

INTRODUCTION TO MEDIA AND COMMUNICATION

TOPIC: MODEL OF COMMUNICATION

B.A (hons.) journalism and mass communication, 1st year

LECTURE:- 1

- TRANSMISSION MODEL OF COMMUNICATION
- EXPRESSIVE MODEL OF COMMUNICATION

INTRODUCTION: Transmission model of communication

- A model invented by Shannon and weaver
- Model that was invented in 1949
- It has been considered a mathematical interpretation of how communication between different parties is ought to function
- The purpose of the model is to communicate to one another
- The transmission model of communication helps us assist how communication works

Elements of the transmission model

Sender

Encoding

Message

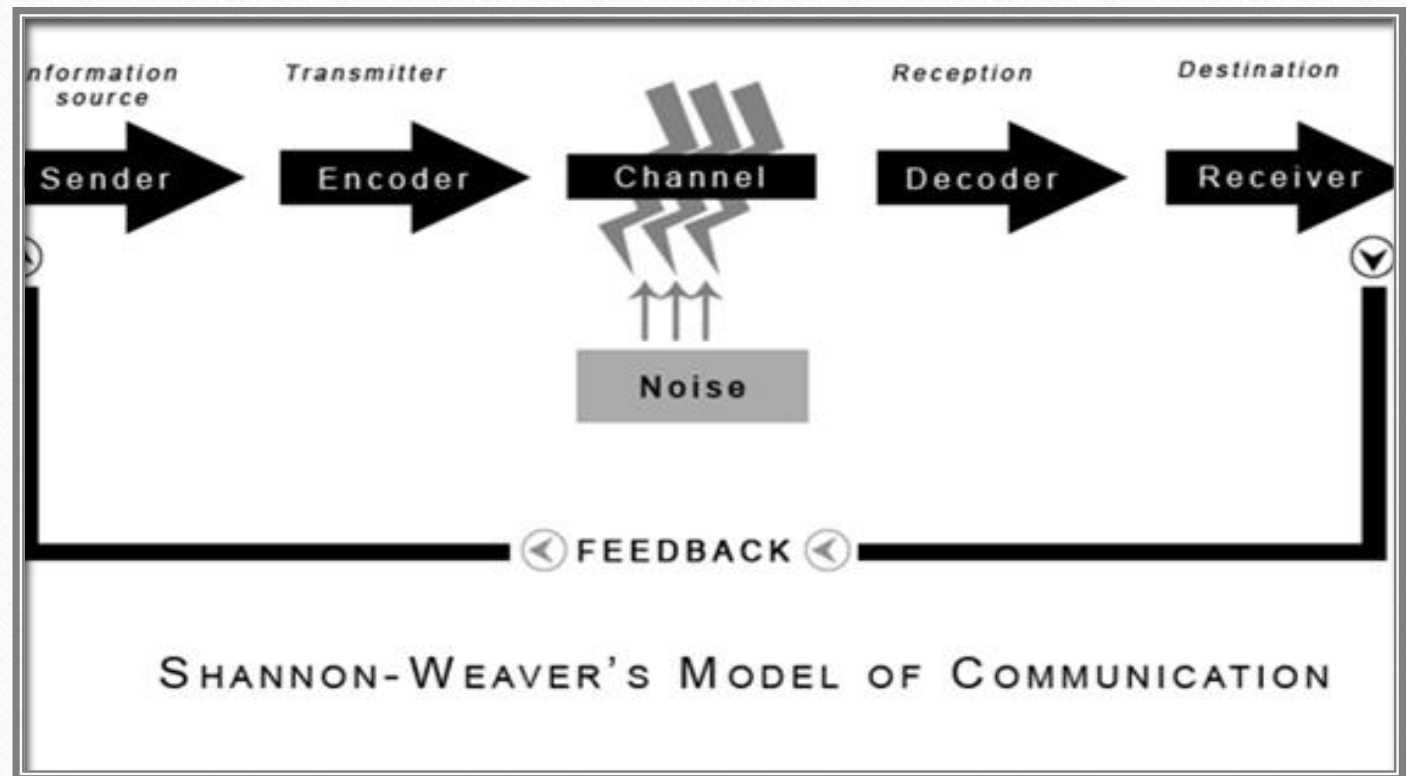
Channel

Receiver

Decoding

Feedback

Noise



- **Sender** :- In the communication process, the sender is the individual who initiates a message and is also called the communication or source of communication.
- **Encoding** :- The encoding of a message is the production of the message. It is a system of coded meanings.
- **Message** :- It can be define as information conveyed by words, and other sign of symbols. A message is the content of the communication process.
- **Channel** :- A communication channel refers to a physical transmission medium such as wind, wire or to a logical connection over a multiplexed medium such as a radio channel.
- **Receiver** :- In the communication process, the receiver is the listener, reader, or observer that is the individual to whom a message is directed.
- **Decoding** :- The decoding of a message is how an audience member is able to understand, and interpret the message.
- **Feedback** :- It can be refers to the response or reaction of receiver to the sender's message.
- **Noise** :- Noise is the any type of disruption that interferes with the transmission or interpretation of information from the sender to the receiver.

Transmission Model in Critical Thinking

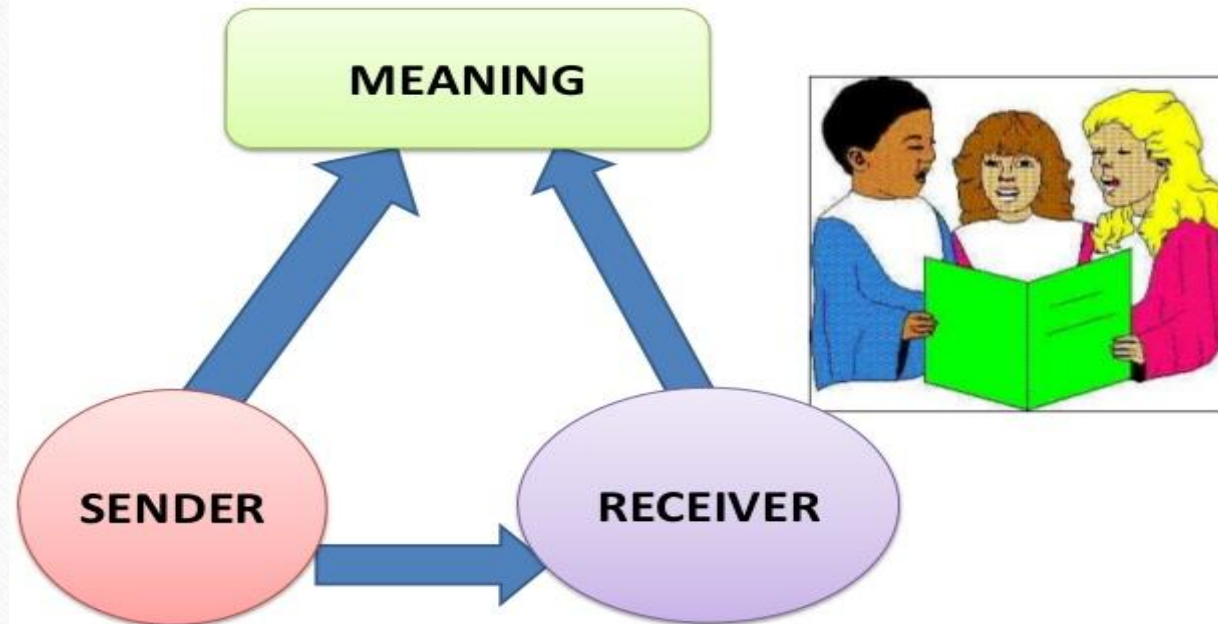
- The matter mathematically to be explained through the transmission model, which should be followed by a qualified persuader
- Reasoning needed to be understood for all parties included
- Argumentative environment to be created by the speaker with the assistance of the transmission model
- Inclusion of the audience by understanding its context, and accepting its feedback should be incorporated in the critical thinking process

Introduction: Expressive Model of Communication

- The model was given by the JAMES W CAREY.
- This view sees communication in terms of the representation of shared beliefs.
- It define the communication as participation.
- Ritual view of communication does not confine communication to mechanistic understanding of transmission of information from on geographical point to the other.
- Both sender and receiver has active role in the communication process as the culture is important in the communication.
- All engaged in communication gains something more than information

Ritual or expressive view of communication

Ritual View of Communication



Approaches to expressive communication

- ‘Sharing’, ‘participation’, ‘association’, ‘fellowship’, and ‘the possession of a common faith’
- ‘towards the maintenance of society in time’
- ‘the representation of shared beliefs’

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