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 one 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
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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