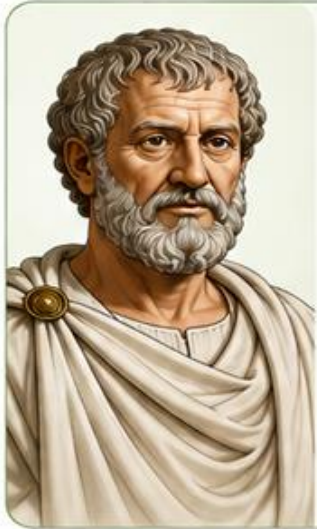


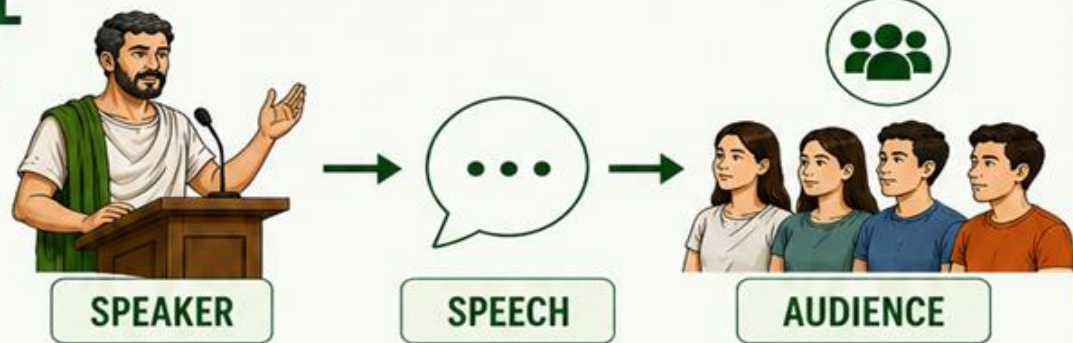
MODELS OF COMMUNICATION



ARISTOTLE MODEL

Aristotle

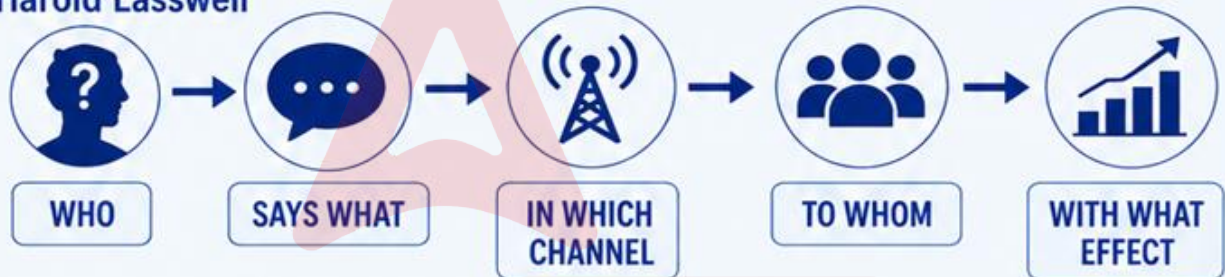
Linear: Speaker → Speech → Audience.



LASSWELL MODEL

Harold Lasswell

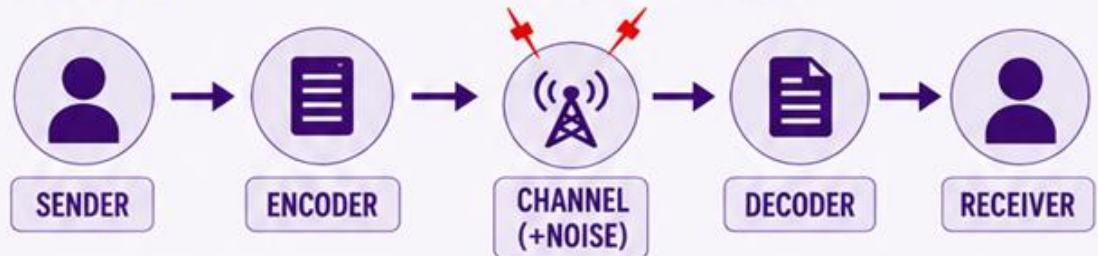
Who → Says What → In Which Channel → To Whom → With What Effect.



SHANNON-WEAVER MODEL

Claude Shannon & Warren Weaver

Sender → Encoder → Channel (+Noise) → Decoder → Receiver.



OSGOOD-SCHRAMM MODEL

Charles Osgood & Wilbur Schramm

Circular / two-way model — both parties encode & decode.

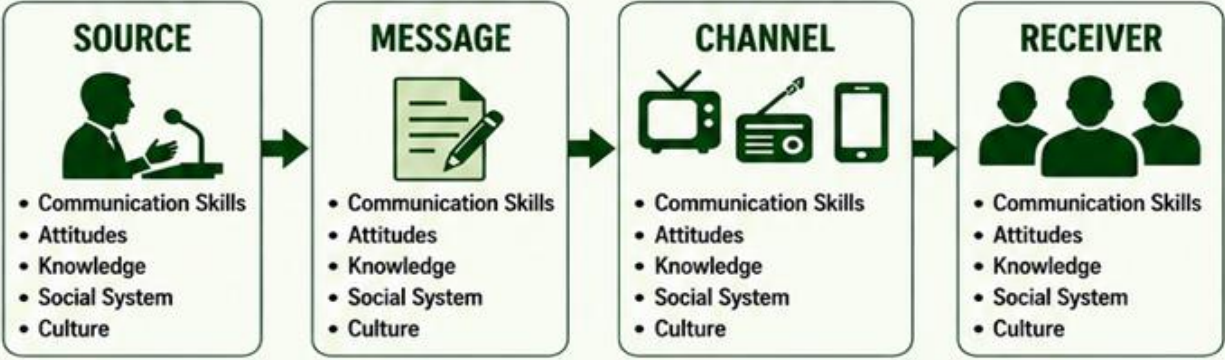




David Berlo

BERLO'S SMCR MODEL

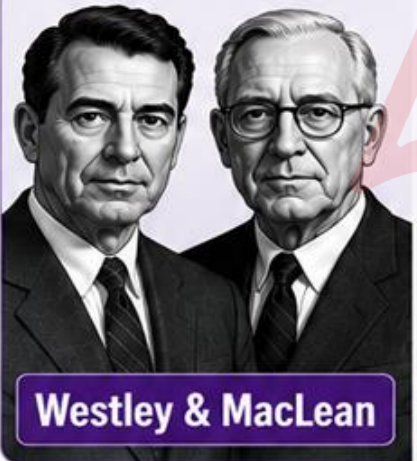
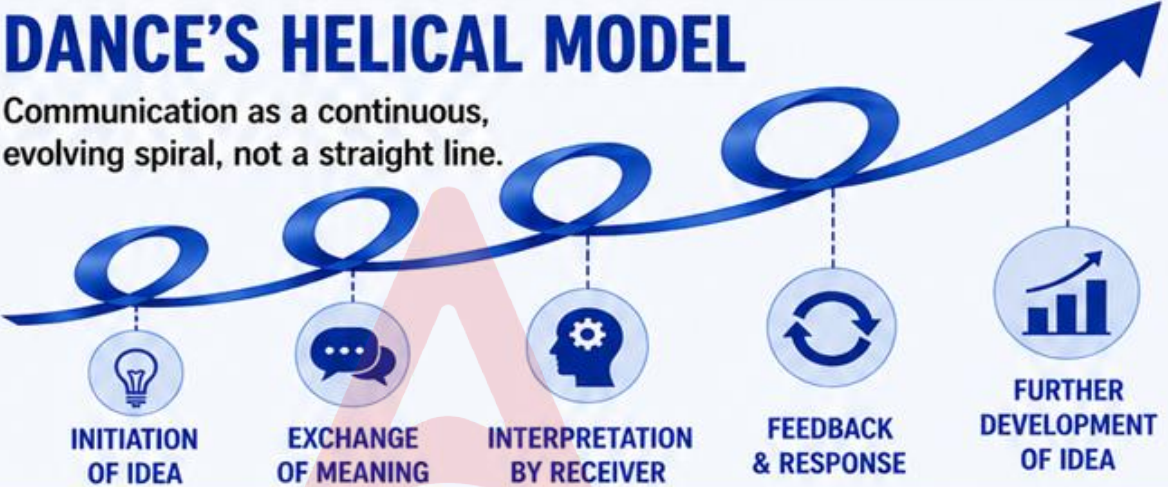
Source → Message → Channel → Receiver,
each with sub-factors (skills, attitude, knowledge).



Frank Dance

DANCE'S HELICAL MODEL

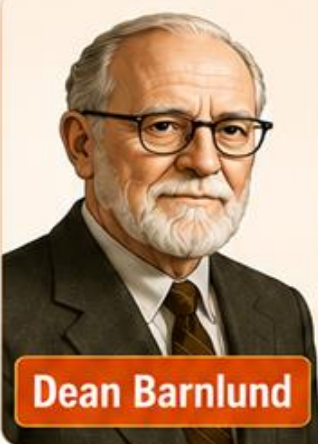
Communication as a continuous,
evolving spiral, not a straight line.



Westley & MacLean

WESTLEY-MACLEAN MODEL

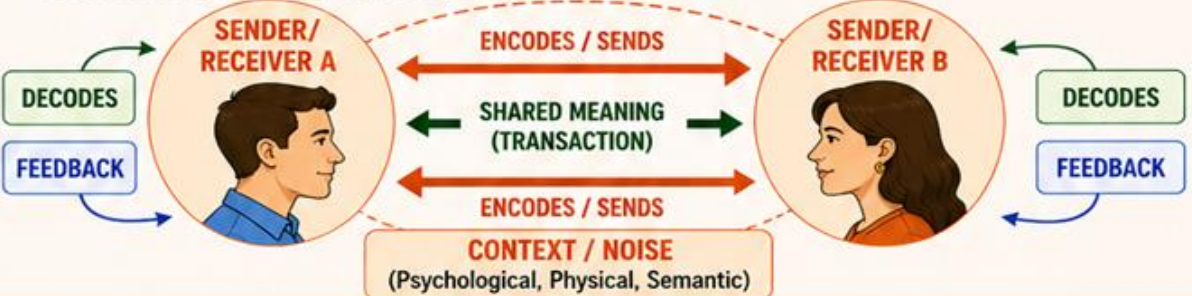
Adds feedback and the role of
the 'gatekeeper' (e.g. media editor).



Dean Barnlund

BARNLUND'S TRANSACTIONAL MODEL

Sender & receiver create meaning simultaneously —
communication is a 'transaction'.



TWO-STEP FLOW THEORY

Paul Lazarsfeld

Media influence passes through 'opinion leaders' before reaching the public.



Paul Lazarsfeld

USES & GRATIFICATION THEORY

Blumler & Katz

Audience actively **CHOOSES** media to satisfy specific needs, not a passive receiver.



Blumler & Katz

AGENDA-SETTING THEORY

McCombs & Shaw

Media doesn't tell people **WHAT** to think but **WHAT** to think about.



McCombs & Shaw

[Attempt Quiz Click Here](#)