

## Communication Models

### Aristotle Model

- One of the first scholars to examine the communication process in terms of its component parts was Aristotle (385-322 B.C.E.). Aristotle in his treatise on rhetoric (Art of effecting writing and speaking) puts forward the first basic analysis of the communication process in the three necessary components: 'the speaker', 'the speech, and the audience'.
- Each of these is necessary to the communication act and we can organize our study under the headings:
  1. The Speaker-the person who speaks
  2. The speech- Source produce; and
  3. The Audience-the person who listens.



The Speaker    The Speech    The Audience

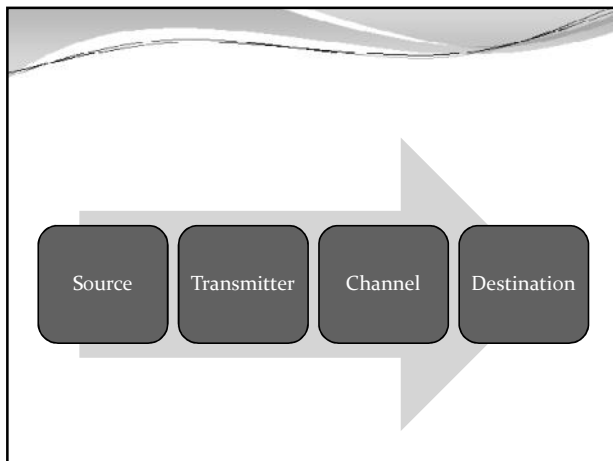
### Shannon and Weaver Model

- One of the most frequently cited contemporary model and perhaps one of the most influential is the one put forward by Claude Shannon and later developed by Warren Weaver.
- For Shannon and Weaver the ingredients of the communication system are:



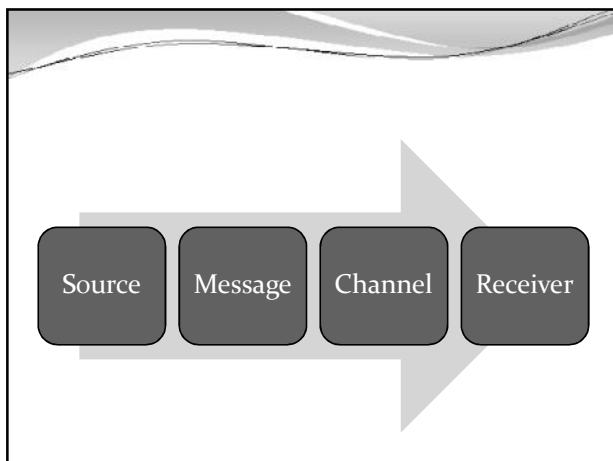
Source    Transmitter    Signal    Receiver    Destination

- If we translate the source into the speaker, the signal into speech, and the destination into the listener we have the Aristotelian model plus two additional components : a **transmitter** which sends the message and a **receiver** which catches the message.
- So the communication system may be simply described as :



#### Berlo Model

- D.K.Berlo, a prominent communication scientist has simplified the Shannon-Weaver model as:

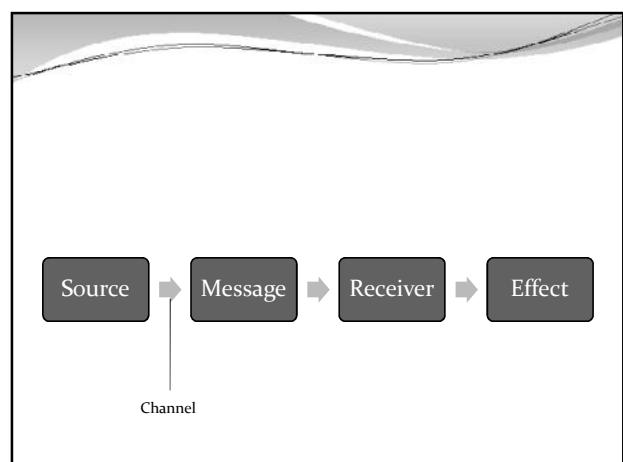


#### Lasswell Model

- Lasswell, a U.S. Political Scientist developed this model in 1948.
- This model is very useful to split the communication process into different components.
- The model is summarised as “Who says what in which channel to whom with what effect”?.

Lasswell’s model can be interpreted in the context of Libraries in the following manner:

- **Who?** Authors, publishers, research bodies, translators, professional bodies, etc.
- **What?** Symbolic contents of knowledge, use of language notations, symbols etc.
- **Which channel?** Books, journals, mss, reports, conference proceedings, a.v. materials, computer media etc.
- **Whom?** Library users or members of society
- **What effect?** Knowledge addition to individuals of society or users of library.



Lasswell's application to communications

- Who (Clinton)
- says what (apology speech)
- in which channel (television)
- to whom (US public, Congress, family)
- with what effect? (polls, impeachment)

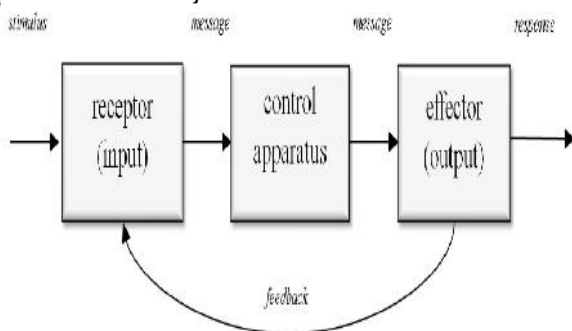
- Norbert Wiener (1894–1964), Professor of Mathematics at the Massachusetts Institute of Technology from 1919 onwards, wrote numerous books on mathematics and engineering. Having developed methods useful to the military during World War Two.
- American mathematician Norbert Wiener who has published well-known book "Cybernetics" in 1948. Wiener has defined CYBERNETICS as "a science about management and communication in an animal, the car and a society".

- He coined the term 'cybernetics' to characterize a very general science of 'control and communication in the animal and machine'. It brought together concepts from engineering, the study of the nervous system and statistical mechanics (e.g. entropy).
- From these he developed concepts that have become pervasive through science (especially biology and computing) and common parlance: 'information', 'message', 'feedback' and 'control'. He wrote, 'the thought of every age is reflected in its technique ... If the seventeenth and early eighteenth centuries are the age of clocks, and the later eighteenth and nineteenth centuries constitute the age of steam engines, the present time is the age of communication and control.'

Norbert Wiener Model

- Wiener used a system model and included feedback.
- It looks a lot like Lasswell's, except for the feedback loop.
- He didn't look at the channel much, because he was thinking of electrical and radio signals.
- The feedback loop was used to correct actions of the effector.
- We use many systems now we can think of as CYBERNETIC— systems that have a central control but many nodes each with a receptor. Effector sends feedback to the central control.

Cybernetics Model



- Other models, including a helical-spiral model developed by Frank Dance (1967), a circular model proposed by Lee Thayer (1968), and a "Sawtooth" model advanced by Paul Watzlawick, Janet Beavin, and Don Jackson (1967), emphasized the dynamic and evolutionary nature of the communication process rather than the components or the directions of influence.

- These models can be as a framework for discussing the flow of information within the society.  
For example if we use the Berlo model we can get following structure:  
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Source	Message	Channel	Receiver
Press	Words Mathmatical Symbols Pictorial Images, Etc.	Print & Electronic Channels	General Audience
Publishing			
Research Organisation			
Government			Special Audience
Television & Radio			

Or using the Lasswellian model

- Who - Communicating Organisation, their nature and functions
- What - The nature of the content : informative ,entertaining, educative.
- Whom- The nature and receptivity of the audience.
- Channel- Print media, audio-visual media,
- Effect- The nature of the effect or response of the audience.

References

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