

Mjmc 1:paper:1

Topic:5: Models of communication

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In order to communicate effectively, knowledge of the dynamics underlying the communication process is essential. One way to analyze communication is to present it in the form of a 'model'. A model is nothing but the mechanistic perspective of human communication that effectively tells at a glance how it works.

Meaning and Definition:

A model is an abstracted representation of a reality. A good model comes as close to reality as possible and it discusses and explains the reality as clearly as possible. But being an abstraction, a model is not a reality, it only represents the reality of communication for better understanding of the communication process.

A model is a pictorial presentation to show the structure of communication process in which various component elements are linked.

Since communication is a transmission process, the mechanistic interpretation is rather a convenient way of viewing the relationship among the variables of human communication and of explaining how communication flows from one stage to the next and so on. Models are based on assumptions that theorists make as to how communication functions and what effect it has upon individual and society.

1 Interaction process of communication:

In this process there is an interdependence of relationship among the various variables of human communication. The mechanistic perspective of communication emphasizes the physical element of communication, the transmission and the reception of messages following in 'conveyor belt fashion'.

The basic process of human communication applies to mass communication process as well, but as the nature of the latter's elements differ markedly, the process becomes different and more complex.

2:Developing communication Models:

Every one agrees that communication is a process, but the nature of the process and what process implies varies from one model to another. The significance of these models lies in the fact that each has been designed to provide an insight into the working and understanding of the dynamic process of communication so fundamental to human life.