Communication: Concept & Process
BA(JMC) 101
Unit III

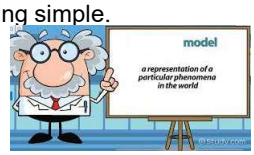
Syllabus- Unit 3

- **Mass Communication],**
- Communication Models: definition, scope and purpose
- Basic Communication Models: Aristotle's Classical Model; Shannon-
  - Weaver's Mathematical Model;
  - Wilbur Schramm's Model; Laswell's Model
- Advanced Communication Models:
  - Newcomb's Model; Westley-Mclean's Model; George
  - Gerbner's Model; Mccombs and Shaw's Agenda Setting Model; Spiral of Silence Model
- Relevance of Communication Models

Communication Models: Definition, Scope and Purpose

What is a Model?

- A model is widely used to depict any idea, thought or a concept in a more simpler way through diagrams, pictorial representations etc.
- Models go a long way in making the understanding of any concept easy and clear.
- Through a model one can easily understand a process and draw conclusions from it. In simpler words a model makes the learning simple.



Comm. Models Definition

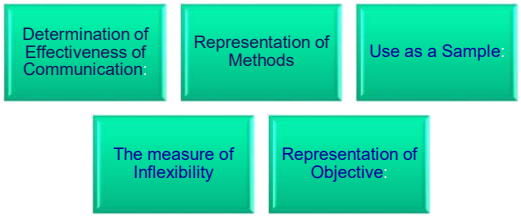
- Models of communication refer to the conceptual models used to explain the human communication process.
- The word 'model' refers to a representation of a process, event or a situation.
- It is not a separate method; rather it is the representation of an existing process.

Famous Saying

- According to W.R. Traccey, "Communication model is a representation of a process and not any separate system rather a simple may to present the various oriented elements."

Scope

- Communication models help us to know about various aspects of communication. Therefore the scope of communication model can be described as-



Scope first

- Determination of Effectiveness of Communication: In the communication process, three things i.e., sender, message and receiver are significant. Essential elements of the communication process are represented through the communication model, and such a model helps us to measure the effectiveness of communication. Such a model helps in our decision making.

Scope Second

- Representation of Methods: Communication models are pictorial representation of communication process. So, elements & aspects related to communication process are brought into picture which provides complete idea.

Scope Third

- Use as a Sample: The communication model involves a pictorial representation of various elements of the communication process, which can be used as a sample for further research and investigation.

Scope Fourth

- The measure of Inflexibility: The communication model is rigid, but communication is ever-changing. The communication model can be an essential source to understand the nature of inflexibility

Scope Fifth

- Representation of Objective: The communication model represents the objectives and related aspects of the message sent and create a meaningful picture.

Importance

- The communication model helps to learn about sending and receiving messages and represents various pictorial aspects and forecasts about elements that are responsible for success or failure. These are important in order to-

Importance

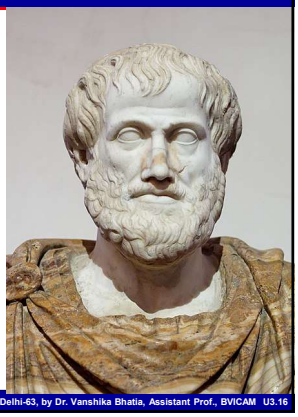
To learn Something	Research and Investigation	Forecasting
1. The communication model helps to learn about sending and receiving the message and other related elements of the communication process. As a result, both superiors and subordinates acquire knowledge and get interactive to make proper communication.	1. As the communication model represents various pictorial aspects, researchers find their means or sample for further investigation. As a result, innovation is possible.	1. Elements responsible for success or failure for communication can be foretasted through the communication model. Such a model assumes the types of communication to be adequate for a particular situation or location

Basic Communication Models:

Aristotle's Classical Model; Shannon- Weaver's Mathematical Model; Wilbur Schramm's Model; Laswell's Model

Aristotle's Classical Model

- Aristotle(384-322 B.C) was a Greek philosopher and writer born in Greece.
- While exploring the human nature scientifically, Aristotle developed a linear model of communication for oral communication known as "Aristotle's Model of Communication".
- This is considered as the first model of communication and was proposed before 300 B.C. It is also the most widely accepted among all communication models.



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Aristotle's Classical Model

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Aristotle's Classical Model

- Aristotle Model is mainly focused on speaker and speech. It can be broadly divided into 5 primary elements: Speaker, Speech, Occasion, Audience and Effect.
- It is a speaker centric model as the speaker has the most important and active role in it. It is the speaker's role to deliver a speech to the audience.
- The role of the audience is passive, influenced by the speech. This makes the communication process one way, from speaker to receiver.

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Aristotle's Classical Model

- The speaker must organize the speech beforehand, according to the target audience and situation (occasion). The speech must be prepared so that the audience be persuaded or influenced from the speech.
- He believed "Rhetoric" is the study of Persuasion and communication and different message or speech should be made for different audiences at different situations to get desired effects or to establish a propaganda.
- There is no concept of feedback.

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Elements of a Good Communicator

- **Ethos** is the characteristic which makes you credible in front of the audience.
  - If there is no credibility, the audience will not believe in you and will not be persuaded by you.
- **Pathos** refer to emotional bonds will make the audience captivated and they feel the speaker is one of their own people.
- **Logos** is logic. People find logic in everything. If there is no logic behind the speaker's work or time, they do not want to get involved.

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Criticism

- There is no concept of feedback, it is one way from speaker to audience.
- There is no concept of communication failure like noise and barriers.
- This model can only be used in public speaking.

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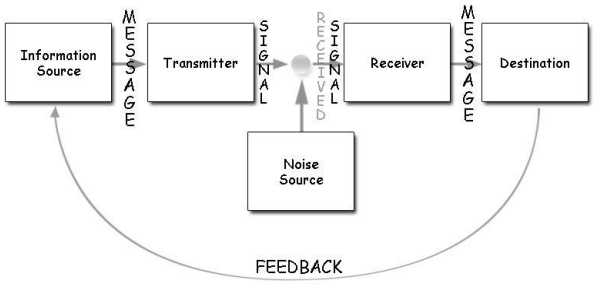
Shannon-weaver's Model

- Shannon Weaver model of communication was created in 1948 when Claude Elwood Shannon wrote an article "A Mathematical Theory of Communication" with Warren Weaver.
- Shannon was an American mathematician whereas Weaver was a scientist.
- This model is more technological than other linear models.

Shannon-weaver's Model



Shannon-weaver's Model

- Sender (Information source) – Sender is the person who makes the message, chooses the channel and sends the message.
- Encoder (Transmitter) –Encoder is the sender who uses machine, which converts message into signals or binary data. It might also directly refer to the machine.
- Channel –Channel is the medium used to send message.

Shannon-weaver's Model

- **Decoder** (Receiver) – Decoder is the machine used to convert signals or binary data into message or the receiver who translates the message from signals.
- **Receiver** (Destination) –Receiver is the person who gets the message or the place where the message must reach. The receiver provides feedback according to the message.
- **Noise** –Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent.

Shannon-weaver's Model

- The sender encodes the message and sends it to the receiver through a technological channel like telephone and telegraph. The sender converts the message into codes understandable to the machine. The message is sent in codes through a medium.
- The receiver has to decode the message before understanding it and interpreting it. The receptor machine can also act as a decoder in some cases. The channel can have noise and the receiver might not have the capacity to decode which might cause problems in communication process.

Levels of Problem

- **Technical problem** – How a channel causes a problem.
- **Semantic Problem** – Is the meaning of message sent and received very different.
- **Effectiveness problem** – How effectively does the message cause reaction.

Advantages

- Concept of noise helps in making the communication effective by removing the noise or problem causing noise.
- This model takes communication as a two way process. It makes the model applicable in general communication.
- Communication is taken as quantifiable (able to be expressed or measured as a quantity) in Shannon Weaver model.

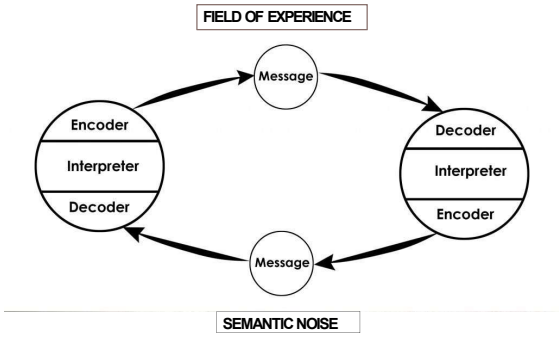
Criticism

- It can be applied more for interpersonal communication than group communication and mass communication.
- Receiver plays the passive part in the communication process as sender plays the primary role that sends messages.
- Feedback is taken as less important in comparison to the messages sent by the sender.
- The model is taken by some critics as a "misleading misrepresentation of the nature of human communication" as human communication is not mathematical in nature.

Wilbur Schramm's

- Charles Egerton Osgood popularized the notion that communication was circular rather than linear, meaning that it required two participants taking turns sending and receiving a message.
- Later, Wilbur Schramm, who talked about the model in his book, The Process and Effects of Communication, adapted the model and added the notion of field of experience, or commonality.
- Field of experience incorporates what is mutually understood between the sender and receiver.

Wilbur Schramm's



Wilbur Schramm's

- Encoder – Who does encoding or sends the message (message originates).
- Decoder – Who receives the message.
- Interpreter – Person trying to understand (analyses, perceive) or interpret

Wilbur Schramm's

- Semantic noise is introduced here. It occurs when the sender and receiver apply different meanings to the same message. It happens mostly because of words and phrases.
  - * From the message starting to ending, there is an interpretation going on. Based on this interpretation only the message is received.

Wilbur Schramm's

- This model breaks the sender and receiver model, it sees communication in a practical way. It is not a traditional model.
- It can happen within our self or two people; each person acts as both sender and receiver and hence use interpretation. It simultaneously takes place i.e. encoding, interpret and decoding.
- When semantic noise takes place decoding and interpretation becomes difficult and people get deviated from the actual message.

Advantages

- Dynamic model- Shows how a situation can change.
- There is no separate sender and receiver, sender and receiver is the same person.
- Assume communication to be circular in nature.
- Feedback is a central feature.
- Introduction of semantic noise.

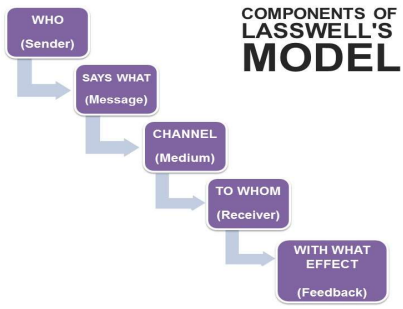
Laswell's Model

- Laswell's communication model was developed by communication theorist Harold D. Lasswell in 1948.
- Laswell's model of communication (also known as action model or linear model or one way model of communication) is regarded as one the most influential communication models.

Laswell's Model

- Laswell's communication model has 5 components which are used as an analysis tool for evaluating the communication process and components.
- The components are the questions to be asked to get the answers and keep communication going.

Laswell's Model



Laswell's Model

Component	Meaning	Analysis
Who	The communicator or sender or source of message	Control Analysis
Says what	The content of the message	Content Analysis
In which channel	the medium or media	Media Analysis
To whom	the receiver of the message or an audience	Audience Analysis
With what effect	the feedback of the receiver to the sender	Effect Analysis

Laswell's Model

- Control analysis helps the sender to have all the power.
- Content analysis is associated to stereotyping and representation of different groups politically. It is also related to the purpose or the ulterior motives of the message.
- Media analysis represents which medium should be used to exercise maximum power against the receivers.

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Laswell's Model

- Audience analysis shows who are the target population to be manipulated or brain-washed.
- Effect analysis is done before the process starts. It is used to predict the effect of message over the target population to be exploited.

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Advantages

- Though Laswell's model was developed to analyse mass communication, this model is used for interpersonal communication or group communication to disseminate a message to various groups in different situations.
- Laswell's model was developed to study the media propaganda of countries and businesses. Only rich people used to have communication mediums such as televisions and radios back then. It was made to show the mass media culture.

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Criticism

- It does not include feedback and it ignores the possibility of noise. Without feedback, a communication process can not be fruitful.
- Laswell's model is very linear and does not consider barriers in the communication process.
- Also criticized for being very general and only including very traditional topics. The model is very simplistic.

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Advanced Communication Models:

Newcomb's Model; Westley-Mclean's Model; George Gerbner's Model; Mc-combs and Shaw's Agenda Setting Model; Spiral of Silence Model

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Newcomb's Model

- Newcomb published a new social approach in the field of communication which is called "ABX" system (later it became Newcomb"s model).
- The New Comb"s model of communication was introduced by Theodore M Newcomb of the University of Michigan in 1953.

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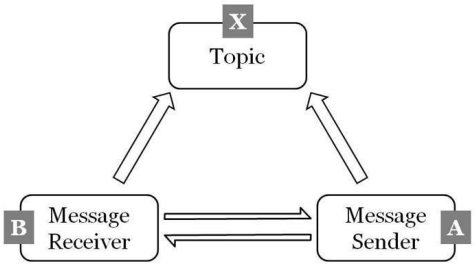
Newcomb's Model



The Newcomb's Model

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Newcomb's Model

- The Newcomb"s model works in a triangular format or A-B-X system,
- A – Sender
- B – Receiver
- X – Matter of Concern
- The relationship between A and B is like student and teacher, government and public or newspaper and readers. Sender and receiver may work in the same flow, but at the same time factor like "X" may affect their flow of relationship. "X" it may be third persons, issue, topic or policy.

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Newcomb's Model

- He gives different approach to the communication process.
- The main purpose of this model is to introduce the role of communication in a social relationship (society) and to maintain social equilibrium within the social system.
- He does not include message as a separate entity in his model.
- He concentrates on the social purpose of communication, showing all communication as a means of sustaining relationships between people.

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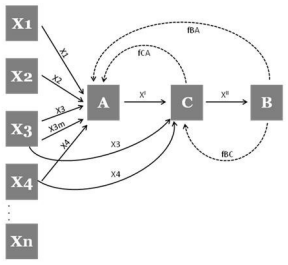
Westley-Mclean's Model

- Westley and MacLean's Model of Communication was suggested by Bruce Westley and Malcolm S. MacLean Jr. in 1957.
- This model was an adaptation from Newcomb's model of communication.

Westley-Mclean's Model

Westley and MacLean's Model of Communication



Westley-Mclean's Model

- **Source (A)** – Source is the message creator and sender.
- **Environment (X)** – Environment is the physical and psychological situation where the message is being created and sent; **sensory experience (X1…)**
  - – Sensory experience is the first thing that the source sees by which the source gets the idea for the formation of the message, example- news articles, information.
- **Message Interpretation or Coding (X')** – Message is interpreted with the objects of orientation of the receiver of the message.

Westley-Mclean's Model

- **Receiver (B)** – The person who gets the message sent by the source and the person who interprets according to his/her objects of orientation.
- **Feedback (f)** – The receiver forms another message after interpreting the message and sends it back to the sender. It is known as feedback.
- **Gatekeeper (C)** – Gatekeepers are found in mass communication. The gatekeeper is the editor who filters the message as per the needs of the audience and media institution.

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Westley-Mclean's Model

- The Westley and MacLean's model can be applied in two contexts: interpersonal and mass communication, the point of difference being the feedback. Feedback is direct and fast in interpersonal communication and indirect and slow in mass communication.
- The process of communication in Westley and MacLean's model of communication starts when the source creates a message from his/her environment. The communicator acts and creates the message as a response to the sensory experience with his/her own objects of orientation.

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Westley-Mclean's Model

- Then, the response is coded after interpreting the environmental response. The coded message is transmitted to a second respondent who interprets the message differently according to his/her objects of orientation and provide feedback to the sender.
- Gatekeeper and opinion leader are the parts of communication process in mass communication. They are the editors, proof readers, etc. who choose which message should be published and what effect will it have on the audience.

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Example-

- Leading National daily newspaper, The Times of India receives press releases on behalf of client organisations. The newspaper publishes selected press releases. Further, the readers can directly respond to the client or indirectly through the newspaper for feedback. Here,
  - X1, X2, X3 …are the press releases
  - F is feedback
  - A are the clients
  - B are the readers
  - C is The Times of India

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Advantages

- There is the concept of feedback.
- As the message comes from the environment, sensory field improves the message formation.
- The model can be applied to interpersonal, group communication as well as mass communication.
- The model is very descriptive.

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Disadvantages

- There are many variables, even for simple communication which makes the model very complicated.
- The information can get modified while sending it from the sender to the receiver as there can be noise. The model does not account for noise in communication.

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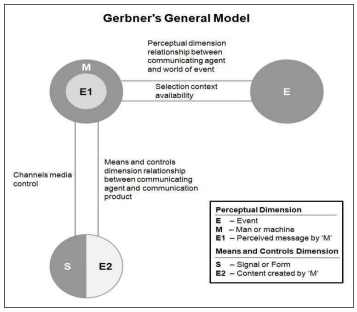
George Gerbner's Model

- George Gerbner is considered as one of the pioneers of communication research.
- In 1956, he attempted the general purpose of communication model stressing upon the dynamic nature of communication along with the factors affecting reliability of communication.
- He proposed two dimensions in the communication process i.e., perceptual dimension; and means and control dimension.

George Gerbner's Model



George Gerbner's Model

- **Perpetual Dimension-** In this Dimension E is an event in real life and it is perceived by M man or machine. The event perceived by M becomes E1 which is only a portion of the event because M has perceived it as according to his mood, attitude, culture etc. This is known as "Perceptual Dimension." There are three factors that involve between M and E in perceptual dimension, selection, context and availability.
- M selects interesting or required content from the entire event E and filters out the others. The event occurs in a certain context and its availability is based on M's mood, attitude, culture and personality.

George Gerbner's Model

- **Means and Control Dimension-** In this dimension E2 is the new event content drawn by M. Here M becomes the source to send the message about E to someone else. M creates signals or statements about the message S and Gerbner terms it as SE2. Here, S (form or signals) takes E2 (M's content). Further, E2 is structured or formed by M and it can communicate in a number of ways or based on its structure.
- M has to use channels to communicate and the channels are more or less controlled by M. The question of control relates to M's skill in using communication channels.

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George Gerbner's Model

- This process can be extended to infinity by adding other receivers (M2, M3…Mn) who have further perceptions (SE2, SE3…Sn) of the statements about the perceived events.

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EXAMPLE-

- A journalist perceives a message from an event. S/he cannot focus on the entire event, thus filters out excessive information from the event. This filtered event is not same as the real event, it is just a representation of the entire event because the journalist has edited the event based on his attitude, culture, personality or press policies. S/he further disseminates the information, through newspapers, television, etc.

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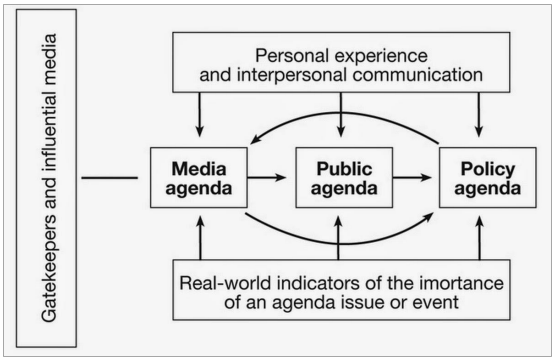
ADVANTAGES

- The message is structured and is not equivalent to the original event.
- The model also focuses on-
  - ✓ How a message is created?
  - ✓ How a message is controlled?
- Gerbner's model has helped to make the communication process more insightful because it has added two dimensions- perceptual; and means and control dimension.

AGENDA SETTING MODEL

- Maxwell McComb and Donald Shaw prepared a mass media model known as Agenda Setting Model in 1968.
- The model put forward the idea that news media creates public agenda by making people think things they want to show.

AGENDA SETTING MODEL



Types Of Agenda Setting

- Media agenda setting: Media's agenda is the dependent variable.
- Public agenda setting: Public agenda is the dependent variable.
- Policy agenda setting: Policy makers agenda is the dependent variable.

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AGENDA SETTING MODEL

Assumptions of Agenda Setting Model

- Media distorts reality by filtering and reshaping
- Media concentrating on specific issues and make people perceive that the issues are more important

Levels of Agenda Setting

- Deciding what common subjects are important by using objects and issues
- Deciding parts of subject which are important and how people should think about it

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AGENDA SETTING MODEL

- "This impact of the mass media- the ability to effect cognitive change among individuals, to structure their thinking, has been labelled as the agenda-setting function of mass communication. Here may lie the most important effect of mass communication, its ability to mentally order and organize our world for us. In short, the mass media may not be successful in telling us what to think, but they are stunningly successful in telling us what to think about."

–**McCombs and Shaw**

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AGENDA SETTING MODEL

- Mass communication creates mass culture. Agenda setting is the ability of media to determine prominence of issues with news, through a cognitive process called "accessibility", which is the process of retrieving an issue in the memory.
- The priorities of which news comes first and then the next are set by the media according to how people think and how much influence will it have among the audience.
- Agenda setting occurs through a cognitive process known as "accessibility".

Levels Of Agenda Setting

- **First Level**- The first level is usually used by the researchers to study media uses and its objectives or the influences that media creates on people and the most proximal thought that people will have on the exposure to the information given by media house.
- **Second level**- At the second level, the media focuses on how people should think about the nature of the issues. Thus, sensitisation of news reports may happen to bring in the interest of the audience. In fact, media wants to grab attention and implant thoughts in people minds about some serious issues.

Levels Of Agenda Setting

- Agenda setting model is used in political ads, campaigns, business news, PR (public relation) etc. The main concept associated with the model is gatekeeping. Gatekeeping is the in-charge and has control of the selection of content discussed in the media. It is assumed that the public cares mostly about the product of a media gatekeeping. Editors are the main gatekeepers of media itself. The news media decides 'what' events to broadcast and show through the media 'gates' on the basis of 'newsworthiness'.
  - ✓EXAMPLE- News comes from various sources, editors choose what should appear and what should not, hence they are called as gatekeepers.

Levels Of Agenda Setting

- **Priming-** The responsibility of the media in proposing the values and standards through which the objects gain a certain amount of attention can be judged. The media gives utmost importance to a certain event such that it gives people the impression that that particular news is the most important one. This is done on a daily basis. The selected news report is carried on as a heading or covered regularly for months.
  - ✓EXAMPLE- Terms such as headlines, special news features, discussions, expert opinions are used. Media primes news by repeating the news and giving it more importance, for example, nuclear deal, elections.

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Levels Of Agenda Setting

- **Framing-** It is the process of selective control. It has two meanings, The way in which news content is typically shaped and contextualized within the same frame of reference.
- Audience adopts the frames of reference and to see the world in a similar way. This is how people attach importance to a piece of news and perceive its context within which an issue is viewed.
  - ✓EXAMPLE-During the Kargil War between India and Pakistan, in both the countries the news reports were framed in such a way that they show their own country in a positive light and the other in the negative.

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Factors Affecting Agenda Setting-

- Gatekeepers, editors and managers and other external influences.
- Non-media sources like government officials and influential personnel.
  - ✓For example- if the media has close relationship with the elite society, that class will probably affect the media agenda and the public agenda in turn.

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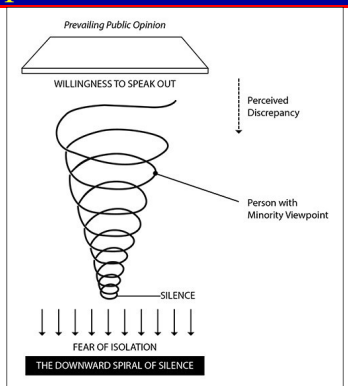
Criticism

- Media users are not ideal. The people may not pay attention to details.
- The effect is weakened for people who have made up their mind.
- Media cannot create problems. They can only alter the level of awareness, priorities, importance, etc.

Spiral of Silence Model

- Spiral of silence model was first proposed by Elisabeth Neumann in 1984. She was a German political scientist, President of "World Association for Public Opinion Research" and one of the founders of "Public Opinion Organization".
- The model talks about the relationship between minority and majority of people and how they express themselves. It proves minority people keep silent on their views on any particular subject.
- It was made for both, politics and mass communication.

Spiral of Silence Model



Spiral of Silence Model

- Spiral of silence model is described in a diagram as a spiral with two ends. The top end of spiral is the view of majority which is wide. While, the lower end which consists of the shallowest part are the views of minority.
- According to the assumptions of the model, people through intuition or awareness know what the majority thinks. They do not talk out loud unless they know that their views conform to majority. If a person thinks that his/her views are closer to that of the majority, he/she express it more often and with more value.

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Spiral of Silence Model

- On the other hand, people restrain themselves from telling it to others if they think the opinion of majority is changing. This might lead to change in their own opinion as well.
- One of the main aspect of this model is fear of isolation and exclusion of a group of people. This is seen in media, which is mostly democratic and run by the majority.
- So, it advocates dominant ideas and the majority view. Thus, minority does not voice their opinion and has a tendency to remain silent.

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Features

- It is a dynamic process.
- Mass media influences spiral of silence phenomena.
- Marginalization is a tool for elimination of competition in political, social and organizational scenarios.
- People are afraid to speak out due to their fear of isolation.

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- People can even withdraw their opinions to conform to group.
- A greater number of people can reject others who don't conform to them.
- Minorities get less vocal space.
- It is used in both micro or macro levels.
- The degree of openness depends on the view of majority on the issues.

Assumptions

- Every individual has a sixth sense that makes them know the prevailing majority public opinion.
- Individuals have fear of isolation from a group of people. He/she could have divergent or negative opinions and might not support social status.
- People have fear of reprisal. This can cause more extreme isolation or exclusion.

Criticism

- Individual personality differences influences in people voicing their opinions are not considered. Over-confident people can speak anything they like even if they fall on the minority group.
- Other aspects like a person's political inactiveness and culture, prevents spiral of silence to work, even if he is in minority.
- People's fear to be isolated from their immediate small social circle, like their family and friends, is more pronounced.
- People will find other group of people who share similar opinions if they want.

Example

- ✓In political elections, usually people are asked about their thoughts on probable candidates. They try to support the popular candidate confidently or do not give out their opinions.
- ✓When a new rule is set in any organization, most of the employees do not complain. The minority who want to protest also can"t do it due to the fear of isolation.

Relevance of Communication Models

Relevance Of Comm. Model

1. Models are often heuristic stimulus, i.e. they crystallize new ideas and new ways of looking at things. What this mean is that, communication models are self-explanatory. A researcher does not need an instructor before he can understand what a particular model is all about. Communication models give a researcher perspective by exposing him to new ideas as well as, stimulating his thinking.

Relevance Of Comm. Model

2. Models help make predictions about the real world. Here, communication models not only describe the ways of communication, but they help explain the "why" in such a way that we can talk about the future. Models do not only help in our day to day communication process, but because of the dynamic nature of communication, communication models help us give explanations to some critical questions of the present that would address future's problems.
3. Models help focus one's attention on various aspects of the process. By so doing, they allow the researcher to visualize and analyse separate part of the process.

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Relevance Of Comm. Model

4. Models help explain a phenomena by providing in a simplified way information which otherwise be complicated or ambiguous. In other words, models can guide the researcher to key points of a process or systems.
5. Models can be used in practical ways to analyse real problems and prevent the occurrence of future problems.

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Relevance Of Comm. Model

6. Models also provide the means by which possible outcomes of a research can be predicted, as it is possible to change the ordering or arrangement of certain elements in a model in order to lest how such a change can affect the process.

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