

## Mjmc 1:paper:1

Topic:5:1:Models of communication

Prepared by prof.dpsingh

The purpose of presenting some models of communication here is to illustrate the range of approaches to an investigation of the communication process.

The widely quoted model of Lasswell verbalized communication in terms that can be applied to mass media .

Osgood ,however emphasizes the dynamic relationship between source and receiver.

Schramm,on the other hand, visualizes communication essentially as a process of Sharing of experiences on the basis of commonness of social context and stresses the importance of feedback and noise in the process. Newcomb's triangular linear form of model is designed specifically in the interpersonal and social communication context. Finally ,a'gatekeeper'model developed by Westley and MacLean,is considered useful to the mass media and is often associated with news.

Harold D.Lasswell' Model (1948):

Lasswell presented a strictly verbal model which takes the form of a question:

Who

Says what

In which channel

To whom

With what effect?

This model briefly and clearly introduced several highly significant variables in the communication process. Identification of source (who) ,analysis of message content (what),choice of channel (which channel),characteristics of audience (whom)and evaluation of effects(what effect)are the basic five components of communication process. It is the'effect' that the model emphasizes the most. 'Effect ' implies an observable and measurable change in the receiver that is caused by identifiable elements in the process. Change in one of these elements will lead to a change in the effect.