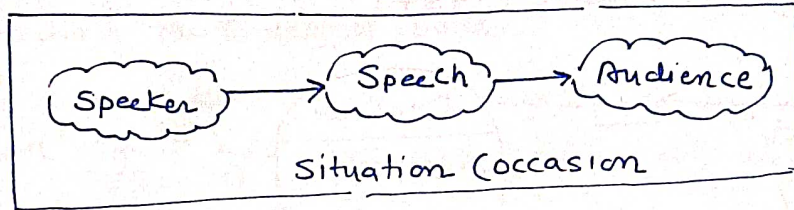


MODALS OF COMMUNICATION

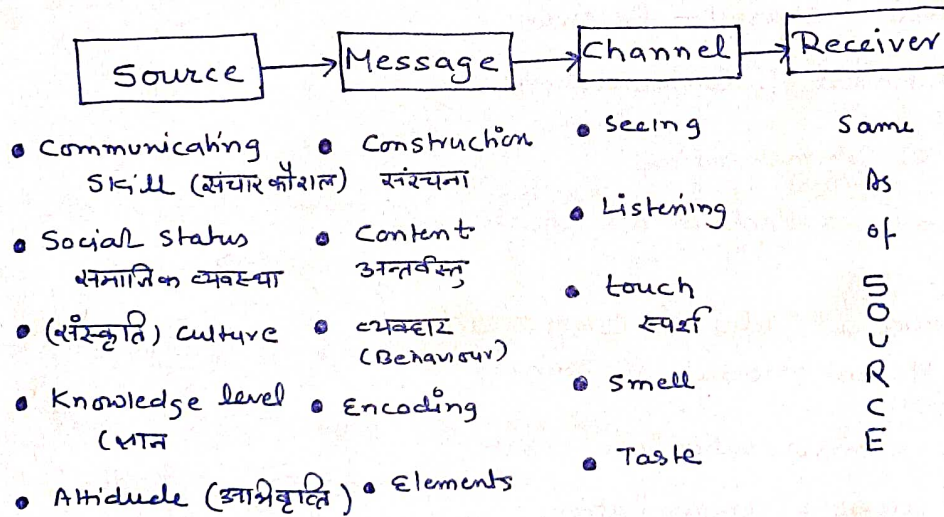
1. SMR - Communication modal of Aristotle.

- Ancient Modal of communication when mass media are not developed
- According to this model, there are three elements



- face to face, Model of Public Communication
- Nature of communication is generally persuasive

2. SMCR - Berlo's Modal



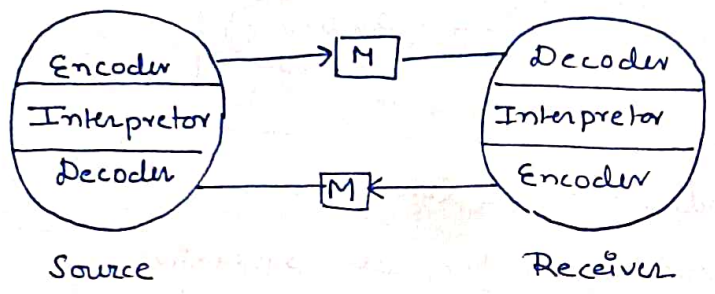
- Linear model of communication
- Onus of Effective communication is on Source
- face to face
- Concept of feedback is absent

3. Harold D. Lasswell's Model (1948)

- Verbal Model of communication
- Applied to Mass Media
- Model is in the form of question
- 'Introduces another ~~stimulus~~ element "effect (प्रभाव)"
- Model seriously introduces highly significant variables.
(प्रभावी) (प्रसङ्गपूर्ण) (पर)

Who _____ Identification of source.
 Says what _____ Analysis of message content.
 In which channel _____ choice of channel
 To whom _____ characteristic Audience
 with What effect? → Evaluation of Effect

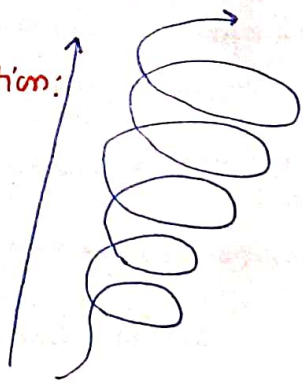
4. Charles E. Osgood's Model (1954)



- Does not follow conventional pattern (from source — channel — Receiver)
- Dynamic Model of Communication
- Interactive Communication
- Both Sender & Receiver are equally imp.

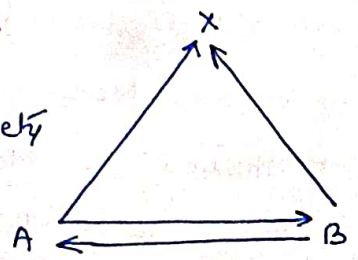
5. Frank E. Dance Model of communication: (Helical model of Dance)

- Every new communication is a part of some previous communication
- initially the knowledge of human beings is zero but as time passes it increases on and on and there is no limit
- According to communication has neither a beginning nor an end.



6. Newcomb's Model of Communication.

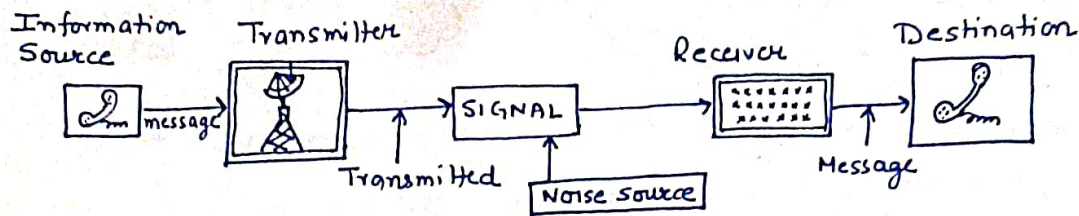
- Explain the role of communication in society
- Communication maintains equilibrium within the social system



→ X is a system in which A & B are its part. As much system is crucial more will be flow of information

Ex - Management - Union - strike, people - Govt - war or any other situation.

7. Claude Shannon and Warren Weaver's Model (1949)

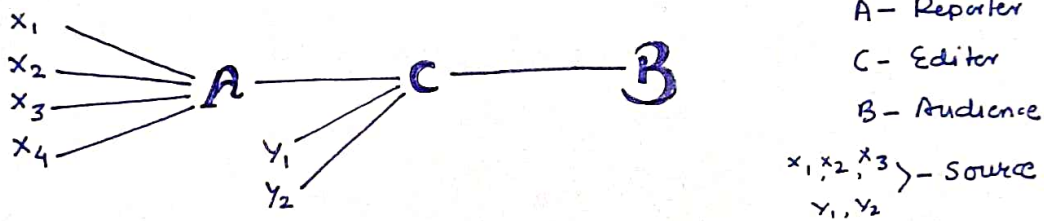


→ Engineering model of human Communication based on telephone Communication.

→ Introduces the concept of "noise"

→ "Noise" → refer to the disturbances in the channel that may interfere with the signal transmitted and produce different signals.

8. Bruce H. Westley's and M.S MacLean's Model (1957)



→ Message in mass Communication pass through different checkpoints called "Gatekeepers".

→ The model emphasizes the role of Gatekeeper in media organisations

→ They decide which messages are to be transmitted and how their content are to be modified.

→ Audience receive the Editors or Reporters version of event

→ Drawback of the model is that it applies to only mass media.

→ Generally - one is not so much depend on mass media.

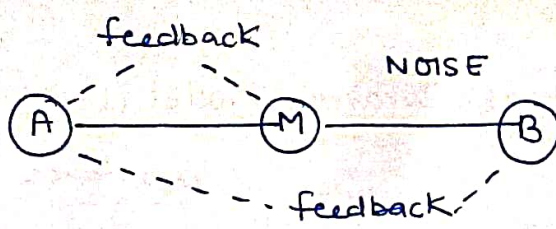
9. Wilbur Schramm's Model (1971)

→ stressed on the importance of "feedback" and "Noise" which are considered essential elements of Communication process.

→ His Model practically works in all form of Communication

→ He explains the various element and process of Communication in much more effective manner.

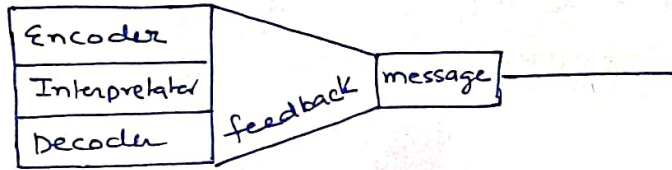
(I)



Interpersonal

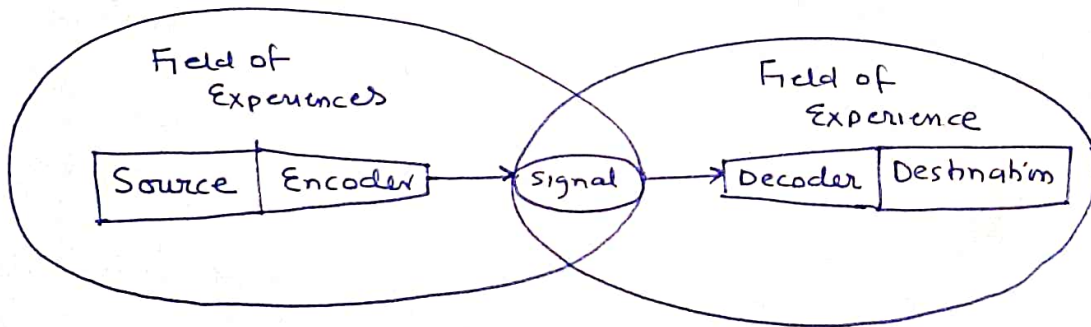
- feedback tells the source how his message being received and interpreted
- Experience communication alternative to feedback modify his messages
- Noise make communication ineffective.
- It has multitude of Nature

(II)



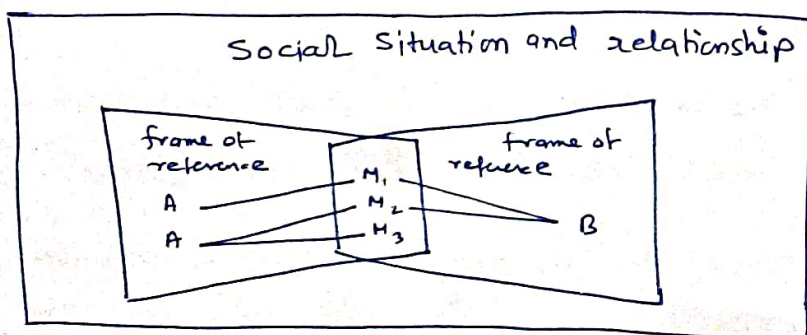
- feedback is also getting responses from our own messages
- Correcting pronunciation, spelling, speeches etc.

(III)



- Sample Communication process as a complex one because its taken into account ones personal, social and cultural background.
- Communication is generally viewed as sharing of experiences. or shaping or reshaping of- experiences.

(IV)



- frame of reference
- If Destination decide message is interesting and promoting only than it receives it or not.