

Models of Communication

Following are some of famous models:

1. Shannon's Model-

In 1948, one of the earliest models of communication that was introduced by that has led foundation for others.

Following is a simple illustration of this model.



This diagram states how communication takes place and what can go wrong. Here source refers to a person who sends a message verbally or non-verbally or with the use of transmitter, which could be any instrument from phone to computer or the other devices. The signals are sent and received and can vary upon the method of communication.

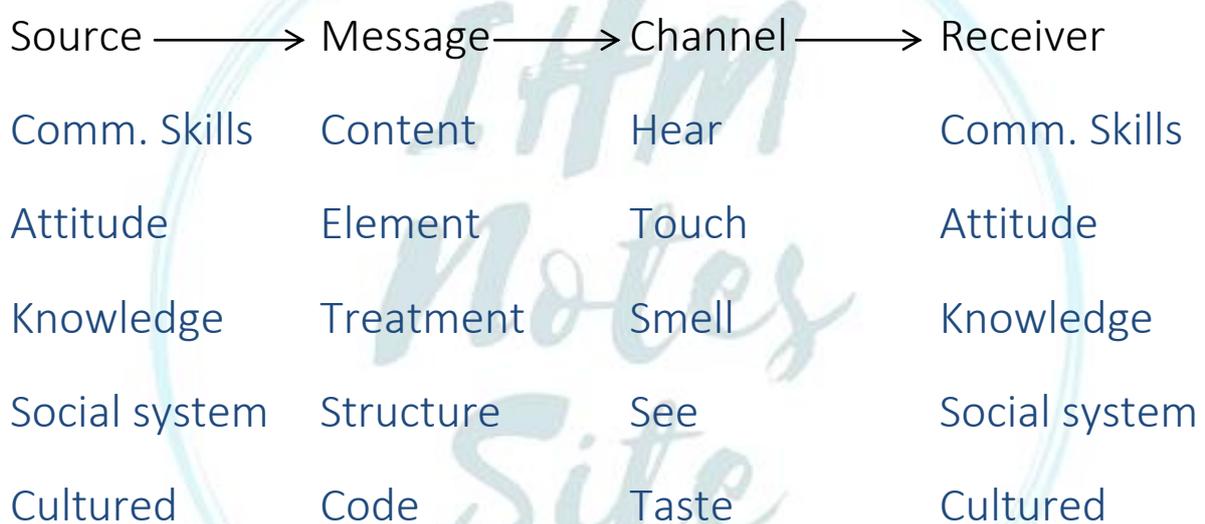
The box at the bottom called noise refers to any signals that may interfere with the message being carried which in turn depends upon the method use for communication.

The receiver is either a person or the instrument on the other side who receives the message. This is the simplest model to understand the working of communication process.

2. Berlo's Model-

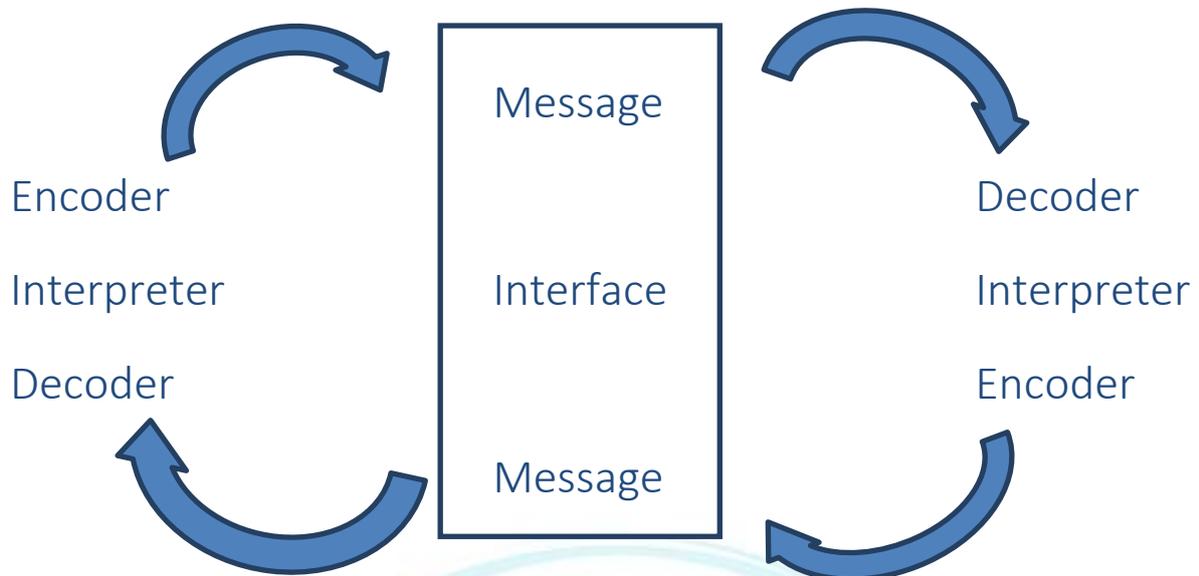
In the Berlo's model, stress upon the relationship between the sender's and receiver of the message. As per this model for the message to be properly, source and the receiver should be, for which may only happen if both are equally skilled. Berlo's model has 4 main components which in turn have their sub components. Describing the existing for each.

Following is the illustration of this model:



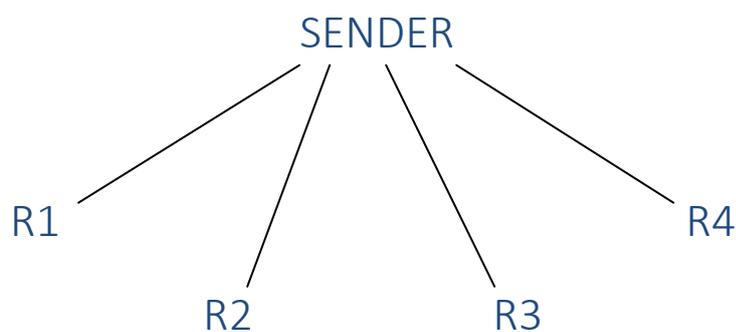
3. Schramm's Model-

In 1954, Schramm's Model was launched which emphasizes on both the sender and receiver, it says that both take the turns in playing the role of an encoder and a decoder in the process of communication. The following diagram illustrates the model:



4. Aristotle's Model-

In this model, spectre plays key role in communication. It is the wide spread and most common model of communication where sender sends the message or information to the receiver influences them and makes them respond quickly. This model to influence them and make them respond quickly. This model is the golden rule to excel in public speaking like presentation, seminars, lecture, interview, discussions, debates, etc. where the sender makes his point clear by obsigning on impressive content which makes him an active participant and the receiver the passive one.



❖ Barriers to Communication:

There are endless barrier to communication. However for

1. Problems caused by the sender

- As sender encodes the message, communication begins with him and the quality of communication can vary from sender to sender everything starting from his subject knowledge handling and sharing of information, style and order of presentation, familiar or unfamiliar audience, experience, vocalbury rates can act as barrier if not upto the mark.

2. Problems in message transmission

- There can be various problems in communication when message is transmitted through 3 or 4 different people before reaching its final destination. It is likely to get distorted. Another problem can be lack of clarity in message or even contradictory choice of words also improper body language can cause problems in message transmission.

3. Problems in reception

- Communication scholars use the term noise to refer to factor that interfere with the exchange of messages. For e.g., loud volume in the background, overcrowded place, smell or smoke can all distract concentration. In addition to that physiological barriers like forces within the receiver i.e. egotism, defensiveness etc. can also interfere and make it difficult to receive messages.