Communication means transferring messages from one to another through any medium. There are various levels in communication like Intrapersonal communication, Interpersonal communication, Group communication and Mass communication.

Mass communication plays the vital role because it reaches very large number of audience. Basically Mass communication has two forms one is Interpersonal communication and another one is media communication.

**Five major forms of communication:**

- Intrapersonal Communication
- Dyadic Communication
- Small Group Communication
- Public Communication
- Mass Communication

**Fig. A. Intrapersonal Communication**

Intrapersonal communication is a communication which happens yourself. Here both Source (sender) and receiver is only one. so, the feedback works without any interruption. Example: A person can communicate himself through pain, thinking, feelings and emotion etc.

**Fig. B. Dyadic Communication**
In Dyadic communication, two persons are involved in this communication process. Here the Source becomes a receiver and receiver become Source because of dynamic communication process were the feedback’s are shared between Source and the receiver.

C. Small group communication

Fig. C. Small Group Communication

More than two members involved in communication process will become a group communication. If least number of persons is involved in the group communication is called as small group communication. In this communication process, everyone becomes a Source as well as receiver through sharing information and gives feedback to another.

D. Public communication

Fig. D. Public Communication
In public communication, Source or messages from a single person will reach or received by huge number of audience. But in this communication there is no mutual feedbacks between source and receiver like small group communication and it’s only focused on Speaker.

![Diagram of mass communication](image)

**E. Mass communication**

Fig. E. Mass Communication

In mass communication, basically have a large number of audience and they are all can’t grouped together in one place so we need certain tool or technology for communication process. But in mass communication, there is no direct access with receiver. So, for that they need media like newspaper, radio, television and internet. Here the audience feedback is very less or delayed.

**In a Nutshell**

The barriers to communication and the ways and means of over coming them to achieve effective communication.

1. Barriers to communication result in undesirable reaction and unfavourable response.
2. The communication exercise fails because the feedback is absent or falls short of expectation
3. Barriers to communication are caused by environmental, physical, semantic, attitudinal and varying perceptions of reality

I. **Environmental and Physical barriers:**

(a) Time – adopt appropriate fast channels of communication

(b) Space – maintain the distance in the communication exercise as determined by the situation

(c) Place – Avoid overcrowded incommodious and ill-lit, ill- ventilated places to achieve effective communication

(d) Medium – Choose the appropriate medium oral / written (sign (audio/visual) medium.

II. **Semantic Barriers:**
Connotational meanings of words – Choose the correct and precise word depending on context and the receiver’s felicity in the use of language.

III. **Cultural Barriers:**

Understand and accept the cultural variations in individuals and groups. Appreciate them and adopt your communication style to them.

IV. **Psychological Barriers:**

Try to understand the receiver’s mental make up and attitudes.

V. **Perception of Reality:**

Try to understand the different levels of perceptions of a situation and an issue. Be open, flexible and transparent.

In 1948, Shannon was an American mathematician, Electronic engineer and Weaver was an American scientist both of them join together to write an article in “Bell System Technical Journal” called “A Mathematical Theory of Communication” and also called as “Shannon-Weaver model of communication”.

This model is specially designed to develop the effective communication between sender and receiver. Also they find factors which affecting the communication process called “Noise”. At first the model was developed to improve the Technical communication. Later it’s widely applied in the field of Communication.

The model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode.

**Sender** : The originator of message or the information source selects desire message.

**Encoder** : The transmitter which converts the message into signals.

**Note**: The sender’s messages 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 encode.

**Note**: The receiver converts those binary data or waves into message which is comfortable and understandable for receiver. Otherwise receiver can’t receive the exact message and it will affect the effective communication between sender and receiver.

**Receiver**: The destination of the message from sender.

**Note**: Based on the decoded message the receiver gives their feed back to sender. If the message distracted by noise it will affect the communication flow between sender and receiver.

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

**Note**: The model is clearly deals with external noises only which affect the messages or signals from external sources. For example: If there is any problems occur in network which directly affect the mobile phone communication or distract the messages.

**Practical Example of Shannon-Weaver model of communication**:

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

Reception: Telephone (Assistant)

Receiver: Assistant.

Due to transmission error or noise, Assistant can’t able to understand Thomson’s messages.

*The noise which affect the communication flow between them.

**Criticism of Shannon-Weaver model of communication**:

1. One of the simplest model and its general applied in various communication theories.
2. The model which attracts both academics of Human communication and Information theorist to leads their further research in communication.
3. It’s more effective in person-to-person communication than group or mass audience.
4. The model based on “Sender and Receiver”. Here sender plays the primary role and receiver plays the secondary role (receive the information or passive).
5. Communication is not a one way process. If it's behaved like that, it will lose its strength. For example: Audience or receiver who listening a radio, reading the books or watching television is a one way communication because absence of feedback.

6. Understanding Noise will helps to solve the various problems in communication.

Mr. George Gerbner is one of the pioneers in the field of communication research. His works are descriptive as well as very easy to understand any other before. He is working as a professor and head of the Annenberg School of Communications in the University of Pennsylvania. In 1956, Gerbner attempted the general purpose of communication models. He stressed the dynamic nature of communication in his work and also the factor which affecting the reliability of communication.

Gerbner's General Model

(Note: This model can be best understood when read along with the diagram beginning at E – Event.)

(i) Perceptual Dimension:

An ‘E’ is an event happens in the real life and the event content or message is perceived by ‘M’ (Man or a Machine). After Perceives the message from “E” by “M” is known as “E1”. E1 is
not same as like ‘E’. Because any man or machine can’t perceives the whole event and they perceives only the part of the event (E1). This is known as “Perceptual Dimension”.

These 3 factors are involves between ‘E’ and ‘M’

- Selection
- Context
- Availability

M (man or machine) cannot perceive the entire content of the event “E”. So M selects the interesting or needed content from the entire event and filtering the others. The context occurs in the event and Availability is based on ‘M’s attitude, mood, culture and personality. (For eg. How a journalist perceives the messages from the event and also can’t focus the whole event so they filter the unwanted or unrelated content from the event. This filtered content is not same as like the actual event content because the journalist edits the content based on his attitude, mood and cultural background or press policies).

(ii) Means and Controls dimension:

E2 is the event content which is drawn or artified by M. Here M becomes the source of a message about E to send someone else. M creates a statement or signals about the message and Gerbner termed its Form and content as “SE2”. S (Signal or Form) it takes and E2 (Man’s content). Here Content (E2) is structured or formed (S) by ‘M’ and it can communicate in a different ways or based on the structured ways.

M has to use channels (or media) over to send the message which he has a greater or lesser degree of control. The question of ‘control’ relates to M’s degree of skill in using communication channels. If using a verbal channel, how good is he using words? If using the Internet, how good is he at using new technology and words?

This process can be extended to infinitum by adding on other receivers (M2, M3 etc.) who have further perceptions (SE3, SE4 etc.) of the statements about perceived events.

Important Note:

Message at every level is altered or changed.

Example:

In case of news reporting, E can be any event that has happened and the reporter (M) selects a particular part of event (E1) that may be provide his channel higher TRP ratings or the news may boost the particular party which his channel supports. This SE2 is sent through a medium to the mass audience. Then the audience distributed the message (SE2) and he (M1) sends to his friends with his interpretation and the process continues.

elvin Lawrence De Fleur (born April 27, 1923 in Portland, Oregon) is a professor and scholar in the field of communications and Social Psychology. In 1954, University of Washington gave a Ph.D in Social psychology for his experimental study “Experimental studies of stimulus response relationships in leaflet communication” based on American Communities how information diffused by them. He taught very universities from 1954 to till today. Now he
is working as a Professor and head in the Department of communication and Advertising and Public Relations in the University of Boston.

**Background of the theory:**

The theory De fleur model of communication is expanded version of Shannon and weaver model of communication. And also based on the "Westley & Maclean model of communication" describes the circular process of communication with feedback from the receiver. Shannon and Weaver model is a one way communication and they explain the role of noise in the communication process. Westley & Maclean model is a two way communication and for first time they introduced the important component called “Linear Feedback” in the communication model. De fleur combine these two models and creates new one called “De Fleur Model of Communication”.

![Defleur Model of Mass Communication System](image)

**Theory:**

De Fleur simply expands the Shannon & weaver model of communication by inserting the Mass Media device and suggested the communication process is circular as well as it gives possible two way feedback. In this whole communication process, noise may occur at any stages. Defleur pictures the source, transmitter, receiver and destination as separate phases of mass communication.

Defleur’s another important suggestion in this model is “Feedback Device”. This feedback device is helps to analyse the target audience (as separate from the receivers). Here, all these receivers are not considering as a target audience because the target audience will make some kind of feedback which will helps to find the target audience by using feedback device.

One of the important aspect of the communication model is two way communication process which is recommended by Defleur. And also this model is the first one which introduce both two way feedback and targeted audience in the communication process.

**Example:**

De Fleur’s model can be well explained with the help of advertisings. Say let’s assume source as the advertising strategy or simply the information about the product which the
company intends to tell to its audience. This is then converted into message as ad film and then transmitted by a mass communicating channel. At the other end the receiver (TV set or radio) decodes the information as message and finally it is being transformed to the destination (the target audience). Now comes the feedback aspect. The feedback acts as a message – an information source and the same process continues where the message reaches back the advertising company. (Feedback may happen through emails, social networks).

Through feedback, the company can know whether their intended message has reached the target audience and if not they can modify their message and once again involve in communication process.

**Introduction:**

In 1957 Westley and MacLean’s model of communication is proposed by Bruce Westley (1915-1990) and Malcolm S. MacLean Jr (1913-2001). Being one of the creators of journalism studies, Westley served as a teacher at the University of Wisconsin, Madison, between 1946 and 1968. Malcolm was director of University of Journalism School (1967-74) and co founder of the University College at University of Minnesota.

This model can be seen two contexts, interpersonal and mass communication. And the point of difference between interpersonal and mass communication is the feedback. In interpersonal, the feedback is direct and fast. In the mass, the feedback is indirect and slow.

**Model:**

Westely and Maclean realized that communication does not begin when one person starts to talk, but rather when a person responds selectively to his/her physical surroundings. This model considers a strong relation between responds from surroundings and the process of communication. Communication begins only when a person receives message from surroundings. Each receiver responds to the message they received based on their object of orientation.
Westley and MacLean’s Model of Communication

X1, X2, X3 and X4….—are news articles or information, Feedback (f), Clients (A), Reader or Audience (B) and Gate Keeper (c)

Example:

A Daily News Papers will receive many Press releases from Many Public Relations Agencies on behalf of their clients. In this case, News paper will publish the selected Press release due to the space constraints. Then, Readers can directly respond to the client or they can respond to the News daily which published in the Newspaper. If Readers responded to daily News paper, it will communicate the feedback to concern PR Agency.

X1, X2 and X3—are Press Release, Feedback (f), Clients (A), Reader (B) and Daily News Paper (Gate Keeper) (c)

1. Feedback Loop between Reader (B) and News Paper (C) – fBC
2. Feedback Loop between News Paper(C ) and Client (A)- fCA
3. Feedback loop between Reader (B) and Client (A)- fBA.

Merits and Demerits:

- This model accounts for Feedback.
- It can account for different modes of communication, i.e., for both interpersonal communication and Mass communication.
- It is a predictive model of communication and very descriptive also.
- It also account for non binary interactions, this means that it will remain good even for communications involving more than two sources.
- Westley and Maclean communication model is Two Dimensional.
- It cannot account for multi dimensions; this means this model will not be applicable for typical communication events that involve broader context and wide range of communication messages.