**Lasswell’s Model Of Communcation**

Harold D. Lasswell (1902-1978) is known for his studies in the field of Politics. He is considered a pioneer in the application of Psychology principles to Politics, as well as in constructing a system of Politics based on theories of Natural Sciences.

Harold Dwight Lasswell was born in Donnellson, Illinois, on February 13, 1902. His father was a Presbyterian clergyman and his mother was a schoolteacher

Due to his successes in school, Lasswell obtained a grant for studying sociology at the University of Chicago, where he graduated in 1922. In 1926, with only 24 years old, he received the title of doctor from the same institution. His dissertation on “Propaganda Technique in the World War” (1927) is considered a leading study on Communication Theories. During this period of his life, Lasswell was influenced by the pragmatism taught by John Dewey and George Herbert Mead, among others.

But he also studied at the universities of London, Geneva, Paris and Berlin – where he studied Sigmund Freud, whose theories were determinant for Lasswell’s psychological approach to Political Science.

The University of Chicago made Lasswell an assistant professor in 1927 and an associate one in 1932. He stayed there until 1938, when he transferred to the Washington School of Psychiatry. But the Second World War started and Lasswell became the director of War Communications Research at the Library of Congress. He also worked as a professor at the New School of Social Research in New York City and at Yale Law School.

Lasswell was especially concerned with mass communication and propaganda, so his model is orientated to the researches we need to develop in order to answer his questions:

* Who – Control analysis
* Says what – Content analysis
* In which channel – Media analysis
* To whom – Audience analysis
* With what effect – Effect analysis

**Advantage of lasswell model**:

* It is Easy and Simple
* It suits for almost all types of communication
* The concept of effect

**Disadvantage of lasswell model**:

* Feedback not mentioned
* Noise not mentioned
* Linear Model