizontal.

First there is the selection of the 'means'—the medium and channel of communication. Then there is selection from within the percept E 1 . Just as E 1 can never be a complete and comprehensive response to E, so too a signal about E1 can never in its turn attain completeness or comprehensiveness. Selection and distortion must occur.

The basic concept beneath this dimension also contains the concept of access to the media and channels of communication. Who has access to the mass media is currently a burning issue in the debate on the relationship of television and society. The

horizontal dimension of this model tells us that television's E 1 must be a selection of E, so who makes the selection and whose picture of the world is transmitted as SE is obviously of prime importance. Trade unions claim, with some justification, that in its handling of industrial news, television always presents a middle-class, management-inclined version. This is not necessarily deliberate, but may be explained by the fact that television personnel are normally closer in class, culture, and educational background to the managers than they are to the workers, and therefore their E 1 will naturally involve the same sort of selection of E as would the managers'.

For the third stage of the process, then, we revert to the horizontal dimension. But here, of course, what is being perceived by the receiver, M 2, is not an event E, but a signal or statement about an event, or SE. The same processes as we outlined in stage 1 are involved and it is perhaps worth re-emphasising here that the meaning of the message is not 'contained' in the message itself, but is the result of an interaction or negotiation between the receiver and the message. M 2 brings to SE a set of needs and concepts derived from his or her culture or subculture and in so far as s/he can relate SE to them so, we can say, s/he finds meaning in the message. The message itself should be seen as a potential of many meanings.

2.7. Check your Progress

1. What is Aristotle's Communication Model?
2. Discuss the five basic elements of Aristotle's Communication Model.
3. Write a brief note on Lasswell's Model of communication.
4. What are the advantages & disadvantages of Lasswell's Model of communication?
5. Write a brief note on Osgood- Schramm's Model of Communication?
6. What are the different components of Schramm's Model of Communication?
7. Explain the working of Schramm's Model of Communication.
8. What is field of experience?
9. What are the advantages and disadvantages of Schramm's Model of Communication?
10. Discuss Gerbner's model of Communication and its concept.



Unit 3 --Models of communication: Berlo's model, Shannon and Weaver model, DeFleur's model, Katz and Lazarfeld two step flow model

Structure

- 3.1 Learning Objectives
- 3.2 Introduction
- 3.3 Berlo's SMCR Model of Communication
 - 3.3.1 Components of Berlo's Model of Communication
 - 3.3.2 Criticisms of Berlo's SMCR Model
- 3.4 Shannon and Weaver Model of Communication
 - 3.4.1 Criticism of Shannon-Weaver model of Communication
- 3.5 De Fleur's Model of Communication
 - 3.5.1 Concept of De Fleur's model of communication
 - 3.5.3 Theory De Fleur's model of Communication
 - 3.5.4 Comparison with Shannon-Weaver model
- 3.6 The Two Step Flow Communication Theory of Mass Communication by Elihu Katz and Paul Lazarsfeld
 - 3.6.1 Concept of Opinion Leader
 - 3.6.2 Critics of Two-step flow Model
- 3.7 Check Your Progress

3.1 Learning Objectives

After studying this unit, we will learn about a some models of communication, i.e. Berlo's model, Shannon Weaver model, De Fleur's model, Katz & Lazarfeld two step flow model. We will also learn the limitations and criticisms of these models. Some models contributed new concepts and key terms, we will learn about their importance.

3.2 Introduction

This chapter covers some linear models of communication. Here one simple model has made way for various communication theories. Models which has attracted both academics of human communication and information theorists and help them in further research in communication field.

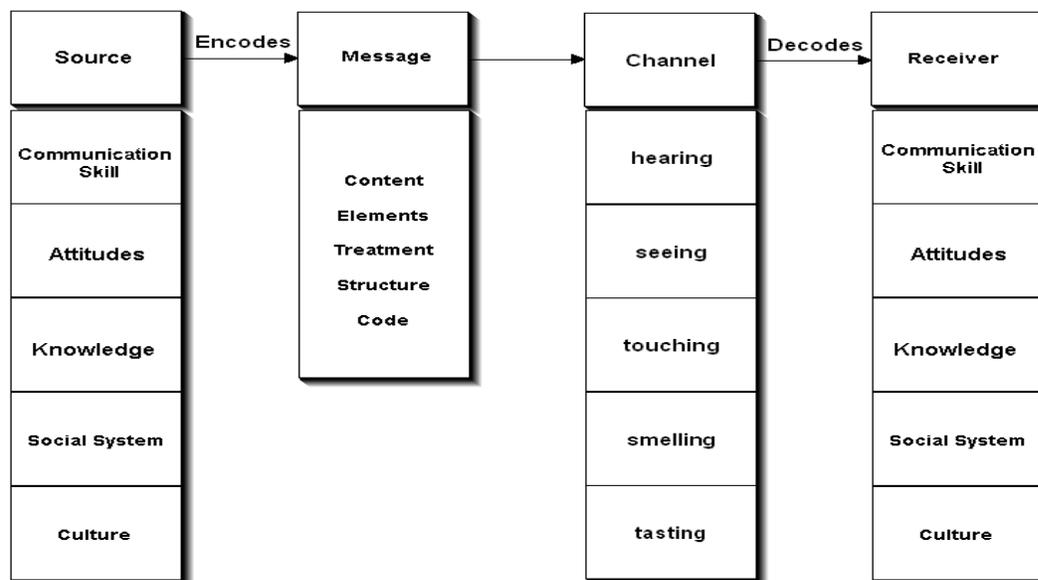
3.3 Berlo's SMCR Model of Communication

In 1960, David Berlo asserted Berlo's Sender-Message-Channel-Receiver (SMCR) model of communication from Shannon Weaver's Model of Communication (1949). According to him, factors affecting the individual components in the communication make communication more efficient.

Berlo's Model has basically four components to describe the communication process. They are sender, message, channel and receiver. Each of the components is affected by many factors. His model focuses on encoding and decoding which happens before sender sends the message and before receiver receives the message respectively.

We will study the components of Berlo's model in details.

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message: S-M-C-R Model.

Figure 3.1

3.3.1 Components of Berlo's Model of Communication

1. S -Sender

Sender is the source of the message or the person who originates the message. The source sends the message to the receiver. The factors related to sender are also applicable to the receiver, they are as follows-

- a) Communication Skills: Communication skills of a person affect the communication process. If the sender has good communication skills, the message will be communicated better. Similarly, if the receiver cannot grasp the message, then the communication will not be effective.

Communication skills include the skills to speak, present, read, write, listen, note etc.

- b) Attitude- The attitude of the sender and the receiver creates the effect of the message. The person's attitude towards self, the receiver and the environment changes the meaning and effect of the message.
- c) Knowledge- Familiarity with the subject of the message makes the communication ore effective. Knowledge on the subject matter makes the communicator send the message with less discrepancy.
- d) Social Systems- Values, beliefs, laws, rules, religion and many other social factors affect the sender's way of communicating the message. It creates difference in the generation of message.
- e) Culture- Cultural differences can create major confusions as a person from one culture might find something offensive which is very much accepted in the other's culture.

2. M-Message:A message is the substance that is being sent by the sender to the receiver. It might be in the form of voice, audio, text, video or other media.

The key factors affecting the message are,

- a) Content- Content is the thing that is in the message. The whole message from beginning to end is called content.
 - b) Elements- These are the non verbal things that tag along with the content like gestures, signs, language, etc.
 - c) Treatment- It is the way in which the message is conveyed to the receiver. Treatment also affects the feedback of the receiver.
 - d) Structure- The structure of the message or the way it has been structured, affects the effectiveness of the message.
 - e) Code-It is the form in which the message is sent. It might be in the form of language, text or video.
3. C-Channel: It is the medium used to send message. In basic communication, the five senses of a human being is the channel for the communication flow and it affects the effectiveness of the channel.
- a) Hearing- One receives the message through hearing.
 - b) Seeing- We perceive through seeing. We also get non-verbal messages by seeing.
 - c) Touching- Many of the non-verbal communication happens from touching like holding hands.
 - d) Smelling- We collect information from smelling.
 - e) Tasting- Taste also provides the information to be sent as a message.

4. R- Receive: A receiver is the person who gets the message sent in the process. The thinking pattern and all other factors mentioned above must be in sync to that of the sender. The message might not have the same effect as intended if the receiver and sender are not similar. The receiver must also have a very good listening skill. Other factors are similar to that of the sender.
- Communication skills
 - Attitudes
 - Knowledge
 - Social Systems
 - Culture

3.3.2 Criticisms of Berlo's SMCR Model

Now let us understand the limitations of the Berlo's model of communication.

- There is no concept of feedback, so the effect is not considered.
- There is no concept of noise or any kind of barriers in communication process.
- It is a linear model of communication, there is no two way communication.
- Sender and receiver are assumed to have no differences at all; they must be similar according to the above mentioned factors.

3.4 Shannon and Weaver Model of Communication

In 1948, Shannon, an American mathematician and electronic engineer and Weaver an American scientist came together to write an article in —Bell System Technical Journal called —A Mathematical Theory of Communication, 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 focus of this model was three components viz: Channel Noise, Semantic noise and Feedback. These three components were considered for the first time in communication process. Channel noise suggested any interference with the transmission of the message. Semantic noise occurs when message is misunderstood or the receiver does not understand the message because the communicator may use difficult words and unknown terminology. Feedback is the third component to assess the effects and comprehend the intended message adequately.

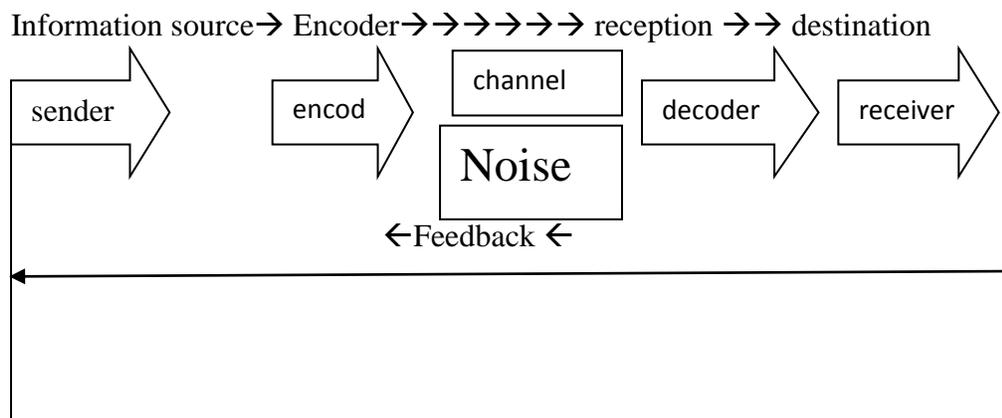


Figure 3.2

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

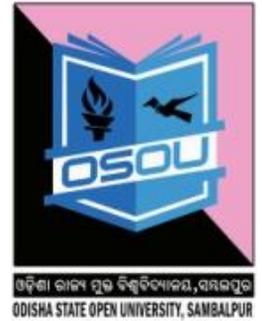
Sender is the originator of message or the information source selects desire message. While ‘Encoder’ is the transmitter which converts the message into signals. The sender’s messages converted into signals like waves or Binary data which is compactable to transmit the messages through cables or satellites. For example: In telephone the voice is converted into wave signals and it transmits through cables. Decoder decodes the encoded message from the source.

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 defines the destination of the message from sender. Based on the decoded message the receiver gives their feed back to sender. If the message is distracted by noise it will affect the communication flow between sender and receiver.

‘Noise’ is the discrepancy in the transmitted message. 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.

The model clearly deals with external noises only which affect the messages or signals from external sources. E.g. if there is any problems occur in network which directly affect the mobile phone communication or distract the messages.



Principles of redundancy i.e. the repetition of the main idea of the message is used to reduce channel noise both in mass media and interpersonal communication channels. The semantic noise can be reduced if communicator adjusts his vocabulary to audience needs interests and understanding. But the interpretation of intended meaning depends on feedback loops between the source and the receiver.

3.4.1 Criticism of Shannon-Weaver model of Communication

Let us study the limitations of the model which introduced the concept of ‘noise’ in detail.

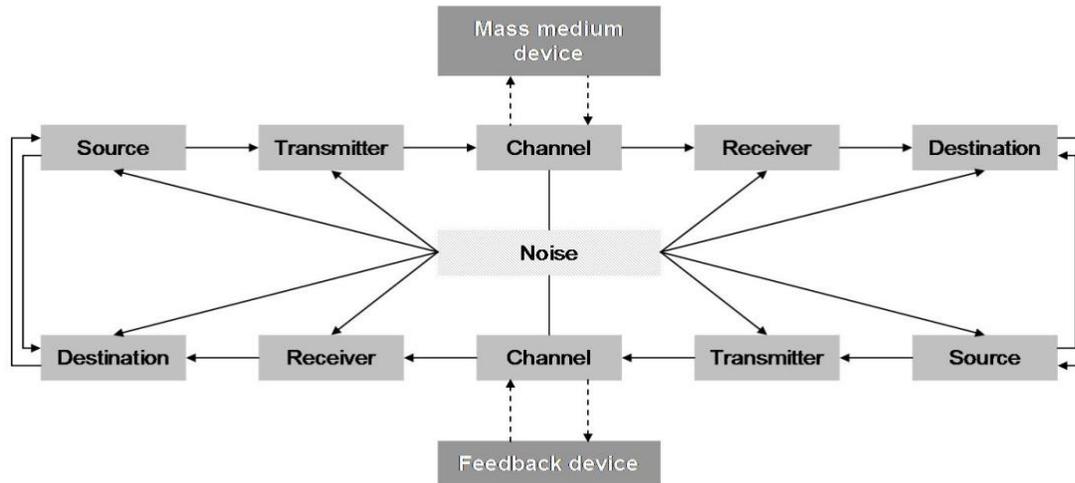
- It's more effective in person-to-person communication than group or mass audience.
- The model based on - Sender and Receiver. Here sender plays the primary role and receiver plays the secondary role (receive the information or passive).
- Communication is not a one way process. In the absence of feedback this becomes a one way communication.

3.5 De Fleur's Model of Communication

Melvin Lawrence De Fleur is a professor and scholar in the field of communications and social psychology. He did the experimental study “Experimental studies of stimulus response relationships in leaflet communication” based on American Communities how information is diffused by them.

3.5.1 Concept of De Fleur's model of communication

De fleur's model draws its base from the Shannon and weaver model of communication. It is basically and expansion of the Shannon and Weaver model. It is also based on the “Westley & Maclean model of communication” which describes the circular process of communication with feedback from the receiver. Shannon and Weaver model is a one way communication and they explain the role of noise in the communication process. Westley & Maclean model is a two way communication and for the first time they introduced the important component called “Linear Feedback” in the communication model. De fleur combines these two models and creates new one called “De Fleur Model of Communication.”



Defleur Model of Mass Communication System

Figure 3.3

3.5.3 Theory De Fleur’s model of Communication

Melvin De Fleur’s simply expands the Shannon & weaver model of communication by inserting the Mass Media device. He suggests the communication process is circular as well as it gives possible two way feedback. In this whole communication process, noise may occur at any stages. Defleur pictures the source, transmitter, receiver and destination as separate phases of mass communication. De Fleur’s suggested that his model is “Feedback Device.” This feedback mechanism helps to analyse the target audience (as separate from the receivers). Here, all these receivers are not considering as a target audience because the target audience will make some kind of feedback which will helps to find the target audience by using feedback device.

One of the important aspect of the communication model is two way communication process which is recommended by De Fleur. This model is the first to introduce two way feedback and the concept of targeted audience in the communication process.

De Fleur’s model can be well described as the working of advertisings. In advertising strategies message is encoded in form of ad film to sell a particular product and then transmitted by a mass communicating channel. At the other end the receiver (TV set or radio) decodes the information as message and finally it is being transformed to the destination (the target audience). After this the feedback acts as a message – an information source and the same process continues where the message reaches back the advertising company. Here, the circular process of communication or two way of communication is carried out. People become the senders and they use feedback device to give a response to what is already communicated to them. Feedback device can be again social networks, print media, telephone and emails.



The company becomes receiver of the feedback and will be able to know what is understood by the people.

Through feedback, the company can know whether their intended message has reached the target audience and if not they can modify their message and once again involve in communication process.

3.5.4 Comparison with Shannon-Weaver model

There are many similarities between these two models. Shannon – weaver model of communication is one way of communication. De Fleur’s model also starts with one way of communication but continues further to two way of communication. In both models, there is source of information, sender, transmitter, channel, receiver, destination and noise source. The function of all these factors is same in both models of communication. Source of information can be anything. The human being, animal, plants and machine or tools can become the source of information and the information that is collected is a cognitive process. There is a communication that is carried out between sender and receiver and message is being sent through a medium. Similarly, the medium can be anything.

Noise in both models plays a crucial role in the communication process. Noise can be any physical or psychological disturbances which distracts the sender or receiver in the communication process. Communication will be complete only when the feedback is received. Every message is sent with a purpose and it serves a need. And also, there is a pattern used in communication process. Interpersonal communication is being highlighted in both models.

De Fleur’s model of communication is a two way of communication whereas, Shannon- Weaver model is one way of communication model and it is linear in manner. The De Fleur model introduces target audience and two way feedback. Shannon-Weaver model ends with destination but De Fleur’s model does not end with destination. Further communication that is sending the feedback takes place. The receiver becomes sender to send the feedback with the help of a feedback device which is a communication channel in itself. As a result, the sender becomes receiver by receiving the feedback through a channel. So, circular process which is absent in Shannon-Weaver model is present in De Fleur’s model of communication.

3.6 The Two Step Flow Communication Theory of Mass Communication by Elihu Katz and Paul Lazarsfeld

In 1944 Paul Lazarsfeld, an American Social Researcher, Bernard Berelson and Hazel Gaudet 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.”

The purpose of their study was focused on Presidential election campaign and the decision-making process it affects. They had to find out whether the mass media messages have direct influence on voting mandate. Unexpectedly they found the media messages (like radio and newspapers) have least influence than an informal, personal communication of 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

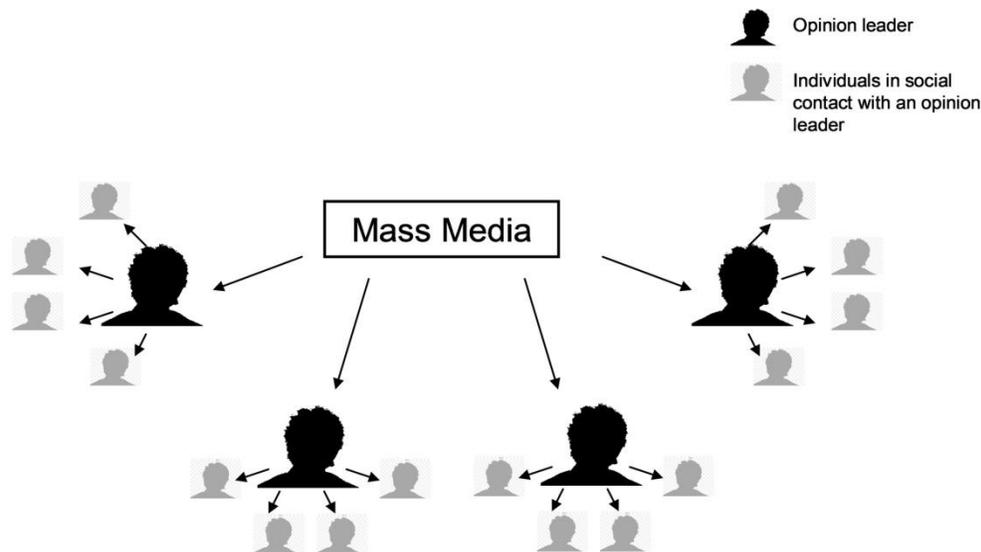


Figure 3.4

3.6.1 Concept of 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.

In Public, a political leader is an opinion leader. The people usually do not support opinion leaders who are 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’ filter the actual content, according to their belief of relevancy of a message. 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).

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

3.6.2 Critics of Two-step flow Model

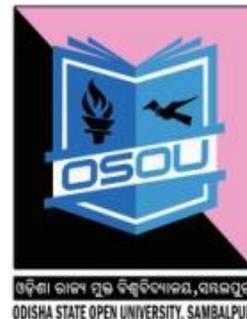
Researchers have found substantial evidence that initial mass media information flows directly to people on the whole and is not relayed by opinion leaders. The two-step hypothesis does not adequately describe the flow of learning. Lazarsfeld and his associates in the 1940 election study were unable to determine the specific flow of influence. Today most of the advertising researches are based upon this theory.

3.7 Check Your Progress

1. Describe Berlo's SMCR Model of Communication.
2. What are various components of Berlo's SMCR Model of Communication?
3. What are the limitations of Berlo' Model of communication?
4. Describe Shannon Weaver model of communication.
5. What are the limitations Shannon Weaver model of communication?
6. Write a brief note on De Fleur's Model of Communication.
7. Compare De Fleur's Model of Communication with Shannon Weaver model of communication.
8. What is two step flow model & how is opinion leader concept used in this model?



Unit 4 – Models of Communication: Newcomb’s model, Westley and McLean’s model, Kincaid’s model, Dance’s model.



Structure

- 4.1 Learning Objectives
- 4.2 Introduction
- 4.3 The New Comb’s model of communication “ABX” model
 - 4.3.1 The concept of Newcomb’s Model
- 4.4 Westley and MacLean’s Model of Communication
 - 4.4.1 Components of Westley and MacLean’s Model
 - 4.4.2 Concepts of Westley and MacLean’s
 - 4.4.3 Advantages of Westley and MacLean’s Model
 - 4.4.4 Disadvantages of Westley and MacLean’s Model
- 4.5 The Convergence Model of Communication
 - 4.5.1 Key Elements of the model
- 4.6 Helical Model of Communication
 - 4.6.1 Concept of Helical Model of Communication
 - 4.6.2 Advantages of Helical Model of Communication
 - 4.6.3 Disadvantages of Helical Model of Communication

4.1 Learning Objectives

After finishing this unit we will learn about Newcomb’s model, Westley and McLean’s model, Kincaid’s model, Dance’s model of communication. And the concepts behind the formulation of the models and their limitations are discussed in this chapter.

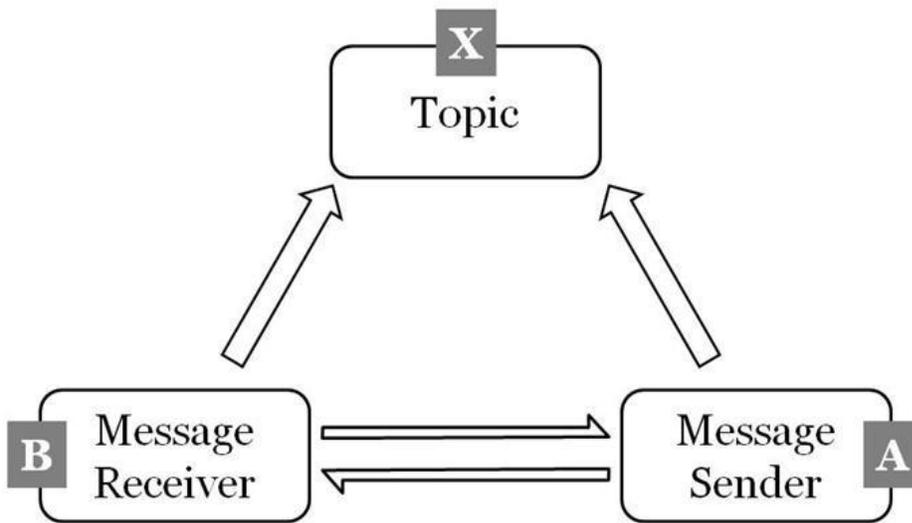
4.2 Introduction

New Comb’s model of communication outlined some interesting facts with his ABX model, his model states that internal relations are interdependent. With A and B as the communicator and receiver and X being the social environment. Westley and Mac Lean’s model is an extension of Theodore NewComb’s model. These models are specifically adopted for the mass media. They coined the term “gatekeeper.” We will

study the Kincaid’s convergence model and Dance’s Helical model of communication in this chapter.

4.3 The New Comb’s model of communication: “ABX” model (1953)

Newcomb took a new approach to the communication process. The main purpose of this theory is to introduce the role of communication in a social relationship or society and to maintain social equilibrium within the social system. He published a new social approach in field of communication which is called “ABX” system which was later known as Newcomb’s model.



The Newcomb’s Model

Figure 4.1

Newcomb does not include the message as a separate entity in his diagram. He concentrates on the social purpose of communication, showing all communication as a means of sustaining relationships between people.

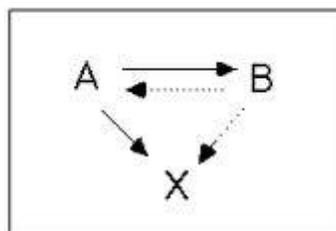


Figure 4.2

4.3.1 The concept of Newcomb's Model

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

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.

ABX is a system which means that its internal relations are interdependent: of A changes, B and X will change as well or if A changes his relationship to X, B will have to change either his relationship with X or with A. ABX will be in equilibrium only if A and B have similar attitude to X. But if A likes X and B does not then A and B will be under pressure to communicate until both adopt similar attitude to X. The more important a place X has in their social environment, the more urgent will be their drive to share an attention towards it.

4.4 Westley and MacLean's Model of Communication

Westley and MacLean's Model of Communication was suggested by Bruce Westley and Malcolm S. MacLean Jr. in 1957. This model was an adaptation from Newcomb's model of communication, which focuses on co-orientation for simultaneous orientation in a two way communication. It also consisted of some concepts from Lewin's model.

Unlike Dance's Helical Model of Communication, the model says that communication does not begin when one person starts speaking, but it does when a person responds to something from his/her surroundings. The person must first receive message from the environment and then, respond accordingly to object of orientation.

The Westley and MacLean's model can be applied in two contexts: interpersonal and mass communication, the point of difference is “feedback.” Feedback is direct and fast in interpersonal communication and indirect and slow in mass communication. The model also differentiates message as purposive and non-purposive.

Westley and MacLean's Model of Communication

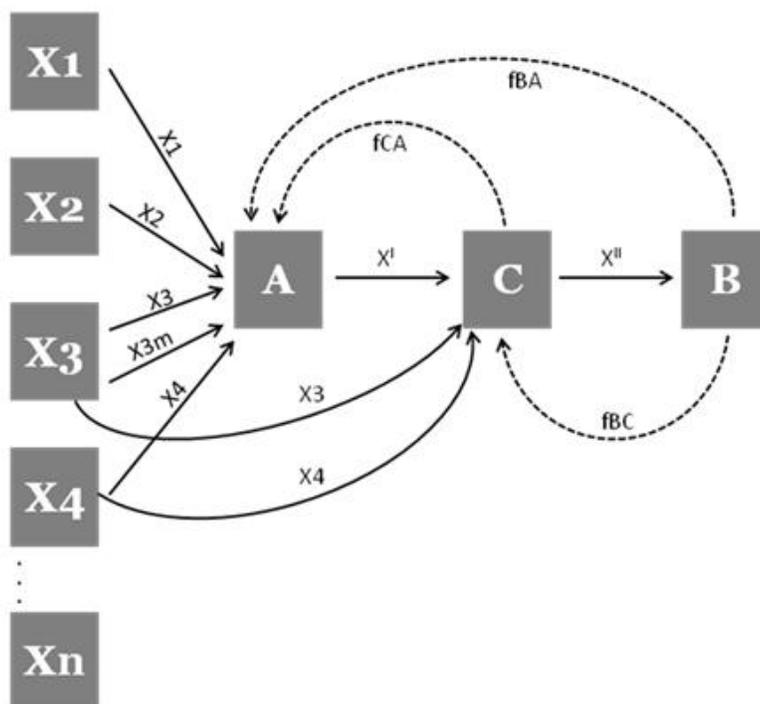


Figure 4.3

4.4.1 Components of Westley and MacLean's Model of Communication

The major components in the communication process for the model are as follows,

- Source (A) - Source is the message creator and sender.
- Environment (X) - Environment is the physical and psychological situation where the message is being created and sent.
- Sensory experience (X1...) - Sensory experience is the first thing that the source sees by which the source gets the idea for the formation of the message.
- Objects of Orientation (X1, X2,...) - Objects of orientation is the person's social and cultural reality that has formed from his/her past experiences and teachings.
- Message Interpretation or Coding (X') - Message is interpreted with the objects of orientation of the receiver of the message.
- Receiver (B) - The person who gets the message sent by the source and the person who interprets according to his/her objects of orientation.
- Object of Orientation of Receiver (X, b) - The views and ideas of the receiver or his/her social reality is his/her object of orientation. That is how the receiver interprets the message.

- Feedback (f) - The receiver forms another message after interpreting the message and sends it back to the sender. It is known as feedback.
- Gatekeeper (C) - Gatekeepers are found in mass communication. The gatekeeper is the editor who filters the message as per the needs of the audience and media institution.
- Opinion Leader - Opinion leaders are well known and recognised people who can influence public opinions.

4.4.2 Concepts of Westley and MacLean's Model of Communication (1957)

The process of communication in Westley and MacLean's model of communication starts when the source creates a message according to one's environment. The communicator acts and creates the message as a response to the sensory experience with their objects of orientation. Then, the response is coded after interpreting the environmental response. The coded message is transmitted to a second respondent who interprets the message differently according to the objects of orientation and provide feedback to the sender.

Gatekeeper and opinion leader are the parts of communication process in mass communication. They are the editors or proofreaders, who choose which message should be published and what effect will it have on the audience. Filter of the message is dependent on many factors.

Gate-keeping is done in many levels:-

1. Individual level- A person's gender, sexual orientation, culture, likes, dislikes, etc.
2. Routine practice level- Pre-established set of rules and practices for a particular type of work to be done
3. Communication organisations- The policies of the organisation that is publishing the work.
4. Social institutions- The social systems by which the message is formed.
5. Societies- Societal values and belief systems, rules and norms, etc.

4.4.3 Advantages of Westley and MacLean's Model

The advantages of this model of Communication are as follows:-

1. There is the concept of feedback.
2. As the message comes from the environment, sensory field improves the message formation.
3. Social factors are included in objects of orientation.
4. This model can be applied to interpersonal, group communication as well as mass communication.

5. The model is very descriptive.

4.4.4 Disadvantages of Westley and MacLean’s Model of Communication

1. There are many variables even for simple communication which makes the model very complicated.
2. The model is only two-dimensional and does not explain communication which involves multiple messages and complicated messages.
3. The information can get modified while sending it from the sender to the receiver as there can be noise. The model does not account for noise in communication.

4.5 The Convergence Model of Communication

The Convergence Model of Communication is otherwise known as Kincaid’s model was developed by D Lawrence Kincaid, a scientist in the Faculty of Social and Behavioural Sciences.

Kincaid is best known among communication theorists as the proponent of the convergence model of communication. This is a non-linear model of communication where two communicators strive to reach “mutual understanding.”

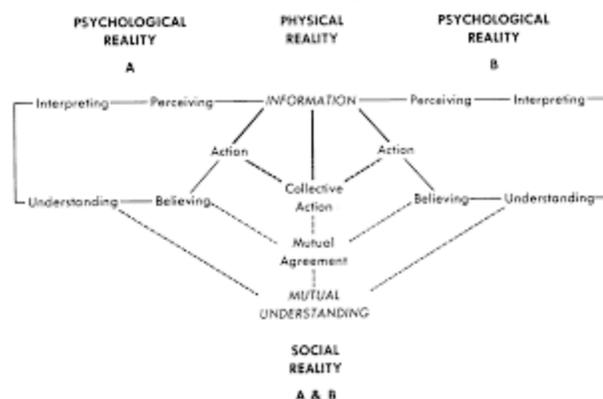


Figure 4.4

4.5.1 Key Elements of the model

In the convergence model, “communication” is defined as a process in which participants create and share information with one another in order to reach a mutual understanding.

Lawrence Kincaid proposed the convergence model in 1979, which led to a relational perspective of human communication. When information is shared with

individuals or groups taking part in the communication process, it leads collective action towards mutual agreement and mutual understanding. Before decision making the information is understood, interpreted and effectively perceived by individuals. Communication in the context of this model is viewed as a transactional process rather than a single event. The model emphasises information exchange and networks that exist between individuals.

In previous models, bias was introduced by-

1. A view of communication as linear rather than cyclical.
2. A message-source bias rather than a focus on relatedness and interdependence.
3. An analysis of objects of communication in a manner that isolates them from larger contexts.
4. Discrete messages are given more importance over silence, rhythm, and timing.
5. Persuasion is given more importance than understanding, agreement, and collective action.
6. Attention to individuals rather than relationships.
7. A model of one-way mechanistic causation rather than mutual causation.

4.6 Helical Model of Communication

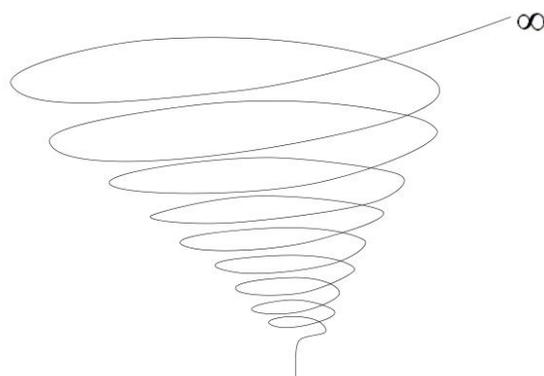


Figure 4.5

Frank Dance proposed a communication model inspired by a helix in 1967, known as Helical Model of Communication. A helix is a three dimensional spring like curve in the shape of a cylinder or a cone. Helix is compared with evolution of communication of a human since birth to existence or existing moment. Helical model gives

geometrical view of communication. The model is linear as well as circular combined and disagrees the concept of linearity and circularity individually.

4.6.1 Concept of Helical Model of Communication

Helical model of communication introduces the concept of time where continuity of the communication process is very important. Communication is taken as a dynamic process in helical model of communication and it progresses with age as our experience and vocabulary increases.

At first, helical spring is small at the bottom and grows bigger as the communication progresses. The same effect can be seen with communication of humans, where you know nothing about a person at first and the knowledge grows steadily as you know the person better. It considers all the activities of the person, from the past and present.

Communication is affected by the curve from which it emerges which denotes past behaviour and experiences. Slowly, the helix leaves its lower levels of behaviour and grows upward in a new way. It always depends on the lowest level to form the message. Thus, the communicative relationship reaches to the next level in which people share more information.

Communication is supposed to be continuous and non-repetitive. It is always growing and accumulative.



Figure 4.6

Example of Helical Model of Communication

A child crying at birth signifies the communication of the child to its parents. After some years, the child cries whenever the child needs anything like food or attention. Then the child learns communicating with haphazard words, and slowly progresses towards learning specific languages and communicates with the people who know the language. Communication becomes more complex as the child grows into adult and

to the existing moment. The adult uses the same pronunciations and use of words or facial expressions that he/she learned when he/she was a child. Communication is directly dependent on his/her past behaviour as a child but can also modify as the person grows.

Here, communication evolves with the child crying. This is where the helix is small at the bottom. And he continues communication, the helix gradually grows. When the communication becomes more complex, the spiral grows wider. From then on, it grows steadily as his life goes on.

4.6.2 Advantages of Helical Model of Communication

1. The model assumes sender and receiver to be interchangeable and makes communication process to be two way.
2. The model takes the communication process speculative and intellectual.

4.6.3 Disadvantages of Helical Model of Communication

1. The model is taken as more simple than it should be.
2. Many critics have not accepted this as a model as it has very few variables.
3. It is not testable because it is abstract.
4. It is not represented systematically and in an orderly manner.
5. Variables cannot be differentiated in this model.
6. Continuity may not always be true for communication. There might be breaks in situations as well as events can be meaningless, forced or unproductive.
7. The purpose of communication is not always growth.

4.7 Check your Progress

1. Discuss the concept behind New Comb's model of communication.
2. What is the concept of Westley and MacLean's Model of Communication?
3. What are the advantages of Westley and MacLean's Model of Communication?
4. Enumerate the disadvantages of Westley and MacLean's Model of Communication.
5. What is the concept behind Kincaid's/Convergence Model of Communication?
6. Enlist the key elements of Convergence Model of Communication.
7. Describe Helical Model of Communication with an example.
8. What are the advantages of Helical Model of Communication?
9. What are the disadvantages of Helical Model of Communication?

MODEL QUESTION PAPER



Unit 1

8. Discuss communication model. What is its significance?

Answer: Communication models are essentially derived from communication theory and vice versa. Models are developed from theories in order to provide a simplified view of complex object, observable fact or procedure, in order to focus and examine the basic characteristics. Models draw attention to some critical features which otherwise gets less focus. Thus, by examining models, one learns not only about the object, situation or process, but also about the perspective of the profounder or designer.

Significance of communication models:

- a) Models help in the simplification of complex dynamics of theories.
- b) It helps scholars and students to understand the components and processes involved in the theory.
- c) It also provides insights into the perspectives of the theorists.
- d) As model is a representation of real world phenomenon in more abstract terms, it can be applied to different forms at different times.

9. What are linear and non-linear models of communication?

Answer: Linear and non-linear models of communication are can be presented in various forms such as Symbolic Model, Physical Models, Mental Models, Verbal Models, Iconic Models, Analogue Models and Mathematical Models.

Linear models: These are uni-directional that portrays the message flow from speaker to audience with or without effect. These models could be both vertical and horizontal in nature. Most of the earlier models of communication were linear models. They are foundation models that suggested significant concepts which later developed into non-linear, interaction, transaction and convergence models.

Non –linear models: The non-linear models follow the cybernetic principle. The four most important elements of cybernetic explanation are the concept of information, feedback, networks and purpose. Human communication is explained in non-linear models by analytical concepts of interaction, self-generation and mutual exchange of information. The message flow in these models can be bi-directional or multi-directional. These models are circular and convergence models.

10. What are the advantages of having communication models?

Answer: Mortensen suggested that a good model is useful in providing both general perspective and particular vantage points from which to ask questions and to interpret the raw stuff of observation.



Significance of communication models:

- a) Models help clarify the structure of complex events.
- b) It helps in drawing inferences for further research in the field.

11. What are the limitations of communication models?

Answer: The limitations of communication models are:

- a) Mislead to oversimplifications.
- b) Chances of missing out relevancy-Models can miss out important points of comparison.
- c) Can lead to confusion between the model and the behaviour it portrays.

(For further reference see Unit 1)

Unit 2 onwards

1. What are the advantages & disadvantages of Lasswell's Model of communication?

It is a linear model of **Answer:** Lasswell model suggests that the messages flow in a multicultural society with multiple audiences. The flow of message is through various channels. Lasswell's communication model is similar to Aristotle's communication model.

The Advantages of Lasswell's model

- It is easy and simple.
- It suits for almost all types of communication.
- The concept of effect is considered.

Disadvantages of Lasswell's model

- Feedback not mentioned.
- Noise not mentioned in the communication process.

2. Write a brief note on Osgood- Schramm's Model of Communication?

Answer: Schramm's Model of Communication was postulated by Wilbur Schramm in 1954, where he suggested that communication is a two way process where both sender and receiver take turns to send and receive a message.

The model takes communication as a never ending process which constitutes messages and feedbacks.

Each person is both sender and receiver, so there must be interpretation of the message on each turn. The interpreted data is known as information. This makes communication effective but might cause problems too as the message sent after encoding might not be the same when decoded by the receiver. So, this model is not conventional like other models that only talk about sender and receiver.

Feedback is also a very important component as it lets the sender know if the receiver has interpreted the message as required or not. The message becomes useless if the receiver does not understand it making feedback different than the expected outcome.

3. What are the different components of Schramm's Model of Communication?

Answer: Schramm's Model has different components for communications where,

- Sender (transmitter) is the person who sends the message.
- Encoder is the person who converts the message to be sent into codes.
- Decoder is the person who gets the encoded message which has been sent by the encoder and converts it into the language understandable by the person.
- Interpreter is the person who tries to understand and analyse the message. Message is received after interpretation. Interpreter and receiver is the same person.
- Receiver is the person who gets the message. He/she decodes and interprets the actual message.
- Message is the data sent by the sender and information that the receiver gets.
- Feedback is the process of responding to the received message by the receiver.
- Medium or media is the channel used to send the message.
- Noise is the interference and interruptions caused during the process. It is also created when the intended meaning of the message sent by the sender and the meaning interpreted by the receiver is different which is known as Semantic Noise.

4. Explain the working of Schramm's Model of Communication.

Answer: This model shows how meaning is transferred from one person or group to another. Schramm's model of communication is used in both Intrapersonal and Interpersonal communication.

The model takes communication as a never ending process which constitutes messages and feedbacks.

Each person is both sender and receiver, so there must be interpretation of the message on each turn. The interpreted data is known as information. This makes communication effective but might cause problems too as the message sent after encoding might not be the same when decoded by the receiver. So, this model is not conventional like other models that only talk about sender and receiver.

5. What is field of experience?

Answer: Field of Experience includes all those things that are capable to influence the understanding and interpretation of message like culture, social background, beliefs, experiences, values and rules.

Same message can be interpreted differently by different people. If the words and signs they both (sender and receiver) use are common they communicate more efficiently.

6. What are the advantages and disadvantages of Schramm's Model of Communication?

Advantage of Osgood- Schramm model of communication

- a) Circular communication gives opportunity to both parties to give their opinion.
- b) [Semantic noise](#) included as a concept helps in understanding problems that can occur during interpretation of message.
- c) Feedback makes it easier to know if the message is interpreted by the receiver as intended or not.

Disadvantages of Osgood- Schramm model of communication

- a) This model does not talk about semantic noise and it assumes encoding and decoding takes place on its own. This is a major drawback of this model.
- b) This model cannot deal with multiple levels of communication and complex communication processes.
- c) There can only be two sources communicating, many sources complicate the process and the model cannot be implemented.

(For further reference see Unit 2)

Unit 3 onwards

1. Describe Shannon Weaver model of communication.

Answer: In 1948, Shannon, an American mathematician and electronic engineer and Weaver an American scientist came together to write an article in —Bell Theory of Communication, 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.

2. What are the limitations Shannon Weaver model of communication?

Answer: The limitations of Shannon Weaver model of communication are as follows:

- a) It's more effective in person-to-person communication than group or mass audience.

- b) The model based on —Sender and Receiver. Here sender plays the primary role and receiver plays the secondary role (receive the information or passive).
- c) Communication is not a one way process. In the absence of feedback this becomes a one way communication.

3. Write a brief note on De Fleur’s Model of Communication.

Answer: Melvin De Fleur’s simply expands the Shannon & weaver model of communication by inserting the Mass Media device. He suggests the communication process is circular as well as it gives possible two way feedback. In this whole communication process, noise may occur at any stages. Defleur pictures the source, transmitter, receiver and destination as separate phases of mass communication. De Fleur’s suggested that his model is “Feedback Device.” This feedback mechanism helps to analyse the target audience (as separate from the receivers). Here, all these receivers are not considering as a target audience because the target audience will make some kind of feedback which will helps to find the target audience by using feedback device.

4. Compare De Fleur’s Model of Communication with Shannon Weaver model of communication.

Answer: There are many similarities between these two models. Shannon – weaver model of communication is one way of communication. De Fleur’s model also starts with one way of communication but continues further to two way of communication.

5. What is two step flow model & how is concept of opinion leader used in this model?

Answer: Paul Lazarsfeld, an American Social Researcher, Bernard Berelson and Hazel Gaudet introduced The Two-Step Flow of Communication in a book.

Concept of 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.

In Public, a political leader is an opinion leader. The people usually do not support opinion leaders who are 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’ filter the actual content, according to their belief of relevancy of a message.



(For further reference see Unit 3)

Unit 4 onwards

10. What is the concept behind Kincaid's/Convergence Model of Communication?

Answer: The Convergence Model of Communication is otherwise known as Kincaid's model was developed by D Lawrence Kincaid.

This is a non-linear model of communication where two communicators strive to reach "mutual understanding." When information is shared with individuals or groups taking part in the communication process, it leads collective action towards mutual agreement and mutual understanding. Before decision making the information is understood, interpreted and effectively perceived by individuals.

11. Describe Helical Model of Communication with an example.

Answer: Frank Dance proposed a communication model inspired by a helix in 1967, known as Helical Model of Communication. A helix is a three dimensional spring like curve in the shape of a cylinder or a cone. Helix is compared with evolution of communication of a human since birth to existence or existing moment. Helical model gives geometrical view of communication. The model is linear as well as circular combined and disagrees the concept of linearity and circularity individually.

12. What are the advantages of Helical Model of Communication?

Answer: Advantages of Helical Model

- a) The model assumes sender and receiver to be interchangeable and makes communication process to be two way.
- b) The model takes the communication process speculative and intellectual.

13. What are the disadvantages of Helical Model of Communication?

Answer: Disadvantages of Helical Model

8. The model is taken as more simple than it should be.
9. Many critics have not accepted this as a model as it has very few variables.
10. It is not testable because it is abstract.
11. It is not represented systematically and in an orderly manner.

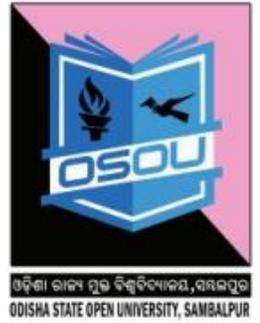
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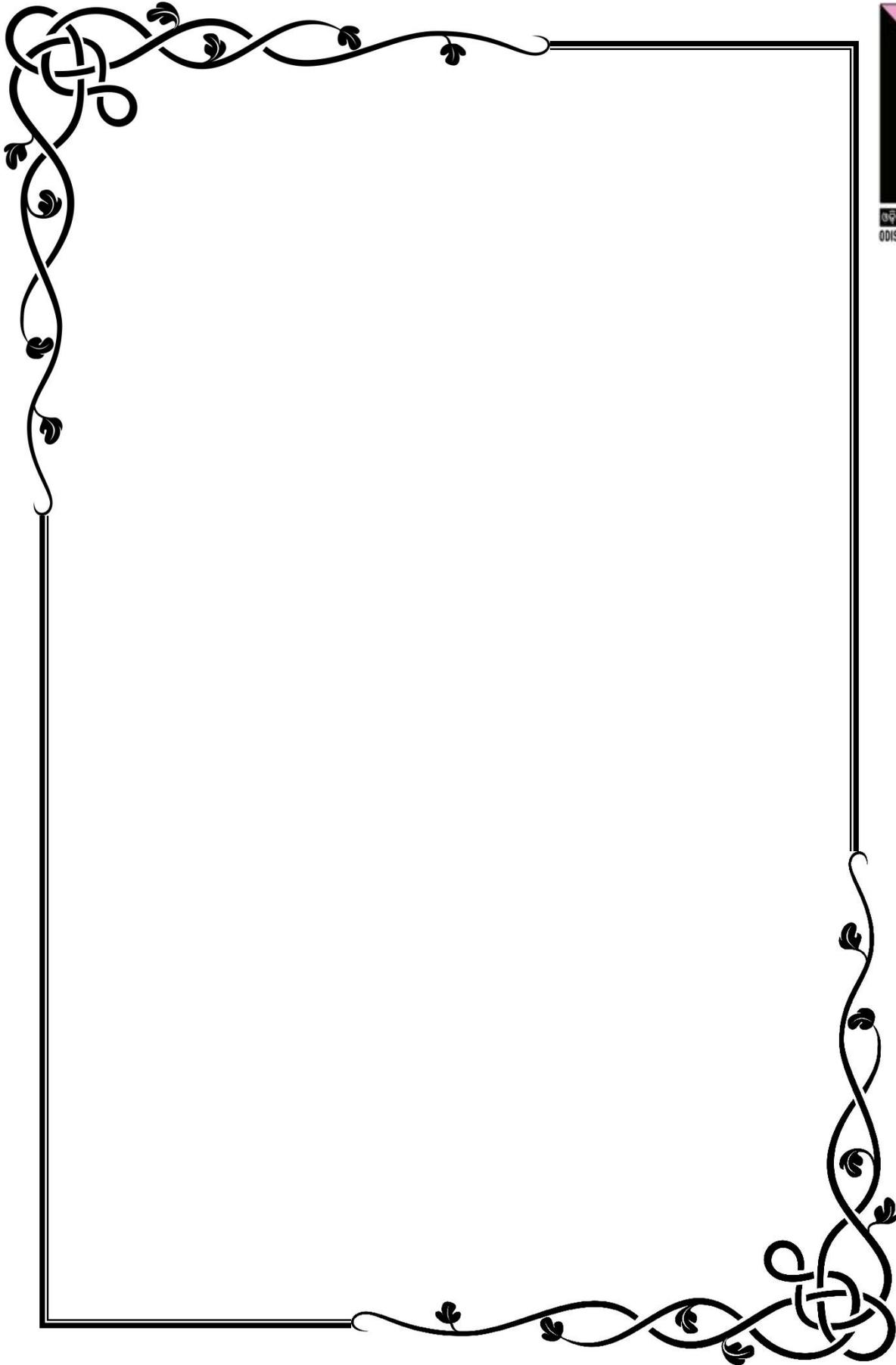
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Further Reading

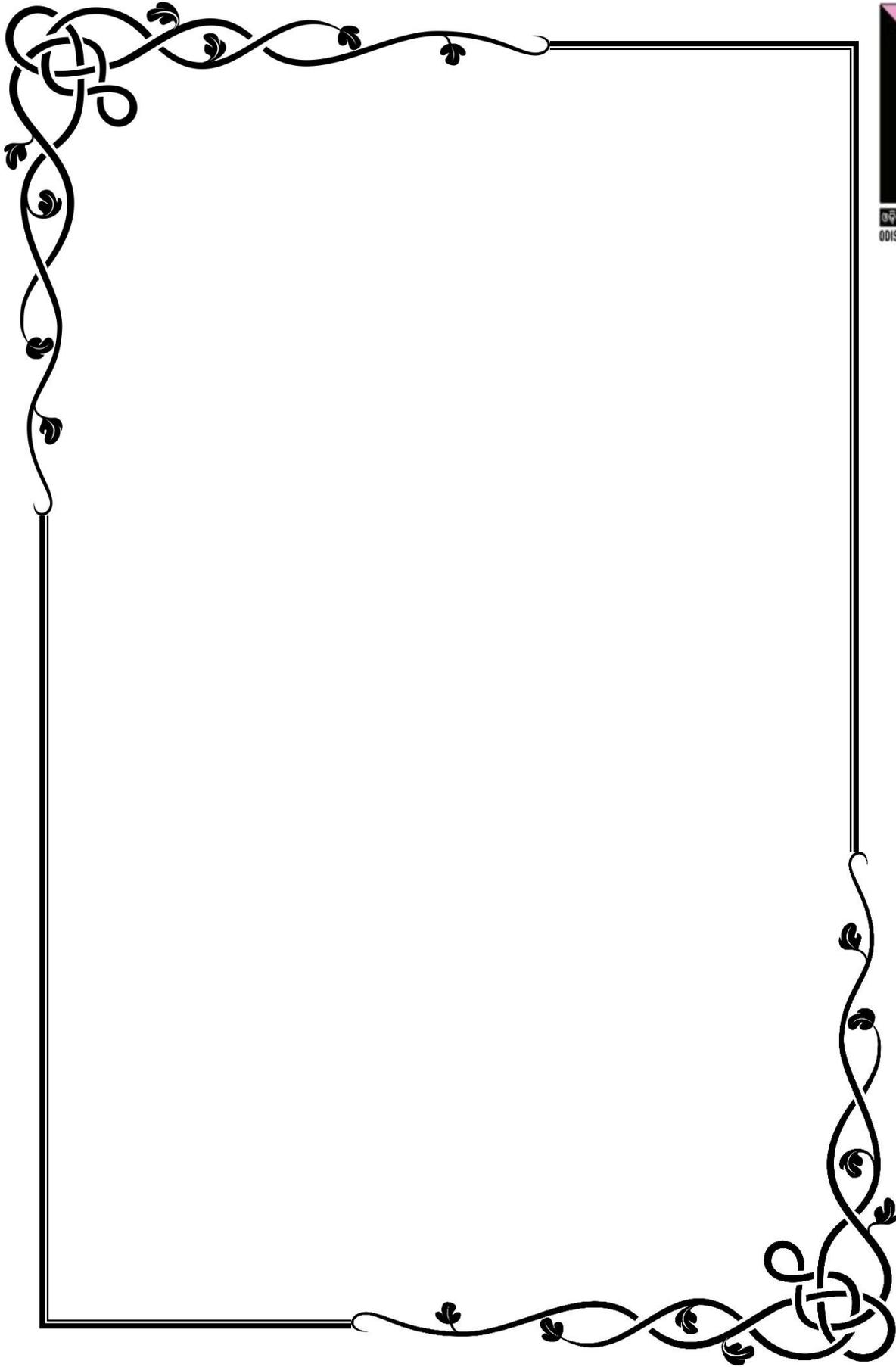
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