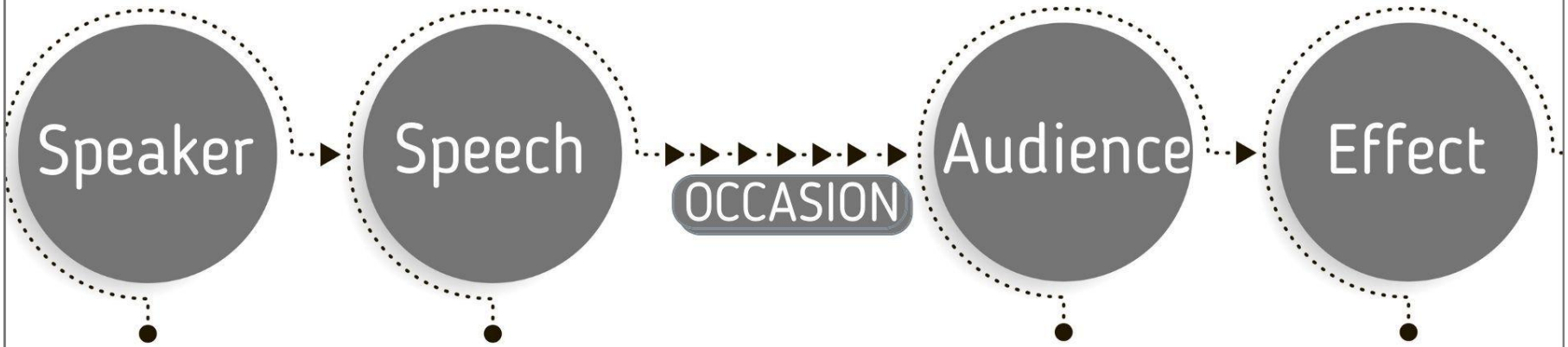
Western communication models have their roots in Aristotle's rhetoric, a framework centered on three key elements: the speaker, the speech, and the listener. This model, while ancient, provides a foundational understanding of the communication process.

Later, communication theories adopted a more transmission-oriented perspective;
**Berelson and Steiner (1964),** for example, say communication is “the transmission of information, ideas, emotions, skills, etc., by the use of—symbols—words, pictures, figures, graphs, etc. It is the act or pro- cess of transmission that is called communication”

# Linear Models of Communication

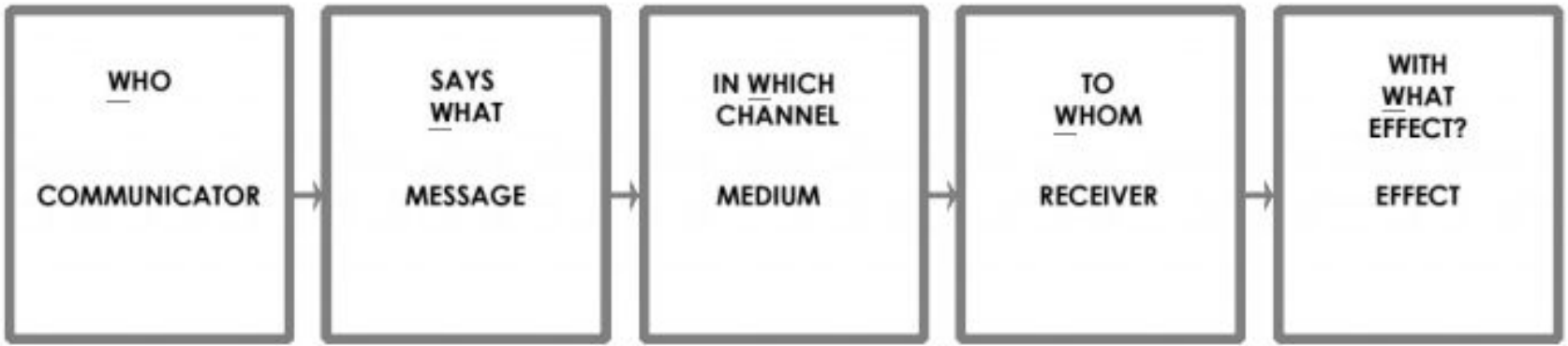
# Aristotle Model of Communication



## Aristotle's Model:

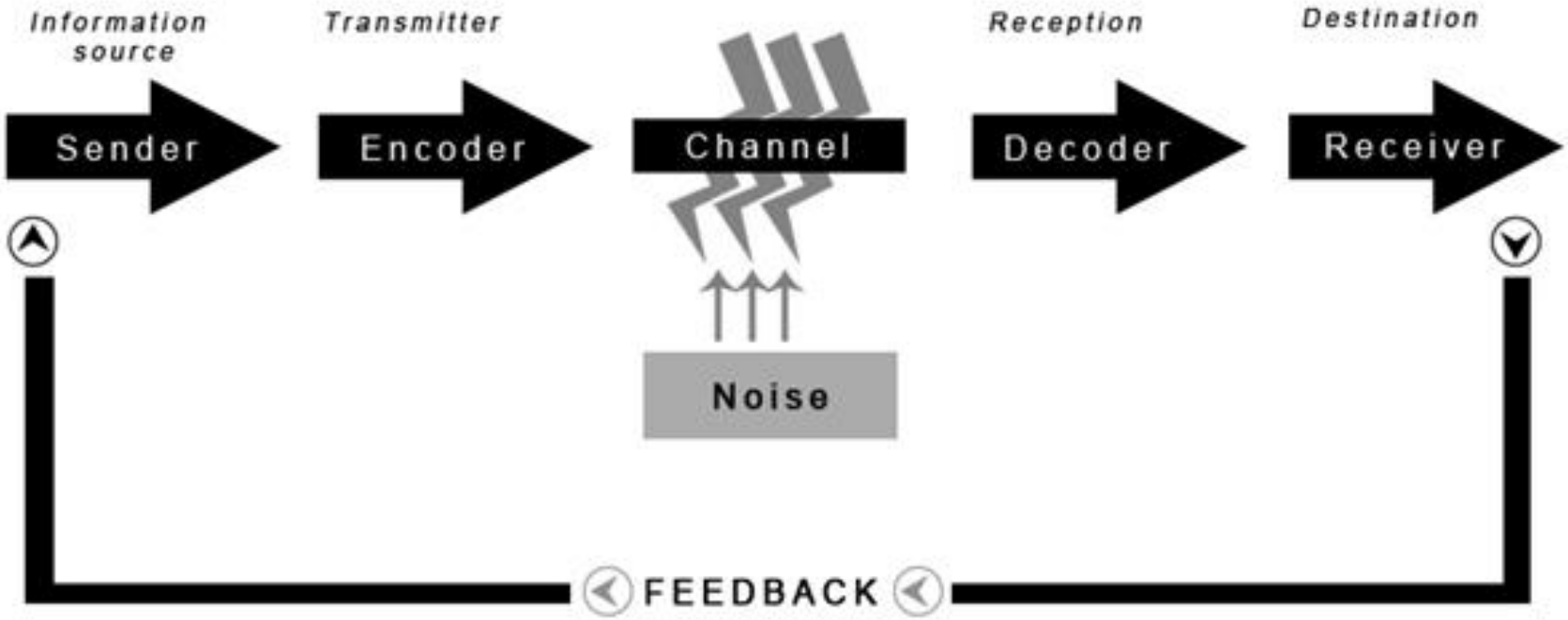
- Oldest communication model (300 BC)
- Focus on speaker and audience
- Key elements: ethos (credibility), pathos (emotion), logos (logic)
- Speaker-centered model, audience passive
- Example: professor giving a lecture

# Lasswell's Communication Model



## Lasswel's Model:

- Focus on message and its effect
- Key elements: communicator, message, medium, audience, effect
- Answers the "who says what to whom in what channel with what effect" question
- Example: TV infomercial

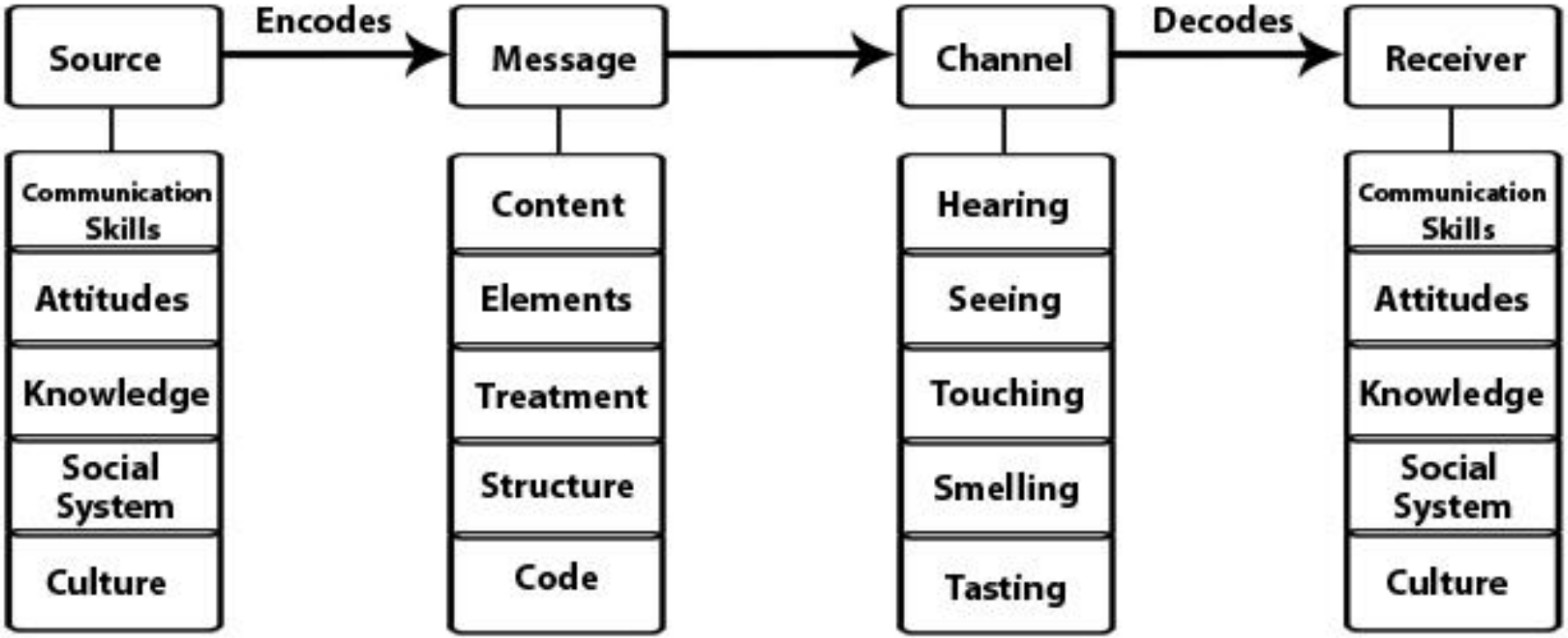



SHANNON-WEAVER'S MODEL OF COMMUNICATION

## Shannon-Weaver Model:

- Mathematical model for communication
- Key elements: sender, encoder, channel, decoder, receiver, noise
- Introduced concept of noise as interference
- Example: miscommunication due to noise (interruption)

# Berlos's SMCR Model of communication

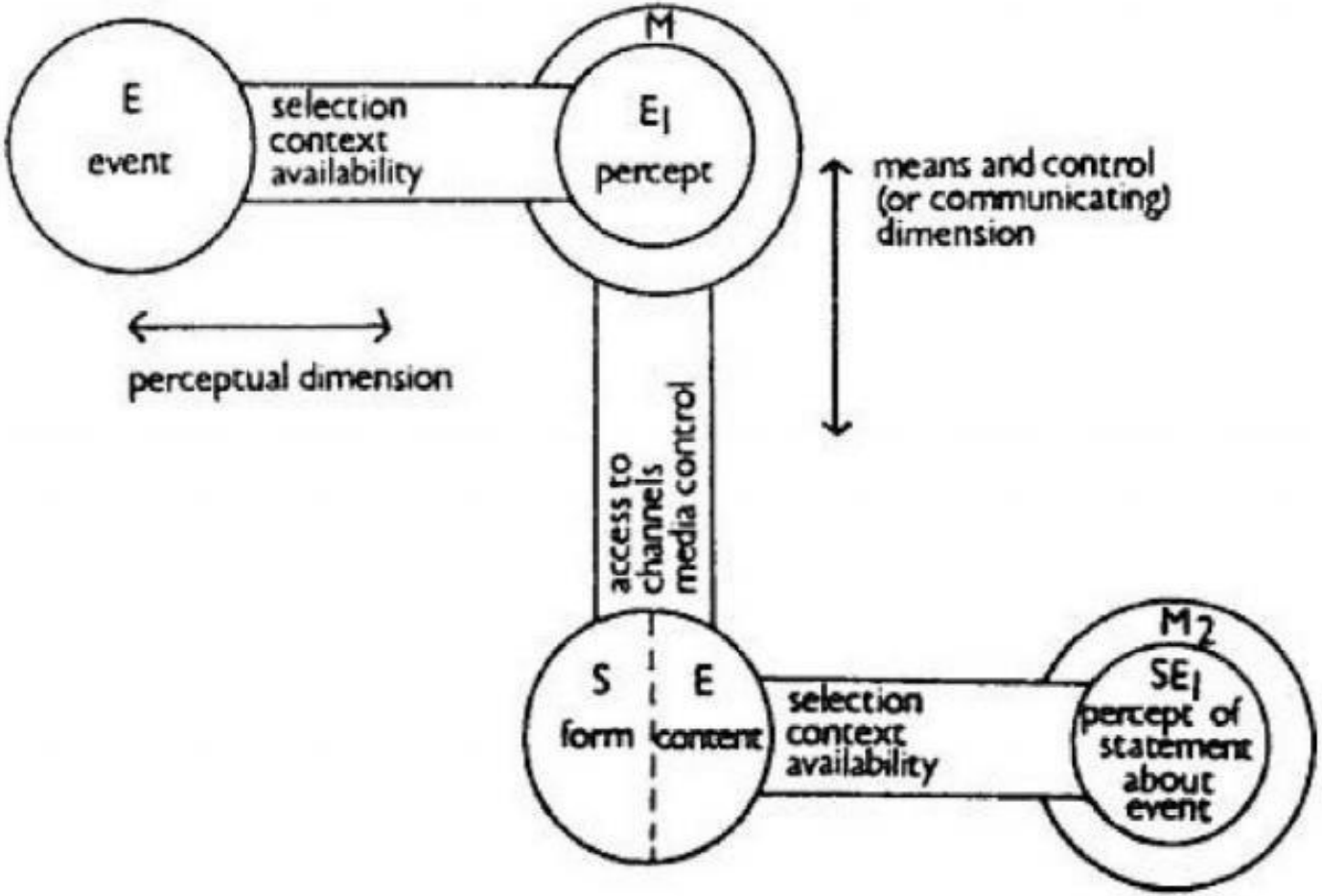


**Berlo's S-M-C-R:**

- Focus on elements within each step of communication
- Key elements: source, message, channel, receiver
- Source factors: communication skills, attitude, knowledge, social system, culture
- Message factors: content, elements, treatment, structure, code
- Channel: senses (hearing, taste, sight, smell, touch)
- Receiver factors: same as source

## George Gerbner's Model:

- This model aims to provide a universal framework for communication.
- **Advancement Over Earlier Models:** Relates messages to reality and incorporates perception and meaning.
- **Two Dimensions:** Perceptual (receptive) and communicating (means and control).
- **Key Components:** E (event), M (human being), SE (signal about event), M2 (receiver).


E
event
selection
context
availability
M
E1
percept
means and control
(or communicating)
dimension
perceptual dimension
access to
channels
media control
S
form
E
content
selection
context
availability
M2
SE1
percept of
statement
about
event

**Horizontal Dimension (Stage 1)**

- **Perception of Reality: M perceives event E based on individual and cultural factors.**
- **Interaction and Negotiation: Matching external stimuli with internal concepts.**
- **Selection Process: M selects aspects of E to focus on.**

**Vertical Dimension (Stage 2)**

- **Meaning Creation: Converting perceived event into a message (SE).**
- **Means and Control: Choice of communication medium and content.**
- **Media Bias: Influence of media on shaping the message.**

## Horizontal Dimension (Stage 3)

- Receiver Interpretation: M2 assigns meaning to SE based on personal and cultural context.
- Interaction and Negotiation: Matching message with receiver's internal framework.
- Meaning Creation: Resulting meaning of SE for M2.

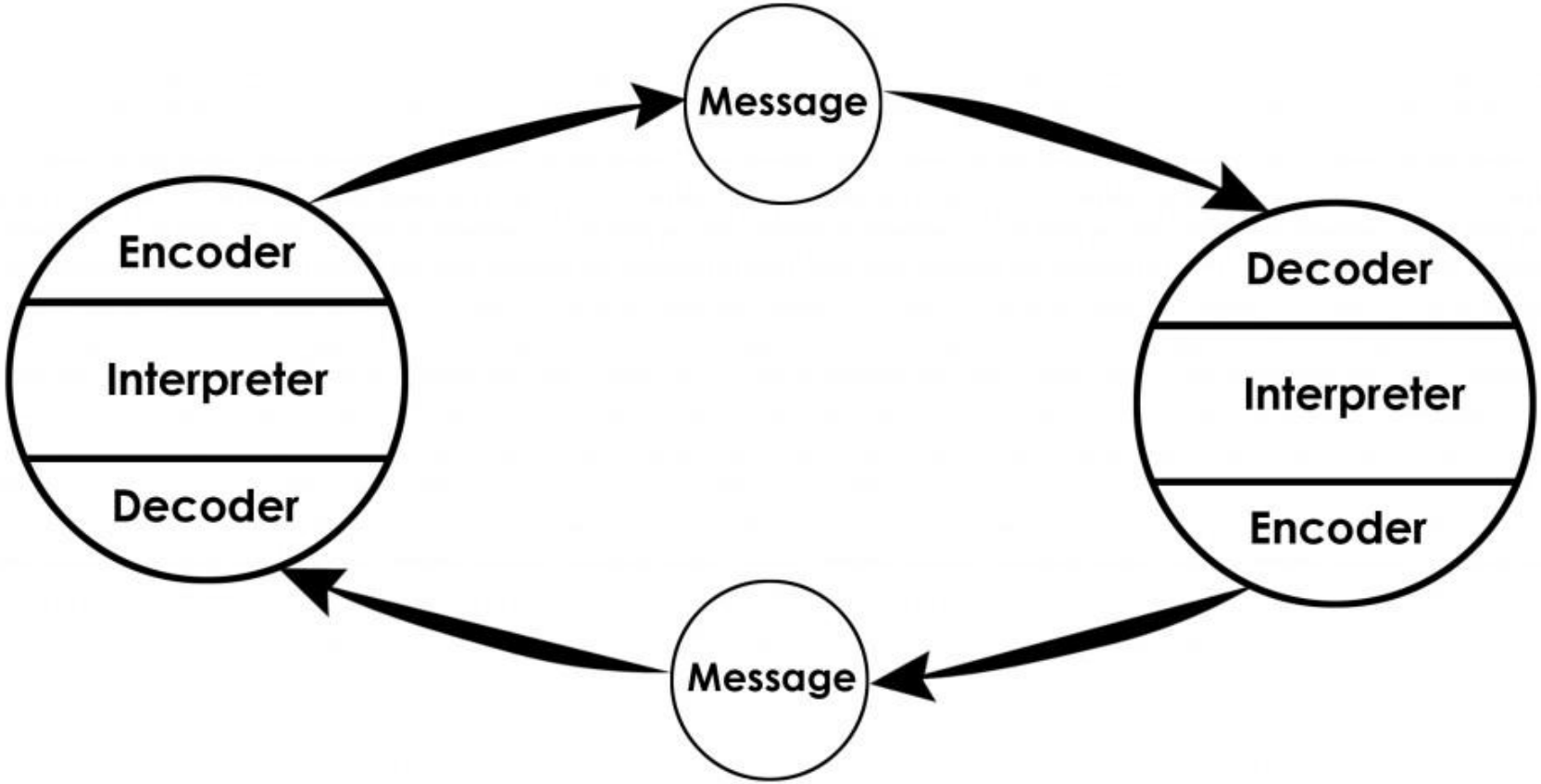
**Event (E): A major political protest occurs in a city.**

- **Perception (M):** A journalist (M) witnesses the protest. Their perception is influenced by their personal beliefs, journalistic training, and the news outlet's editorial stance. They might focus on the protest's violence, or its peaceful nature, or the political demands of the protesters.

- **Message Creation (SE):** The journalist selects specific details and frames the story to create a news report. They choose visuals, soundbites, and the overall narrative. The news outlet's editorial policies and target audience influence the final message.

- **Receiver Interpretation (M2):** Viewers (M2) watch the news report. Their understanding of the event is shaped by their own beliefs, experiences, and media consumption habits. They might interpret the protest as a legitimate expression of grievances, or as a threat to public order.

# Interactive Models of Communication


Message
Encoder
Interpreter
Decoder
Decoder
Interpreter
Encoder
Message

**The Osgood- Schramm Model**:

The Osgood and Schramm model is about two way of communication between Sender and Receiver.

Osgood popularized the statement that communication is circular rather linear, which requires sender and receiver for sharing their information.

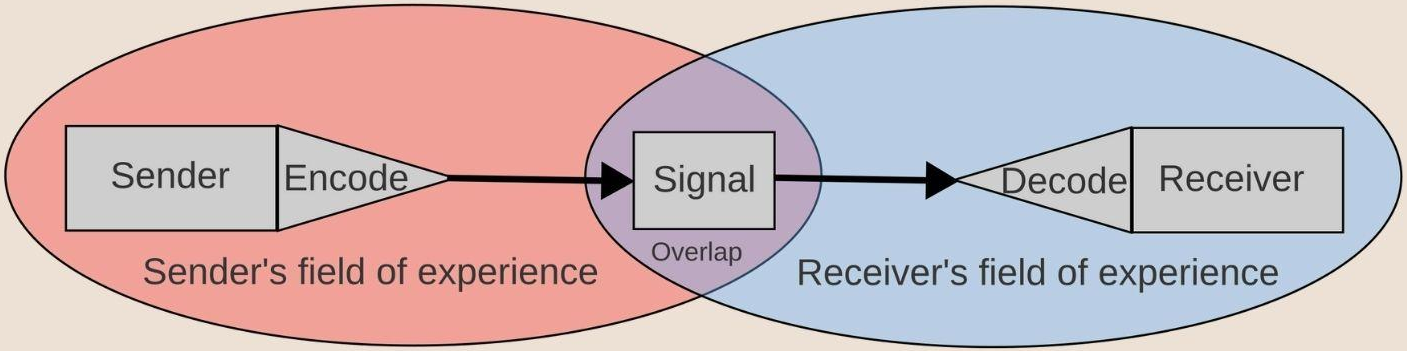
Wilbur Schramm talked about this model in his book called The Process and Effect of Communication.

## **The Osgood- Schramm Model**:

- **Circular Model:** Communication is a continuous, cyclical process.
- **Key Players:** Encoder, Decoder, Interpreter.
- **Interpretation:** Crucial for understanding and responding to messages.
- **Sender-Receiver Dynamics:** Challenges the linear approach.
- **Mutual Roles:** Individuals act as both sender and receiver.
- **Simultaneous Process:** Encoding, interpreting, and decoding occur simultaneously.

## The Osgood- Schramm Model:

**Wilbur Schramm adapted this model to make theory. He added the notion of field of experience in his theory. Field of experience assimilates a mutual understanding of both the parties.**



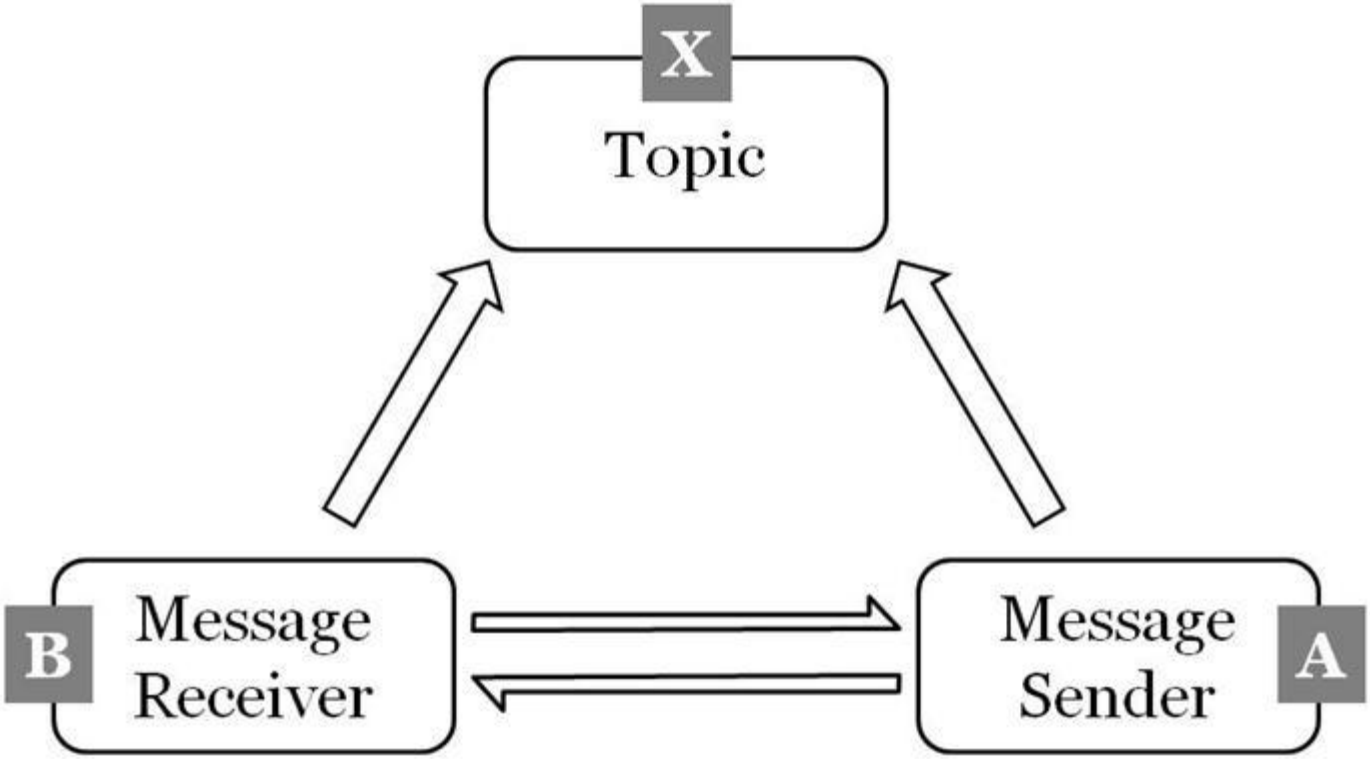
## The Osgood- Schramm Model:

### Advantages

- **Dynamic Nature:** Reflects the changing nature of communication.
- **Redundancy:** Emphasizes the importance of repeating information.
- **Feedback Loop:** Highlights the interactive nature of communication.

### Disadvantages

- **Oversimplification:** Assumes simultaneous encoding and decoding.
- **Limited Scope:** Does not address external factors affecting communication.




**The Newcomb's Model**

Theodore M Newcomb of the University of Michigan in 1953 gave a different approach to the communication process.

The main purpose of this theory 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 the message as a separate entity in his diagram, implying it only by use of directional arrows.

He concentrates on the social purpose of communication, showing all communication as a means of sustaining relationships between people. Sometimes it's called as an "ABX" model of communication.

## The ABX Model

- **Visual representation**: A simple triangle can effectively illustrate the model's components:
    - A: Person 1 (sender or receiver)
    - B: Person 2 (sender or receiver)
    - X: Object, idea, or person that serves as the focus of communication
- **Focus on Social Relationships:** Emphasizes communication's role in maintaining social equilibrium.

## The ABX Model

- **Interdependence:** Changes in one component affect the others.
- **Equilibrium:** Balanced relationship between A, B, and X.
- **Shared Orientation:** Importance of common perspective on X.

## Significance of Newcomb's Model

- **Information Need:** Highlights the importance of information in modern society.
- **Democratic Ideal:** Emphasizes the role of communication in a democratic system.
- **Social Change:** Implies communication's potential to drive societal transformation.

**Newcomb's model posits that communication is essential for maintaining equilibrium within a social system.**

It involves three main components: two individuals (A and B) and a shared object or situation (X). The relationship between A and B is influenced by X, and effective communication is crucial for aligning their perspectives on X. The example of increased college hours demonstrates this concept. The teachers (A) and students (B) are connected by the policy change (X). If both parties agree on the policy, the system remains balanced. However, if there's disagreement, communication becomes vital for either persuading the opposing party or modifying the policy to achieve equilibrium.

Essentially, the model highlights the dynamic nature of relationships and the role of communication in managing shared concerns or challenges.

**Bruce H. Westley's and M.S. MacLean's Model (1957) :**

The model designed by Bruce Westley and Malcolm MacLean is an extension of Newcomb's model and specifically adapted for the mass media. It is based on the &sumption that messages in mass communication pass through different check points called 'gatekeeper' before they are actually received by audience. The 'gatekeeper' concept is essentially sociological term applied to in mass media and is often associated with news. The model emphasizes the role gatekeepers play within the media organization. They decide on which messages are to be transmitted and how their content are to be modified

**Bruce H. Westley's and M.S. MacLean's Model (1957) :**

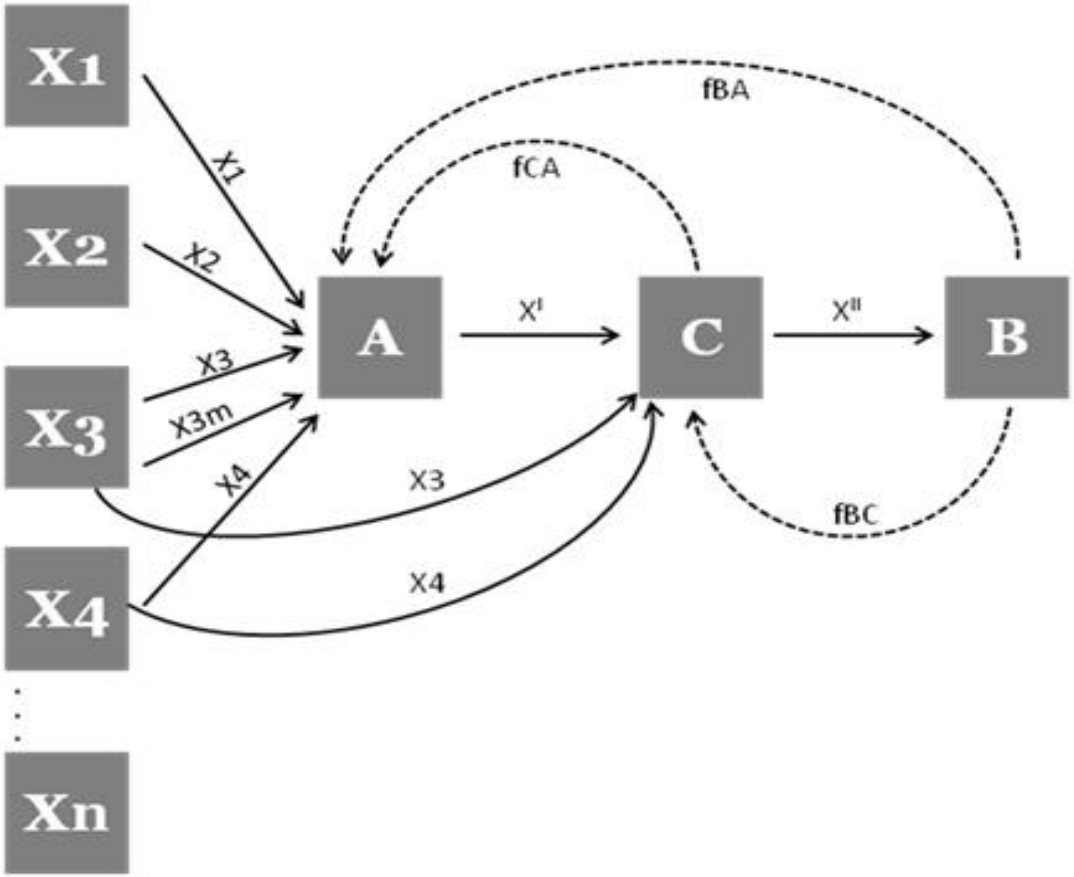
**The Gatekeeper**

- **Definition:** Gatekeeper controls the flow of information in mass media.
- **Role:** Decides which messages are transmitted and how they are shaped.
- **Examples:** Editors, producers, news directors.

**The Gatekeeping Process**

- Message Filtering: Gatekeeper's role in shaping the content.
- Audience Exposure: Audience receives a filtered version of reality.
- Media Influence: Gatekeepers significantly impact public opinion.

# Westley and MacLean's Model of Communication



**About the Model:**

**X1, X2 and X3—are Press Release, Feedback (f), Clients (A), Reader (B) and Daily News Paper (Gate Keeper) (c)**

**Example**:
A Daily News Papers will receive many Press releases from Many Public Relations Agencies on behalf of their clients. In this case, News paper will publish the selected Press release due to the space constraints. Then, Readers can directly respond to the client or they can respond to the News daily which published in the Newspaper. If Readers responded to daily News paper, it will communicate the feedback to concern PR Agency.

This model can be seen two contexts, interpersonal and mass communication. And the point of difference between interpersonal and mass communication is the feedback. In interpersonal, the feedback is direct and fast. In the mass, the feedback is indirect and slow.

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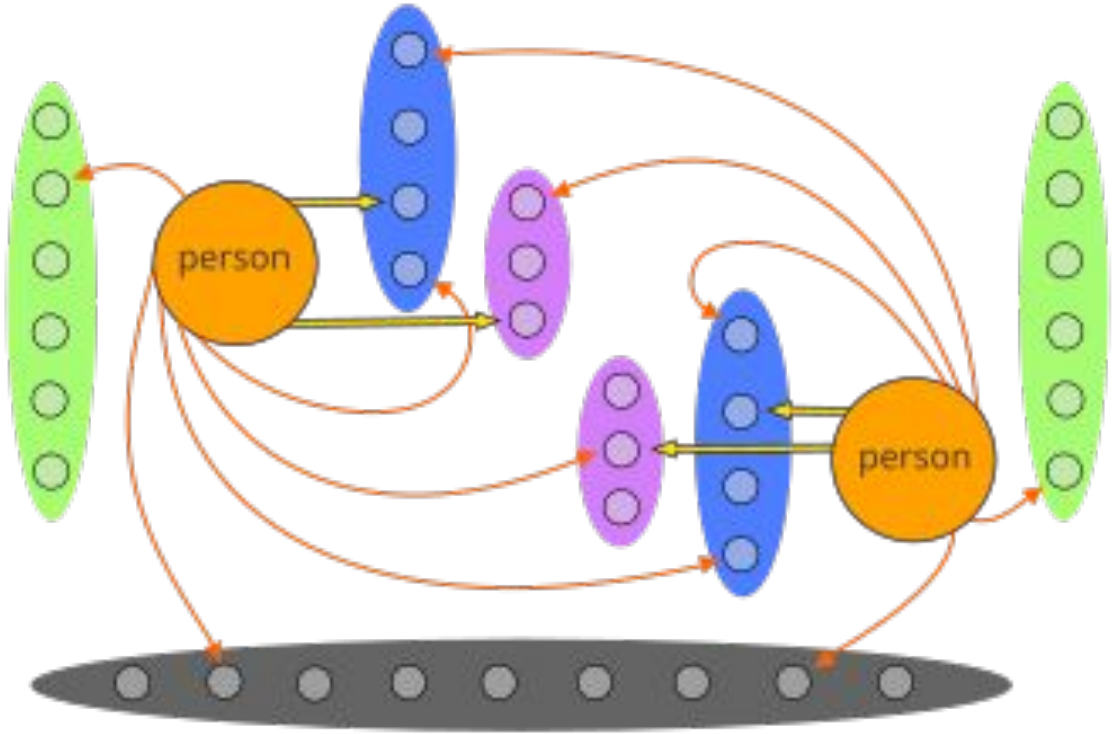
The drawback of this model is that it applies only to mass media and fails to take account of the relationship between the mass media and the other systems through which we fit into society like family, work, friendships, school, church, trade unions and all other formal and informal networks of relationship. Normally, one is not as dependent upon the media as this model implies.

# Transactional Models of Communication

The transaction model of communication describes communication as a process in which communicators generate social realities within social, relational, and cultural contexts. In this model, we don’t just communicate to exchange messages; we communicate to create relationships, form intercultural alliances, shape our self-concepts, and engage with others in dialogue to create communities. The transaction model thus views communication as a powerful tool that shapes our realities beyond individual communication encounters. The roles of sender and receiver in the transaction model of communication differ significantly from the other models. Instead of labeling participants as senders and receivers, the people in a communication encounter are referred to as communicators. Unlike the interactive model, which suggests that participants alternate positions as sender and receiver, the transaction model suggests that we are simultaneously senders and receivers.

## Barnlund's Transactional Model of Communication:

- **Transactional:** Focuses on simultaneous sending and receiving of messages.
- **Meaning-Centered:** Communication is about creating shared understanding.
- **Dynamic and Continuous:** Communication is ongoing and ever-changing.
- **Cues:** Stimuli that carry meaning (public, private, behavioral).
- **Intrapersonal and Interpersonal:** Applies to both self-talk and interactions with others.




Barnlund's model of interpersonal communication. The orange circles represent the communicators. The other colored areas symbolize different types of cues. Communication takes place by decoding cues (orange arrows) and encoding behavioral responses (yellow arrows).

Barnlund's model is an influential transactional model of communication. It was first published by Dean Barnlund in 1970. It is formulated as an attempt to overcome the limitations of earlier models of communication. In this regard, it rejects the idea that communication consists in the transmission of ideas from a sender to a receiver. Instead, it identifies communication with the production of meaning in response to internal and external cues. Barnlund holds that the world and its objects are meaningless in themselves: their meaning depends on people who create meaning and assign it to them. The aim of this process is to reduce uncertainty and arrive at a shared understanding. Meaning is in constant flux since the interpretation habits of people keep changing. Barnlund's model is based on a set of fundamental assumptions holding that communication is dynamic, continuous, circular, irreversible, complex, and unrepeatable.

**Cues** are of central importance in Barnlund's model. A cue is anything to which one may attribute meaning or which can trigger a response. Barnlund distinguishes between **public, private, and behavioral cues**. Public cues are available to anyone present in the communicative situation, like a piece of furniture or the smell of antiseptic in a room. Private cues are only accessible to one person, like sounds heard through earphones or a pain in one's chest. Behavioral cues are under the direct control of the communicators, in contrast to public and private cues. They include verbal behavioral cues, like making a remark about the weather, and non-verbal behavioral cues, such as pointing toward an object. Barnlund's model uses arrows going from the communicators to the different types of cues. They represent how each person only gives attention to certain cues by decoding them while they encode and produce behavioral cues in response. Barnlund developed both an intrapersonal and an interpersonal model. The intrapersonal model shows the simpler case where only one person is involved in these processes of decoding and encoding. For the interpersonal model, two people participate. They react not just to public and private cues but also to the behavioral cues the other person produces.

## Core components:

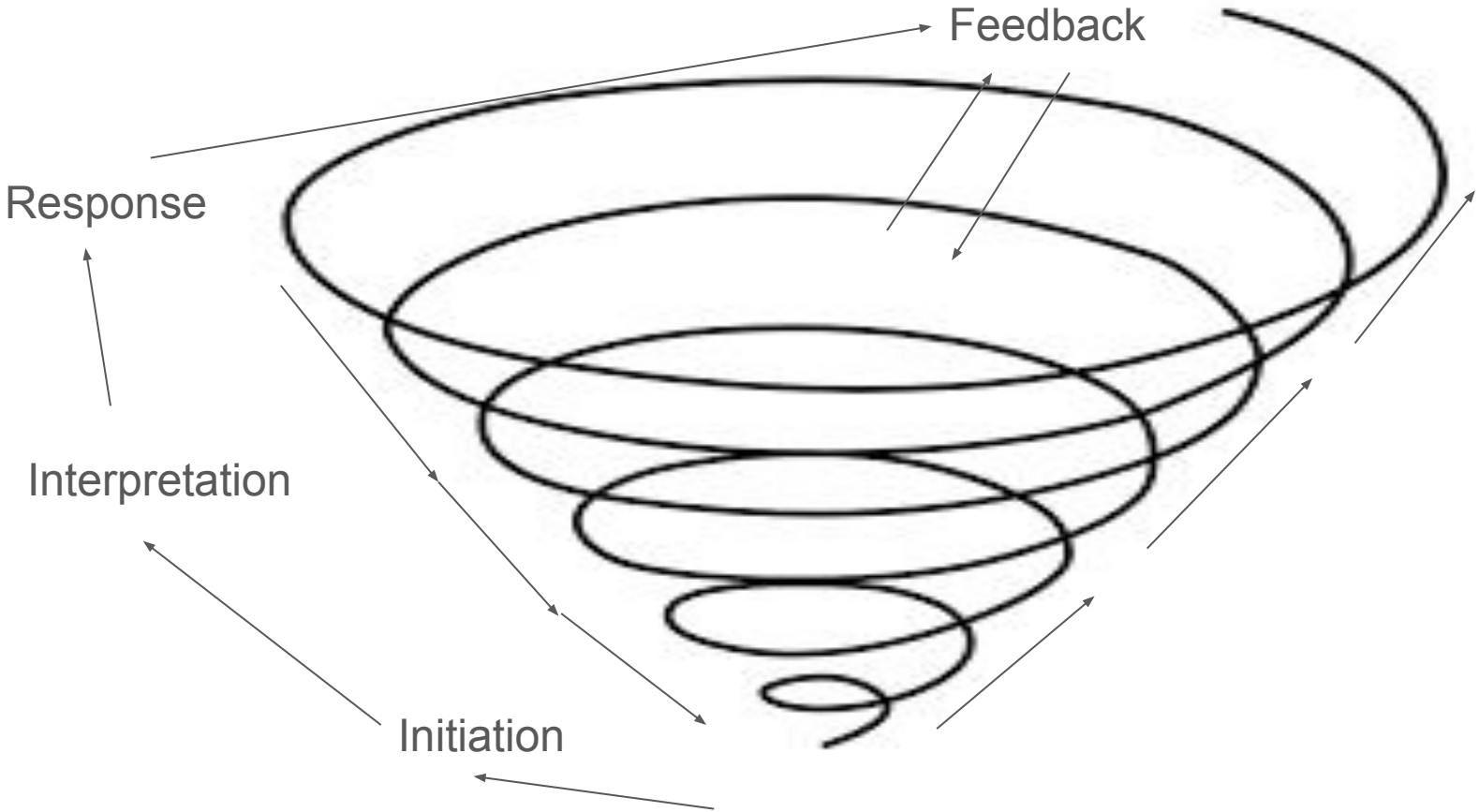
- **Communicators:** Encoders and decoders of messages.
- **Cues:** Stimuli that influence communication (verbal, nonverbal, environmental).
- **Feedback:** Responses to messages that shape ongoing interaction.
- **Context:** The environment in which communication occurs.

Barnlund's model explains how people communicate. It's like a conversation where two people are talking and listening at the same time. They share ideas and feelings, and their understanding of each other changes as they talk.

# Dance's Helical Model of Communication:

- The Helical Model of Communication, proposed by Frank Dance in the 1960s, offers a holistic framework for understanding how communication evolves. Unlike linear models of communication that depict communication as a one-way process, the Helical Model emphasizes the dynamic and continuous nature of communication.
- At the core of the Helical Model is the idea that communication is a spiral process that moves both forward and backward over time. Dance conceptualized communication as a continuous cycle of interaction, where each exchange builds upon previous interactions while also influencing future interactions.

- At the core of the Helical Model is the idea that communication is a spiral process that moves both forward and backward over time. Dance conceptualized communication as a continuous cycle of interaction, where each exchange builds upon previous interactions while also influencing future interactions. This cyclic nature of communication is represented by a helix, symbolizing the ongoing evolution and growth of communication between individuals or groups.




**Dance's Helical Model of Communication**

# TRANSMISSION AND RITUALISTIC VIEWS OF COMMUNICATION

- Communication is a complex process that involves the exchange of information, ideas, and emotions between individuals.
- Different theoretical perspectives help us understand how communication functions in society.
- Two prominent views are the "Transmission" and "Ritualistic" views of communication.

# *Transmission view:*

The transmission view of communication is the commonest in our culture--perhaps in all industrial cultures.

- It is defined by terms such as "imparting," "sending," "transmitting," or "giving information to others."
- It emphasizes the sender's role in encoding and transmitting a message to the receiver.
- The primary goal is accurate transmission and understanding of the message.
- Often associated with the Shannon-Weaver Model of Communication.

## Key Elements of Transmission View:

- The sender encodes a message.
- The message is transmitted through a channel.
- The receiver decodes the message.
- Noise or interference may disrupt the process.
- Feedback is used to assess message accuracy.

# *Strengths and Critiques:*

Strengths of Transmission View:

- Useful for understanding technical communication (e.g., manuals, instructions).
- Emphasizes clarity and precision in conveying information.
- Has been foundational in developing communication technologies.

Critiques of Transmission View:

- Oversimplifies communication by focusing solely on information transfer.
- Ignores social and cultural context.
- Doesn't account for multiple interpretations or meanings.

# *Ritualistic view:*

The ritual view of communication is the less-known definition of communication. It is described as a representation of shared beliefs and draws people together in fellowship.

- The Ritualistic view shifts the focus from information exchange to the role of communication in creating and maintaining social bonds.
- Communication is seen as a symbolic process that reinforces shared beliefs and values.
- Rooted in the works of scholars like James Carey.

**Key Elements of Ritualistic View:**

- Communication as a symbolic ritual.
- Emphasis on shared cultural meanings.
- Communication shapes social reality.
- Rituals create a sense of belonging and identity.

# *Strengths and Critiques:*

Strengths of Ritualistic View:

- Captures the role of communication in building social cohesion.
- Recognizes the importance of culture and context in shaping meaning.
- Highlights the power of communication in constructing reality.

Critiques of Ritualistic View:

- May overlook the practical functions of communication.
- Can downplay the importance of clear information transmission.
- Critics argue that it can be overly focused on abstract concepts.

- According to James Carey, it is possible to examine a newspaper under a ritual view of communication, in which the reading of a newspaper strengthens a particular view of the world, and under the transmission view of communication, in which one sees the medium as an instrument for disseminating news and knowledge in larger and larger packages over greater distances.
- News reading, and writing, is a ritual act and moreover a dramatic one. What is arrayed before the reader is not pure information—but a portrayal of the contending forces in the world. Moreover, as readers make their way through the paper, they engage in a continual shift of roles or dramatic focus.
- Under a ritual view, then, news is not information but drama.