**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Paper 1**

**Introduction to Communication & History of Journalism**

**Assignment 1, Question 5**

**“**Define and discuss the purpose of Communication Models**”**

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**Introduction**

Communication is the expression or exchange of information by speech, writing, gestures, conduct or electronic medium. It is a process of passing information, ideas, facts, or opinions between two or more parties. It is the process by which an idea is brought to another 's perception. The information that is so expressed or exchanged is also referred to as communication. It is a complex and dynamic process that allows organisms to exchange information by several methods.

**Definition**

Different scholars have defined communication in various ways. Some of them describe it as 'the transfer of meaning', 'transmission of stimuli', 'one mind affecting other' or 'sharing of experiences on the basis of commonness'. Communication has also been defined as a scientific study which involves the art of communication so that skilled communication can be produced.

**Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver – G.G. Brown**

“Communication is the intercourse by words, letters or messages”- Fred G. Meyer.

Merriam-Webster Dictionary defines communication as a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior

**Communication Models**

The origin of the word **‘Model’** could be traced to the French word *modèle*; Italian *modello*, diminutive of *modo*, *form*, and Latin modus, *measure, standard*; Model refers to representation/replica of the original. A model is thus a schematic description of a system, theory, or phenomenon that accounts for its known or inferred properties and may be used for further study of its characteristics. People efforts to put communication into a precise frame led to development of communication models. At the core of modeling is the fundamental notion that models are approximations of the real world.

Types: The Greek philosopher Aristotle looked at communication from the rhetorical perspective i.e. speaking to the masses to influence them and thus persuade them. Aristotle constructed a model with three elements: Speaker-Speech-Audience in which the basic function of communication was to persuade the other party. This is accepted by many as the first model of communication.

**Lasswell Model (1948) :** One of the early models of communication was developed by the political scientist Harold D. Lasswell who looked at communication in the form of a question: **Who** Says **What** In **Which Channel** To **Whom** With **What** Effect.

**Shannon and Weaver Model (1949):** This model (Figure 1) of Claude Shannon and Warren Weaver has been considered as one of the most important models of communication and it has led to the development of many other models. It is referred to as the transmission model of communication as it involves signal transmission for communication.

Osgood in his model (Figure 2) showed communication, as a dynamic process in which there is an interactive relationship between the source and the receiver of the message (M). An individual engaged in the communication process sends as well as receives messages and as such encodes, decodes and interprets messages through a number of feedback mechanisms.

**Schramm Model (1954):** Wilbur Schramm, a well-known communication expert did not make a sharp distinction between technical and non-technical communication. But drawing upon the ideas of Shannon and Osgoods, Schramm proceeded from a simple human communication model to a more complicated one (Figure 3).

**Purpose of Communication Models**

A model is a miniature, a highly selective visual representation of any reality. In that sense, communication model means graphical/visual representation of communication process using various elements involved. A graphic representation of any reality helps us visualize the relationships among various elements of a structure, system or process; an object, event or act. Mc Quil and Windhal say that a model is a consciously simplified description in graphic form of a piece of reality. No single model can be expected to present a holistic picture of reality. Communication models help us to visualise, analyse and discuss various complex processes and issues that would be otherwise difficult to explain.

**Conclusion**

Communication can be defined as a process of sharing or exchange of ideas, information, knowledge, attitudes or feelings among two or more persons through certain signs and symbols leading to a desired response as intended by the communicator. Communication models seek to represent the structure and key elements of the communication process. Models are a fundamental building block of theory. They are also a fundamental tool of instruction.

**References**

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