



Institute of Sciences, Humanities & Liberal Studies

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❖ Shannon Weaver model of Communication

The discussion about Shannon Weaver model of communication compels us to talk about two most important people without whom this model of communication would have been impossible to be developed. The two most important people behind this model of communication are Claude Shannon who is a mathematician by profession and Warren Weaver who is an electrical engineer.

Claude Shannon designed this model of communication with an aim to improve telephonic conversation.

Shannon Weaver model of communication is as follows:

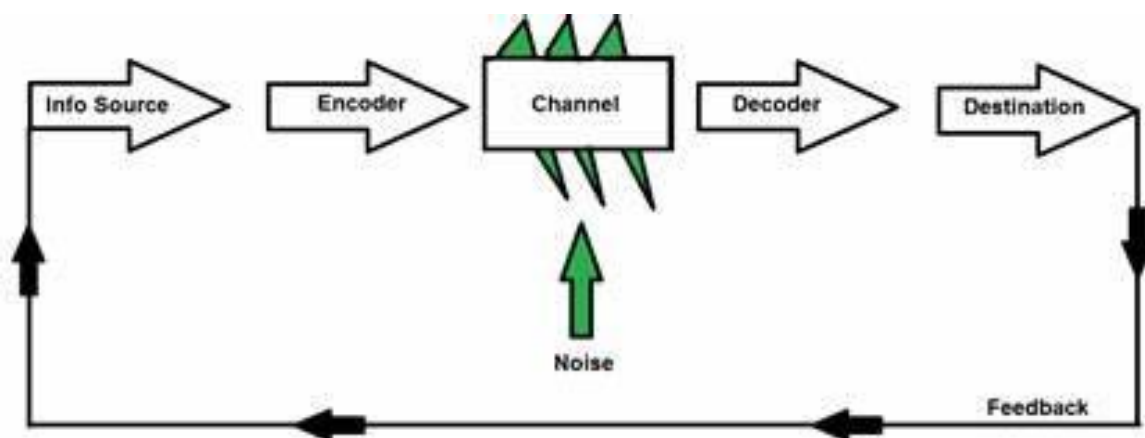


Image source – <https://images.app.goo.gl/vJz4ofiuazHtpX5i9>

Shannon Weaver model of communication is a linear model of communication.

According to Shannon, the goal of this model of communication is

“The fundamental problem of communication is that of reproducing a message sent from one point, either exactly or approximately, to another point.” (Shannon, 1948, p. 379)

Explanation of the model of communication:

1) Information source/ Sender

The first step of communication involves the sender or the source from where the message is sent. Initially sender gets the idea in his/her mind regarding the kind of message to be sent and how it should be sent.

2) Encoder

In this step, the message is encoded in the logical and a systematic manner. Here the words are chosen and placed in the proper order in such a way that they leave the desired impact on the receiver. Here it is extremely important to select the right medium, the right language and the right form of communication.

3) Channel

Selecting an appropriate channel of communication refers to the transmission of the message to be sent. This is the major aspect of the communication process in this model because here the sender is expected to choose right time and right place for transmitting the message.

4) Noise

Noise is an important element in Shannon Weaver model of communication. Here noise refers to the interruption made when the message is transmitted via a channel of communication. There has been ample emphasise laid on the aspect of noise because according to Shannon, the noise affects the reception and interpretation of the message.

5) Decoder

At this stage, the receiver decodes the message sent by the sender and he interprets the message according to his knowledge, his past experiences and his mind-set.

6) Destination/ Receiver

Here the receiver finally gets the message after decoding. After decoding the message the receiver attempts to register the nuances of message in his mind and prepares himself for the response.

7) Feedback

Feedback is the final stage of the model. Here the receiver reacts to the message and gives his response to the sender.

❖ Osgood Schramm Model of Communication

Osgood Schramm model of communication is circular in nature. This model of communication is different from Shannon Weaver model of communication because according to this model, the communication is an endless process unlike Shannon Weaver model which display the process of communication as linear.

The figure of Osgood Schramm model of communication is as follows:

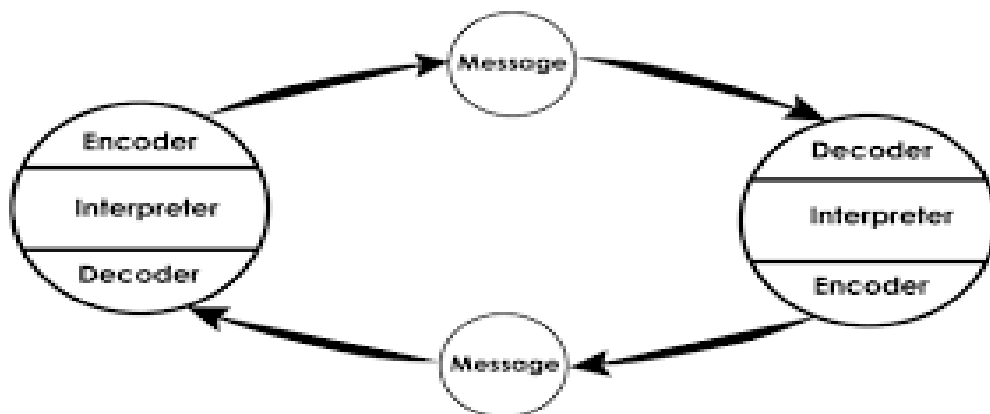


Image source – <https://images.app.goo.gl/MEMabRqMavd3YWWSA>

The major focus of this model of communication is that communication is a circular process. According to this model, the sender as well as the receiver has equal part to play. Both of them play roles of encoder, interpreter and decoder.

This model of communication possesses three important elements. They are as follows,

1) Encoding –

This process refers to crafting and framing of the message. In this step, it is extremely important to choose right words for sending an accurate message.

2) Decoding –

The next step after encoding the message is decoding the message. The message is decoded and translated in such a way that the receiver understands the message without misinterpreting the message.

3) Interpreting –

Interpreting is the final stage of the process of communication. After decoding the message, the interpretation is dependent on the ideology, past experiences and thinking process of the receiver.

References:

Shannon, C. E. & Weaver, W. (1963). *The Mathematical Theory of Communication*. Illinois: University of Illinois Press