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. The best example is the above described graphic that visulanalizes various elements and processes in the communication as envisaged by Joseph A Devito.

**Purpose of Communication Models**

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