

Subject - Advertising Management

Communication Models

Communication means the transmission of facts and thoughts from one person to another. The various constituents of communication process contribute the formation of communication model. Communication Model is that model which explores the inter-relationship between several components which constitute the process of communication.

Various models of communication are as below:

1. Shannon - Weaver Model: This model was invented by C.E. Shannon and W. Weaver in 1947 for electronic communication. This model explains that with the help of technological appliances, the model deals with various concepts like information source, transmitter, noise, channel, message, receiver channel, information destination, encode and decode. This model consists of the following elements:

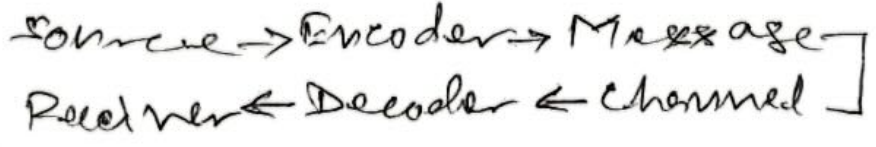


This model has an interesting additional element, Shannon and Weaver were concerned with noise in the communication process.

2. Berlo's Model:

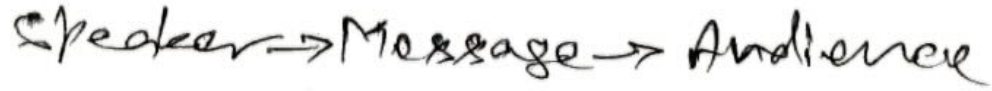
This model was invented by David K. Berlo in 1960. This model is the basic method of communication which registers the major events in the process of communication. The main characteristics of Berlo's Model are: (i) The communication source (ii) Encoder (iii) Message (iv) Channel (v) Decoder (vi) Receiver (vii) feedback.

This model consists of the following elements:



3. Aristotle's Model:

This model is designed by Aristotle. This model is believed to be the oldest one in the process of communication since it was originated by Aristotle himself, hence it is named after him. This model of communication process consists of only three parts:



It is the simplest model in communication.

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