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B.A. (HONS.) Mass Communication I Year

Introduction to Mass Communication PAPER-I

BA (Hons) Mass Communication

Introduction to Mass-communication

Paper 1

Unit 1 -	Communication - Meaning, Definition, Nature, Scope
Unit 2	Communication - Process, Importance
Unit 3	Types of Communication, Barriers
Unit 4	Difference between communication and mass-communication
Unit 5	Models of Communication and Mass-communication : Laswell's, Shannon and Weaver and Osgood



Unit 1

Communication - Meaning, Definition, Nature, Scope

What is communication?

Nature/characteristics/features of communication -

Everyone on this earth communicates..it is impossible not to communicate..So it's a universal phenomenon..

Simply put, communication is transmission of a message from a sender to a receiver in an understandable manner.

Message can be of information, ideas, emotions, skills, knowledge by using symbols, words, gestures, and visuals and so on. Thus, the act of communication is a process of meaningful interaction.

1

personal emotional
social process

between people or
within the self

2

Systematic and
continuous process
of telling, listening
and understanding

Meaningful
interaction



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Personal, social and emotional process – Communication performs at all levels of human interaction. At individual level it helps to introspect, self-analyse and play an alter-ego. It helps in establishing family bonds and dealing with emotions. It helps to network and teaches us to survive and flourish in a civilized society.

Systematic and continuous process – Communication is usually a two way process where there is a continuous exchange of ideas /information between the parties involved. In one-way communication, because of lack of feedback, it's difficult to check if the true meaning of the message has been de-coded by the receiving end.

Meaningful Communication – Effective communication creates meaning and understanding.

Organizational Communication: It is more formal and can flow horizontally or vertically (upwards, downwards) depending on the hierarchy of designations.

Communication is media or channel based: The media involved can be physical or the natural medium of human sensory organs.

Meaning of Communication

The word communication was originated from the Latin word 'communis' which means 'common' or to share.

Communion, community, communism, commonality, communalism etc. are some related words having the same linguistic roots.

Definitions of communication by some famous authors -

1. Communication is the exchange of meanings between individuals through a common system of symbols. (I.A.Richards).
2. The transmission of information, ideas attitudes, or emotion from one person or group to another or others primarily through symbols. (Theodorson and Theodorson)

Aim of communication



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to create commonness between sender and receiver

to make a mental agreement between them

to help them achieve their goal

ex. -Transaction, interaction

ex. - dialogue, discussion

to transmit messages

(here you have to explain the points in detail)

As the very term indicates, the ultimate aim of the communication process is to create commonness between communicator and receiver of the message. Through communication, both communicator and receiver enter into a mental agreement. Thus, they achieve their goal, which may be expression of an emotion or transmission of an idea.

Transaction, interaction, dialogue, discussion are some of the concepts that come up in our minds when we refer to 'communication'

The basic foundation of human society is communication and it takes place at different levels –

within oneself – like with your alter ego or like when you introspect

between individuals – personal talk or exchange of words or a text message

between individual and a group – a speech, lecture an announcement, a board meeting with the boss

between groups – a group discussion on some topic, a parliamentary meeting,

between countries - while negotiations and so on..

(For short answer type question like - **What is communication ?**..Please do not explain the points of Aim and Characteristics in too much detail..Diagrams would do.)

You can add 'Functions' if asked in short answer...Do not write this point if asked about the nature of communication.)

Scope/Functions of Communication –

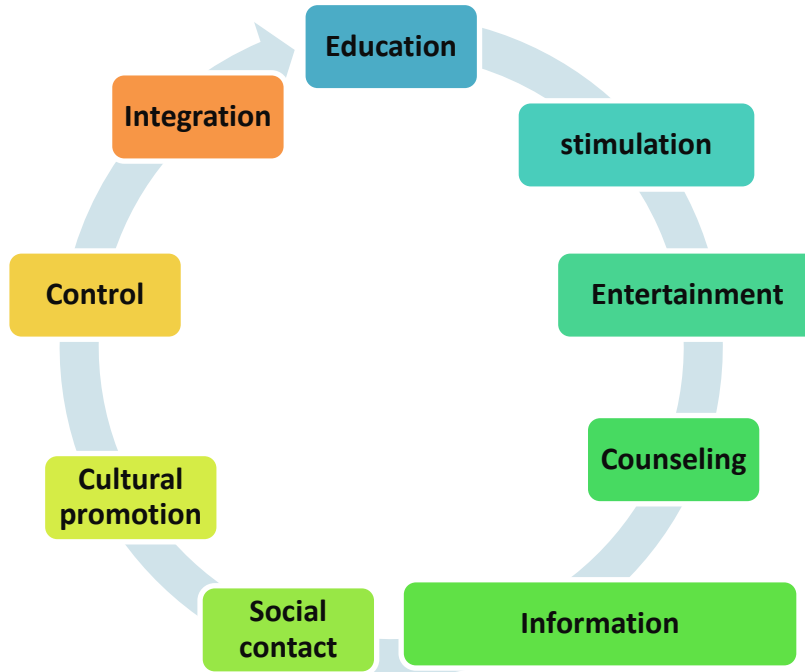


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a) Education: To transfer knowledge for the progress of the society. Interpersonal communication is the most beneficial form of communication when it comes to transfer of knowledge.

(Example: class room communication)

b) Information: To find and explain something new (Example: News media)

c) Cultural promotion : To help foster social values and pass them from generation to generation (Example: Festivals, parties, celebrations)

d) Social contact: To help make enjoyable companionship (Example: Friendship, clubs, organizations etc.)

e) Integration: To create harmonious relationships among various social groups (Example: Political parties, conferences, meetings etc.)

f) Stimulation: To create interest and develop positive thinking /behavior(Example: Advertisements)

g) Counseling: To alleviate anxiety and lead to better ways (Example: guidance, consolation etc.)



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h) Expression of emotions (Example: crying, smiling etc)

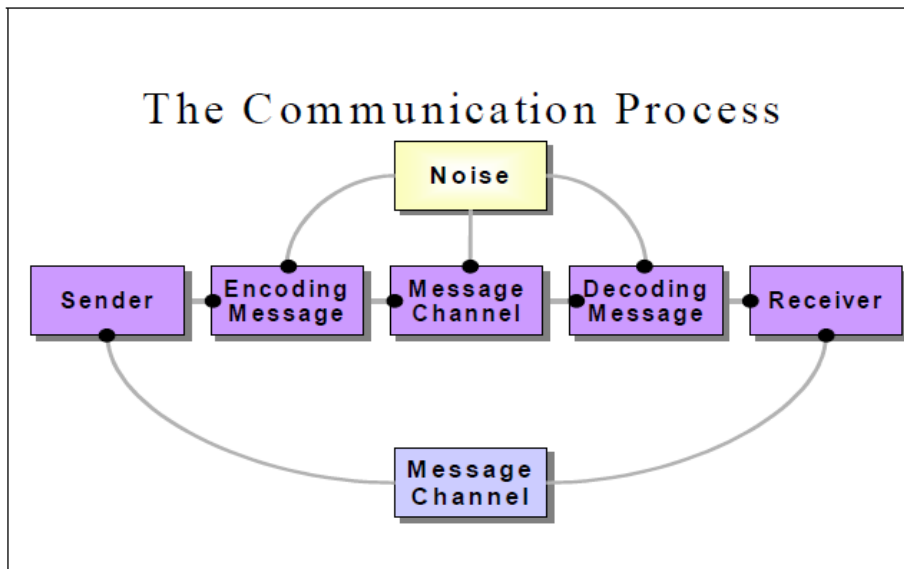
i) Entertainment: To help pass time and enjoy life (Example: drama, song etc.)

j) Control function: To get someone to behave in an appropriate way (Example: management, censorship etc.)

Unit 2 -

Communication - Process, Importance

Process of Communication -



Elements of Communication -

Joseph A Devito, a famous communication scholar from US gave a definition of communication



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“Communication refers to the act by one or more persons, of sending and receiving messages distorted by noise, within a context, with some effect and with some opportunity for feedback.”

According to his definition, communication has the following elements:

- Sender
- Message
- Channel
- Receiver
- Noise
- Feedback
- Context
- Effect

Sender

- Idea generating component
- Person or persons who create or formulate the message to be sent to the receiver.
- Sender is also termed as source.
- He is a critical component in communication as his/her social background, personality status, education etc influence the quality of the message he/she creates.
- The message is created from the idea generated in the mind of the sender. The idea generation process is called encoding.

Message



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- The message is any verbal or non-verbal method that produces meaning in the mind of the receiver.
- Simply, it is the meaning transferred from sender's mind to receiver's mind.

This happens mainly in two ways: verbal and non-verbal methods

- Verbal message means written or oral messages. They are composed of words.
- Example: A newspaper report or a lecture by a teacher.
- Non-verbal messages are those communicated through our behaviour, movements, actions, clothes, style of conversation, pitch of the sound etc.

Channel

- The channel means medium by which sender transmits the message to the receiver.
- Our five senses such hearing, touching, smelling, tasting, seeing are basic natural channels of human communication..

Communication can be classified on the basis of five basic natural channels.

- ❖ Tactile communication: Communication by touch or taste
- ❖ Olfactory communication: communication by smell



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- ❖ Audio communication: Communication through sound waves
- ❖ Visual communication: Communication through visual elements or properties.

Example – multi-media class room where teacher uses projector, blackboard, lecture, gestures etc. simultaneously.

Receiver

- ❖ Idea receiving end in communication process is called receiver.
- ❖ Receivers may be audience watching movies, people listening to music, students hearing a lecture or a computer getting e-mail from a remote server.
- ❖ Communication fails or remains faulty when message is rejected or misinterpreted by the receiver.

- ❖ Decoding : is the process of extracting a message from a code and interpreting it. For this, sender and receiver should have knowledge about the code (for example: language) used in communication.

Feedback

- ❖ Information or message that is fed back to the source is called feedback.
- ❖ Examples - If you get clapping for your singing, clapping is the feedback.
- ❖ Questions raised by students in a class room for more information is another example for feedback.

From the receiver's end, the feedback may be –



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- Negative
- Positive
- Immediate
- Delayed

Noise

- Noise or communication barrier is anything that distorts the message.
- It may originate in any of the components of communication like source, message, channel, context, receiver etc.
- It is present when there is difference between the message sent and received.
- Communication is not possible without noise, but its effects may be reduced through various methods such as using good grammar, clear voice, simple language, quality signal etc.
- Noise is of different types depending on the nature and reasons of the distortion.

Context

- Communication takes place in a context. At times it is noticeable and at other times not.
- In other words, time, place, culture, physical and social condition and psychology of the participants are important in determining communication effect.
- Rules and roles are two important factors related to communication context.
- Rules are the norms we have to follow while communicating in different situations.
- For example, our communication behaviour is different when we are in class room, market or prayer hall, depending on the rules the situation demands.
- Roles are the character or part each participant in communication has to play.



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- For example, in family communication situation, father plays a leader's role. In class room, students play the receiver's role.

Effect

- Why do we communicate? It is a fundamental question. To make some effect on the receiver is the answer.
- Effect is consequence or result of communication. Every communication act makes some effect on the person/s.
- Effect may be positive or negative. Communication is said to be successful when we achieve the intended effect.

Importance of Communication -

- Communication is important for all beings that lead community life and form relationship. If you are living in the same house and not interacting, relationships will become sour and the differences will grow. Just think of a person kept in isolation without any chance for communication with his friends and relatives. It is really a punishment, a prison life. Communication helps us interact with our surroundings, thus create positive relationships, share love, build up friendship and depend on each other to enjoy life.
- For human beings communication is as essential as food, shelter and dignity. While animal kingdom uses low level symbols for communication, human beings have unique capacity to use language.
- We attain cultural, social and economic prosperity by sharing out experiences. So it is essential for the development of our society. Thankfully, we have got a globe-trotting PM at our rescue!



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- Communication is an important component of the team process because it serves as a **coordinating mechanism or supporting structure** for teamwork. Just like in a sport match, the captain instructs the team and the team follows suit..everyone co-ordinates with the captain and each other to perform.
- Communication skills interplay directly with leadership, situation monitoring, and mutual support. Team leaders provide guidance through verbal feedback. Effective communication skills are needed to convey clear information, provide awareness of roles and responsibilities, and explain how performance affects outcomes.



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Unit 3

Types of Communication, Barriers

On the basis of method -

The message in a communication is any verbal or non-verbal method that produces meaning in the mind of the receiver. Simply, it is the meaning transferred from sender's mind to receiver's mind. This happens mainly in two ways: verbal and non-verbal methods.

VERBAL AND NON-VERBAL COMMUNICATION

Verbal/visual - Written form, Language, Face to face

Verbal/non visual - Recorded messages, Announcements, Telephone

Non verbal/visual - cartoon, pictures, body language, gestures

Non-verbal/non-visual - alarms, ambience music at bars, clubs, hotels, tone of voice

Types of communication on the basis of levels

1. Intrapersonal Communication
2. Interpersonal Communication
3. Group Communication
4. Mass /communication
5. Public Speaking

Intrapersonal Communication

It is communication with the self. We talk with ourselves all the time. We hardly notice it. There are also people who talk out loud to themselves.

Intrapersonal communication happens while -

- ❖ Interpreting -



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- what you're reading,
- maps, signs or symbols
- ❖ Determining somebody's non-verbal communication
- ❖ While writing thoughts or observations
- ❖ Gestures while thinking
- ❖ Dreaming while awake and while asleep.

Interpersonal Communication

Between few people, in which people interacting are in close physical proximity between each other and the feedback between them is immediate.

Communication between 10 people would be Group communication

Features of interpersonal communication –

- People involved have close physical proximity
- Can be between two to 3 people
- But two people talking over the phone is also Technology based interpersonal communication though there is no physical proximity but it is still interpersonal communication because these people might be interdependent, have some knowledge of each other or there is a lot of scope for immediate feedback.

These conversations make up for the most of our day. As discussed they have the potential to be extremely complicated.

Examples - Discussions you may have with your best friend, your co-worker, your parent or your boss.

Everybody involved is analyzing who the self and the other is and is interpreting his own image in front of the other.

With every conversation there are underlined perceptions and non-verbal messages that affect the overall interaction. That is why miscommunication is so prevalent in our day to day conversation

Take some time to analyze your next casual conversation and you'll notice all that goes into it. You'll be surprised.



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Group Communication –

Interactional process that occurs between three or more people who are interacting in an attempt to achieve commonly recognized goals.

The key here is that for an interaction to be considered a group-communication, it must be between a group of people who are all focused on one job or a task.

For example –

Perhaps you are asked to do one of those dreaded group projects where you have to work with friends and enemies alike to finish an assignment or maybe you are a part of a party planning committee of your neighbourhood. Each of these works as a group to complete one or more tasks.

The development of the group as well as the communication within the group is inter-dependent and dynamic.

The Mass-communication –

Described as distribution or dissemination or spreading of information to large groups of people.

Examples –

TV, Radio, Newspapers, billboards or any other communication that is intended for the masses..

There's one downside of mass-communication –

There has historically been little opportunity for a direct or immediate feedback in this type of communication..however in the ever-changing digital or wireless world, there are far more opportunities for feedback than there were in the past..

There's yet another form of communication which is –

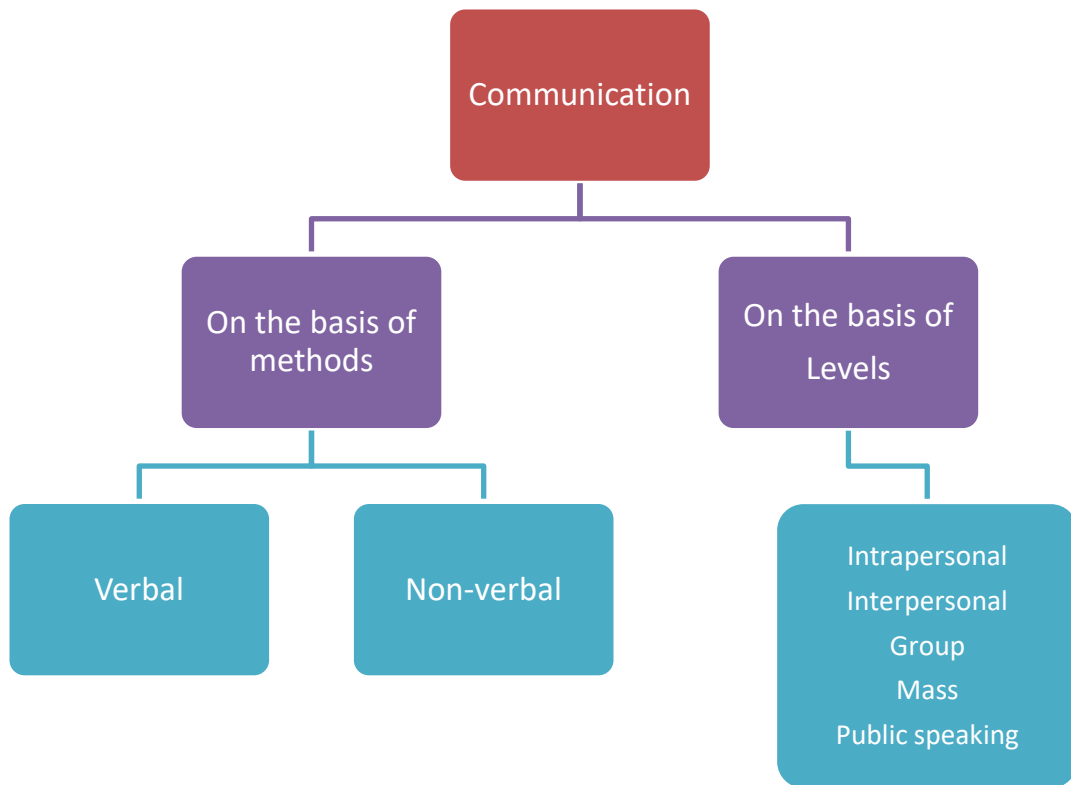
Public Speaking

Formal speaking situation in which one person speaks in front of an audience of many individuals to inform, to persuade or to entertain or to create a common bond with or among others.

It is a formal event and with this type of communication you need to have certain set of skills including speaking, analytical and creative skills. They can be learnt and improved. So even if you are not a strong public speaker now, you can become one if you choose to and put the work into developing these skills.



So Communication can be classified as -



Barriers in Communication

When will a communication become successful?

When you are able to put your point across!

Talking is different from communicating. Communication is a complete process when you are able to put your point across. When you are talking, there might be certain barriers that you need to overcome in order to make a communication successful.



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Although you cannot remove the barriers/noise completely, there are ways to make it more effective.

For that it's important to know what those barriers are.

The common barriers -

- Use of jargons – too many technical terms
- Lack of attention/interest
- Irrelevance of the topic
- Differences in perception/viewpoint between the sender and receiver
- Physical disability – hearing problem, speech impairment
- Language/accent differences

Physical barriers -

Physical disabilities, environment conditions (inappropriate weather), distance, not paying attention to non-verbal communication such as body language etc. are all included in physical barriers to communication.

Examples Of Physical Barriers

Examples of physical barriers that prevent individuals from effective communication include:

- **Environment** - Some barriers are due to the existing environment. For example, if you are standing in adverse weather conditions, your conversation would be hampered because you would not be able to pay full attention to what the other person is saying.
- **Distance** - Distance also plays an important part in determining the course of a conversation. For example, if the staff in an organization are made to sit in different buildings or different floors, they might have to substitute face to face communication with phone calls or emails
- **Non-verbal communication** - Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective. Phone calls, text



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messages and other communication methods that rely on technology are often less effective than face-to-face communication.

Overcoming physical barriers –

- Use less ambiguous words in your text messages
- Make right selection of words
- 7 Cs come handy
- Video conferencing is a better option than e-mails as it is face to face. The video quality must be taken care of.

Cultural Barriers –

These include the differences in cultural differences between people of race, places or even organizations or a even generational gap could cause a cultural barrier.

Overcoming cultural barriers –

Sometimes you just have to accept the cultural barriers due to resistance to change. Also sometimes cultural differences are required for an organization to add variety in terms of creativity or performance. For example, in a fashion house or in an ad agency, differences in cultural backgrounds of the team help to add ideas)

As far as the differences in work culture are concerned, the new employees have to learn to adapt to the new atmosphere through HR guidance and HR development programs.

Language Barriers –

It can include not only differences in language but also dialects, accent or even high usage of jargons. Chinese, for example, has a variety of dialects that are commonly spoken, including Cantonese and Mandarin.



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Overcoming Language Barriers –

To overcome the language barriers in an organization for example, use of translation software can be done to translate the communication in the staff friendly language or during the time of feedback of an employee performance, interpreter can be appointed.

Also, language classes for your employees can be provided on the basic language requirements for your business.

Perceptual Barriers –

Expectations and prejudices lead to false assumptions or stereotyping. Many times the listener has a very rigid/stubborn mindset which he is not ready to change. He could be preoccupied or maybe lacks interest in the topic (has his mind elsewhere), while he is being talked to.

Or maybe the sender is too dogmatic to make any sense to the listener. Also, from the sender's side, some people have a poor self image or lack of confidence which makes the overall communication less effective.

Overcoming Perceptual barriers –

- Relying on feedback is important when there is an indication of a perceptual barrier.
- Composing the message in a more creative way could help.
- Paying attention to non-verbal messages like gestures, body language is desirable as it makes the message more effective.
- For overcoming the self-image problem, the cure is more interaction. By engaging with others, we learn what our actual strengths and weaknesses are. This allows us to put forth our ideas in a clear, straightforward manner.

Gender Barriers



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Studies show that there are some basic psychological differences in men and women in the way they think, act and take decisions, which might sometimes cause a barrier between their understandings as teammates and in their communication.

Gender barriers can be inherent or may be related to gender stereotypes and the ways in which men and women are taught to behave as children.

Although not all men or all women communicate the same way as the rest of their gender, several traits that tend to be more common in one gender or the other have been identified. Understanding these tendencies is the key in creating a work environment that fosters open communication among all employees.

To overcome gender barriers within the workplace, here are some helpful hints:

- **Educate Team About Gender Bias.** Bias is embedded in stereotypes and organizational practices that can be hard to detect, but when people are made aware of it, they see possibilities for change.
- **Create Safe "Identity Workspaces".** Companies should encourage women to build communities in which similarly positioned women can discuss their feedback, compare notes, and emotionally support one another's learning. Identifying common experiences increases women's willingness to talk openly, take risks, and be vulnerable without fearing that others will misunderstand or judge them.

*For more information regarding gender barriers and how to overcome them, Harvard Business Review has published an excellent article, "**Women Rising: The Unseen Barriers**"*

Emotional Barriers -

- Anger - Anger can affect the way your brain processes information given to you. For example, angry people have difficulty processing logical statements, limiting their ability to accept explanations and solutions offered by others
- Pride - The need to be right all the time will not only annoy others, it can shut down effective communication. For example, you might focus only on your perspective, or you might come up with ways to shoot down other people before you even listen to their points.



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- Anxiousness - Anxiety has a negative impact on the part of your brain that manages creativity and communication skills. For example, your constant worries can hinder your ability to concentrate on the information you are giving or receiving.

Overcoming Emotional Barriers

To overcome emotional barriers within the workplace, here are some helpful hints:

- **Removing Yourself.** Angry people have difficulty processing logical statements, limiting their ability to accept explanations and solutions offered by others. With this in mind, remove yourself from communication until you feel you can collect your thoughts, think clearly and hold back potentially hurtful and undue comments.
- **Accepting Imperfections.** Other people might find you easier to communicate with when you accept your imperfections from time to time.
- **Relaxation Exercises.** While a mental health professional should address anxiety disorders such as post-traumatic stress disorder or phobias -- typical anxiety, like the anxiety you feel before giving a speech -- can be managed with relaxation exercises.



Unit 4

Difference between communication and mass-communication

<u>COMMUNICATION</u>	<u>MASS-COMMUNICATION</u>
Usually refers to interpersonal communication	Refers to technology based mass-communication.
Involves 5 human senses as a medium (touch, taste, sight, hearing, smell)	Involves technical medium like sound waves or cable
Mass-communication is a part	Part of communication
Less influential	More influential
Less mass appeal	Has mass-appeal
More noise related to psychological/cultural differences between sender and receiver	More noise due to technical medium
No audience research	Requires thorough research before sending the message across
Context is important but less as compared to mass-communication	Context plays a very important role
Instant feedback	Less feedback
No mass media	Mass media based – radio, internet etc.
No gate keeping/filtering	Filtration is a must – e.g. film/TV Censorship
Effectiveness depends on the way message is sent and received	More effective in communicating the message as it uses visual appeal
More personal	Less personal
Continuous process	Mass media product has limited shelf-life
Less experimentation is done	More experimentation



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please elaborate on these differences. State about various kinds of medium (newspaper, television etc.) Barriers in interpersonal communication (perceptual, gender, explain them and state that these are more dominant in relationships and day to day communication.)



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Unit 5

Models of Communication

❖ Laswell model of Communication / Linear model

It is propounded by Harold Dwight Lasswell, the American political scientist

Also known as **Laswell or question formula of communication**

This American political scientist stated that the most convenient and comprehensive way to describe an act of communication was to answer the following questions: -

Who (says) What

(to) Whom (in) What Channel (with) What Effect?

Explanation

This model is self speaking of the process of communication which consists of five elements namely

-

- Communicator (who),
- Message (says what),
- Medium (in which channel),
- Receiver (to whom)
- Effect (with what effect).

Lasswell conceived communication as a linear process which starts from communicator and ends at receiver with some effect.



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Drawback -

The major missing elements of this basic model are **feedback and context of communication**.

- This model is about process of communication and its function to society,
- According to Lasswell there are three functions for communication:
 1. Surveillance of the environment
 2. Correlation of components of society
 3. Cultural transmission between generations
- Highly helpful for organizing communication research as audience analysis, content analysis, control analysis, reception analysis and effect studies.

Lasswell model suggests the message flows in a multicultural society with multiple audiences. The flow of message is through various channels. And also this communication model is similar to Aristotle's communication model.

In this model, the communication component –

“Who” refers to the research area called “Control Analysis”,

“Says what” refers to “Content Analysis”,

“In which channel” refers to “Media Analysis”,

“To Whom” refers to “Audience Analysis”

“With What Effect” refers to “Effect Analysis”



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Example:

CNN NEWS – A water leak from Japan’s tsunami-crippled nuclear power station resulted in about 100 times the permitted level of radioactive material flowing into the sea, operator Tokyo Electric Power Co said on Saturday.

Who – TEPC Operator

What – Radioactive material flowing into sea

Channel – CNN NEWS (Television medium)

Whom – Public

Effect – Alert the people of Japan from the radiation.

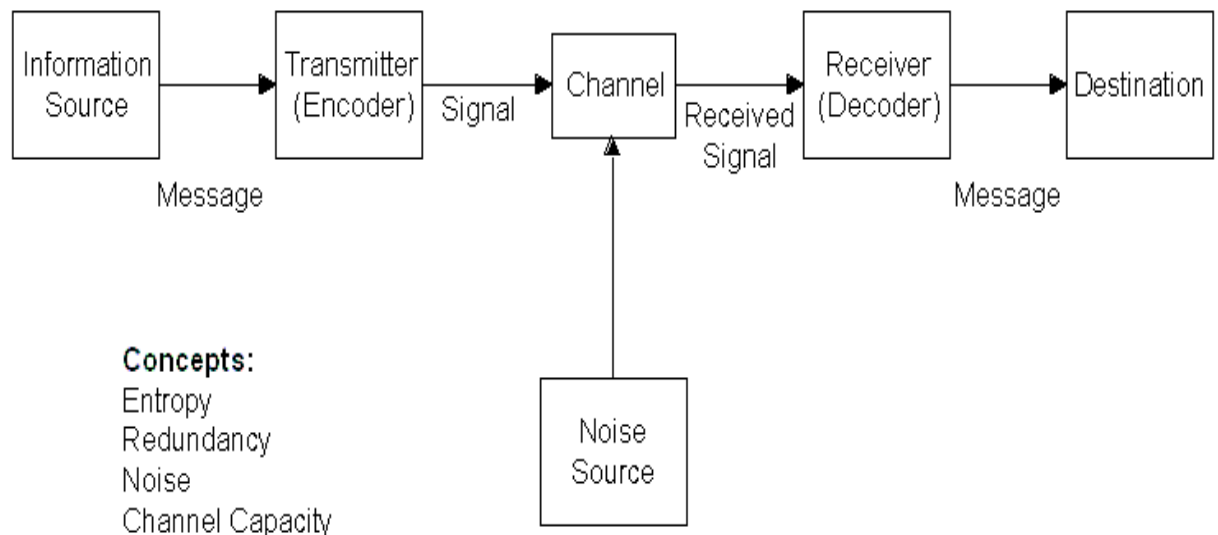
❖ Shannon and Weaver Model of Communication

- The Shannon–Weaver model of communication has been called the "**mother of all models.**"
- Shannon was an American mathematician, Electronic engineer and Weaver was an American scientist
- The model is specially designed to develop the effective communication between sender and receiver.
- At first the model was developed to improve the Technical communication. Their goal was to formulate a theory to guide the efforts of engineers to find out the most efficient way of transmitting electrical signals from one location to another.



- Later it was **widely applied** in the field of Communication.

The Shannon-Weaver Mathematical Model, 1949



Sender : The originator of message or the information source

Encoder : The transmitter which converts the message into signals. The sender's message is converted into signals like waves or Binary data, which is compactable to transmit the messages through cables or satellites.

For example: In telephone the voice is converted into wave signals and it transmits through cables.

Decoder : The reception place of the signal which converts signals into message. A reverse process of encoding.

The receiver converts those binary data or waves into message which is comfortable and understandable for the receiver.

Receiver: The destination of the message from sender



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Noise: The messages are transferred from encoder to decoder through channel. During this process the messages may get **distracted or affected by physical noise** like horn sounds, thunder and crowd noise or encoded signals may get distracted in the channel during the transmission process which affects the communication flow or the receiver may not receive the correct message.

- Thomson made call to his assistant “**come here I want to see you**”.
- During his call, noise appeared (**transmission error**) and his assistant received “I want” only.
- Again Assistant asked Thomson (**feedback**) “what do you want Thomson”.

Sender : Thomson

Encoder : Telephone (Thomson)

Channel : Cable

Noise : Distraction in voice

Decoder : Telephone (Assistant)

Receiver : Assistant.

The various kinds of noise mentioned in this model, from point of view of mechanical engineering are –

Entropy, the measure of a system's thermal energy per unit temperature that is unavailable for doing useful work. In other words entropy means a concept where the hotter objects become more hot in mechanical engineering in which the system fails to convert the thermal energy into mechanical energy, creating disorder or noise in processing the signals.

Redundancy – in literal sense redundancy means – ‘no longer in use or employment’ like in the sentence - *the workers face redundancy*.

But in engineering and in the context of this model it means the duplication of some crucial components of a mechanical system to safeguard the system from failing or to increase its



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reliability. Those extra components act as a backup. Just like we take our backup of computer files in an external drive to ensure our data is safe in case of a system crash.

For example, in hydraulic systems of aircrafts some components of the control system are triplicated, that is, they are present three times so that if one component fails, you have two other options to replace that.

Redundancy sometimes produces less, instead of greater reliability – it creates a more complex system which is prone to various issues, it may lead to human neglect of duty, and may lead to higher production demands which by overstressing the system may make it less safe.

But redundancy many times –

Overstresses the system because of multiple copies of components

Increases production cost

Requires more monitoring

Requires more time to maintain the components

Prompts neglect of duty – personnel many times do not pay attention to the repair of those extra components.

Channel capacity – many times the signals might become more powerful or strong for the cables or channels to hold and the system might fail to process signal.

Noise here refers to the physical noise apart from the other three kinds of noise mentioned.

Merits -

- One of the simplest model and its generally applied in various communication theories



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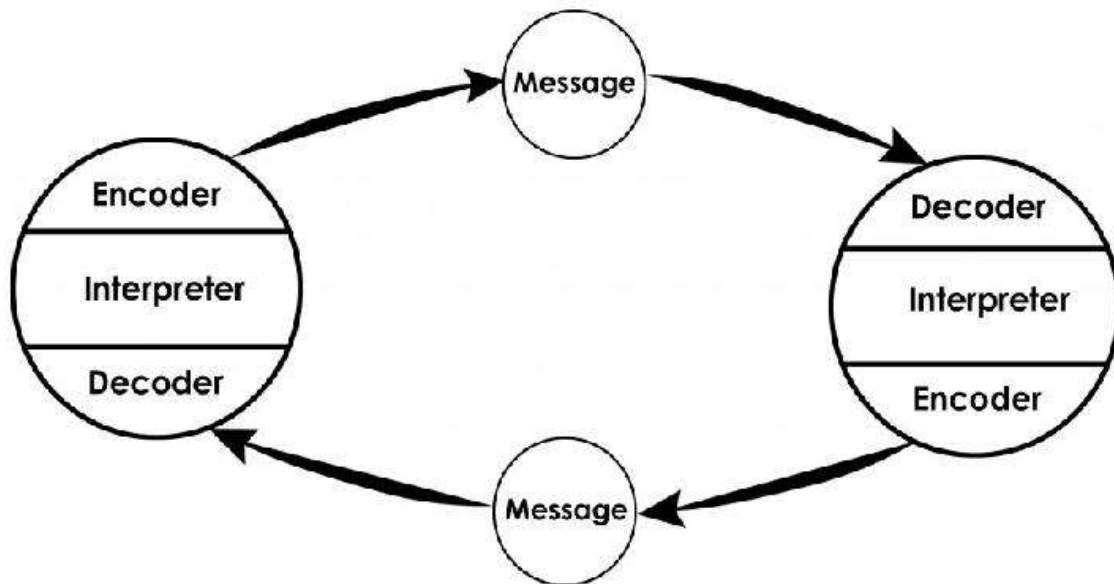
- Widely adopted in [social science](#) fields such as education, [communication sciences](#), organizational analysis, psychology, etc.
- Understanding Noise helps to solve the various problems in communication.

Demerits -

- The model is clearly deals with external/physical noises only which affect the messages or signals from external sources.
- Simplicity and inability to consider context and feedback.

❖ Osgood and Schramm Model

(Note : Also, if asked in exam how communication is a two-way process, you can explain this model)



- Also called **Circular model**, **Two way model** or **Encode-Decode model of communication**
- Proposed by **Wilbur Schramm in 1954**, who is one of the founding fathers of mass-communication field.
- Written in detail in his book "**the Process and Effects of communication**"
- Based on the theories of another American psychologist **Charles Osgood**
- Communication does not begin or end anywhere
- Sender and receiver take turns to send or receive the message
- Their positions are interchangeable
- Sender and Encoder are the same Decoder and Receiver are the same

Example – in a classroom when a teacher delivers a lecture she is the encoder/sender of information..when students try to understand that information, they are



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interpreting/analyzing or perceiving that information..when they finally understand it, they become the decoder.

When they ask queries they become the sender/encoder..when the teacher tries to understand their query, she becomes the interpreter and then decodes the query/message. When she answers the query, she becomes the encoder/sender again. This goes on.

- Though not specifically mentioned, **feedback** is an important element of this model.

Merits –

- Shows how situation can change in a communication process and considers it as an ongoing and dynamic process.
- Considers Feedback.

Demerits –

- Does not take **Noise** into account, especially semantic noise. **Semantic noise** in communication is a type of disturbance in the transmission of a message that interferes with the interpretation of the message due to ambiguity in words, sentences or symbols used in the transmission of the message.
- This model **cannot deal with multiple levels of communication** and complex communication processes.
- There can only be two sources communicating, **many sources complicate the process** and the model cannot be implemented.