Explanation of Lasswell’s Communication Model

Though Lasswell’s model was developed to analyze [mass communication](https://www.businesstopia.net/mass-communication), this model is used for interpersonal communication or group communication to be disseminated message to various groups in various situations.

Lasswell’s model was developed to study the media propaganda of countries and businesses at that time. Only rich people used to have communication mediums such as televisions and radios back them. It was made to show the mass media culture

Lasswell also brought the concept of **Effective Communication Process**. He talked about the relation between presentation of facts and how it generates different effects. The use of the concept of effect makes Lasswell’s model non-linear unlike it’s name. It’s because effect can also be taken as feedback.

Though, generally, the component of effect was made to be more about outcome of the message, the model is applied in different medias and fields despite being developed specifically for mass communication.

This model is similar to the [communication model proposed by Claude Shannon and Warren Weaver](https://www.businesstopia.net/communication/shannon-and-weaver-model-communication). Their model is more graphical than Lasswell’s. George Gerbner who is the founder of the cultivation theory, expanded Lasswell’s model and included the concept of reaction of the receiver.

### Disadvantages and Criticisms of Lasswell’s Model

The major criticism of Lasswell’s Model is that it does not include feedback and it ignores the possibility of noise. Without feedback, a communication process can not be fruitful. Lasswell’s model is very linear and does not consider [barriers in the communication process](https://www.businesstopia.net/communication/physical-barriers).

The model is also criticized for being very general and only including very traditional topics. The model is very simplistic. The model is said to be propaganda based as it is more focused on the resulting outcome and generally used for media persuasion

**Shraddha Bajracharya, "Lasswell’s Communication Model," in Businesstopia, January 6, 2018,**[**https://www.businesstopia.net/communication/lasswell-communication-model**](https://www.businesstopia.net/communication/lasswell-communication-model)**.**