

# Types of communication

## ❖ Intrapersonal communication

occurs within an individual

Day dreams – self dialogue

It is the base of any other type of com

## ❖ Interpersonal communication

occurs between a few number of people

the most common type

### ❖ **Group communication**

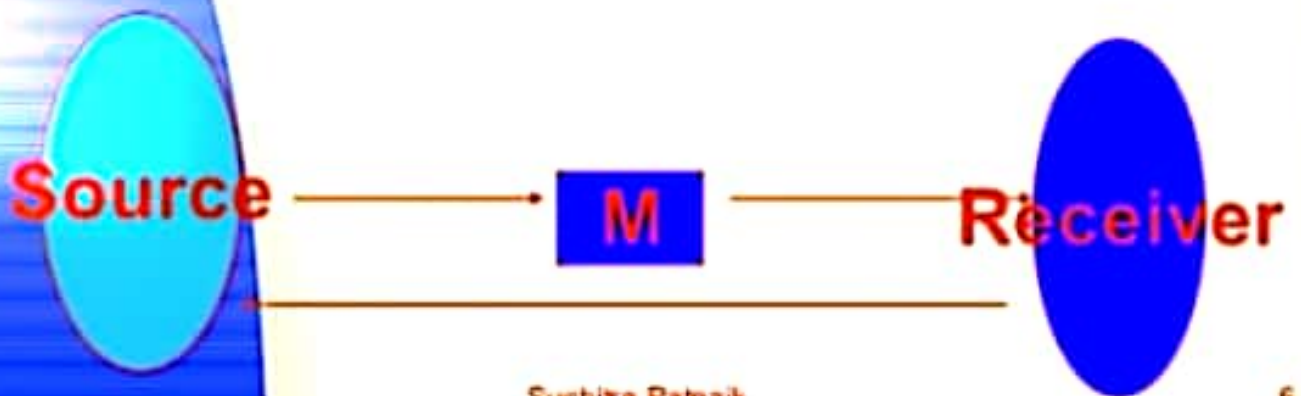
involves a group of people  
sermons – class discussion

### ❖ **Mass communication**

- ❑ involves a great number of heterogeneous  
unanimous audience
- ❑ the source is mostly an institution not a  
single person
- ❑ the content is transmitted publicly , timed to  
reach audience members simultaneously

# The Process.....

Scholars like Aristotle and Plato have termed the process of communication as Rhetoric. From the very beginning communication was seen as a process in which the speaker constructed messages to be transmitted to the receiver to bring about a desired response in his or her receiver—as set out in the figure below.



Suchitra Patnaik

## Lasswell's Model-1948

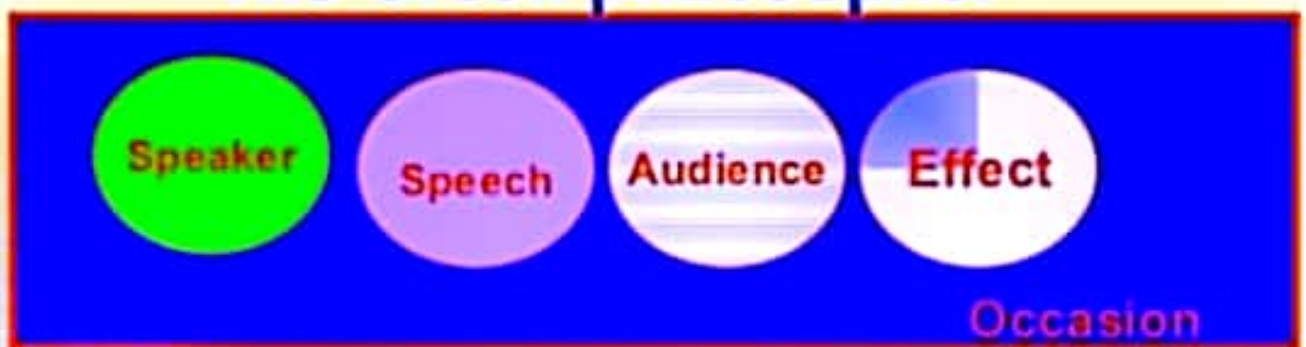


Lasswell states that in order to understand the process of mass communication one has to understand each of the stages. This model stresses on the effect rather than the message itself. effect means observable or measurable change in the receiver. It also suggests that any change in the elements will change the effect.

Until the 1960's Lasswell's questions dominated the scene of Mass Media research

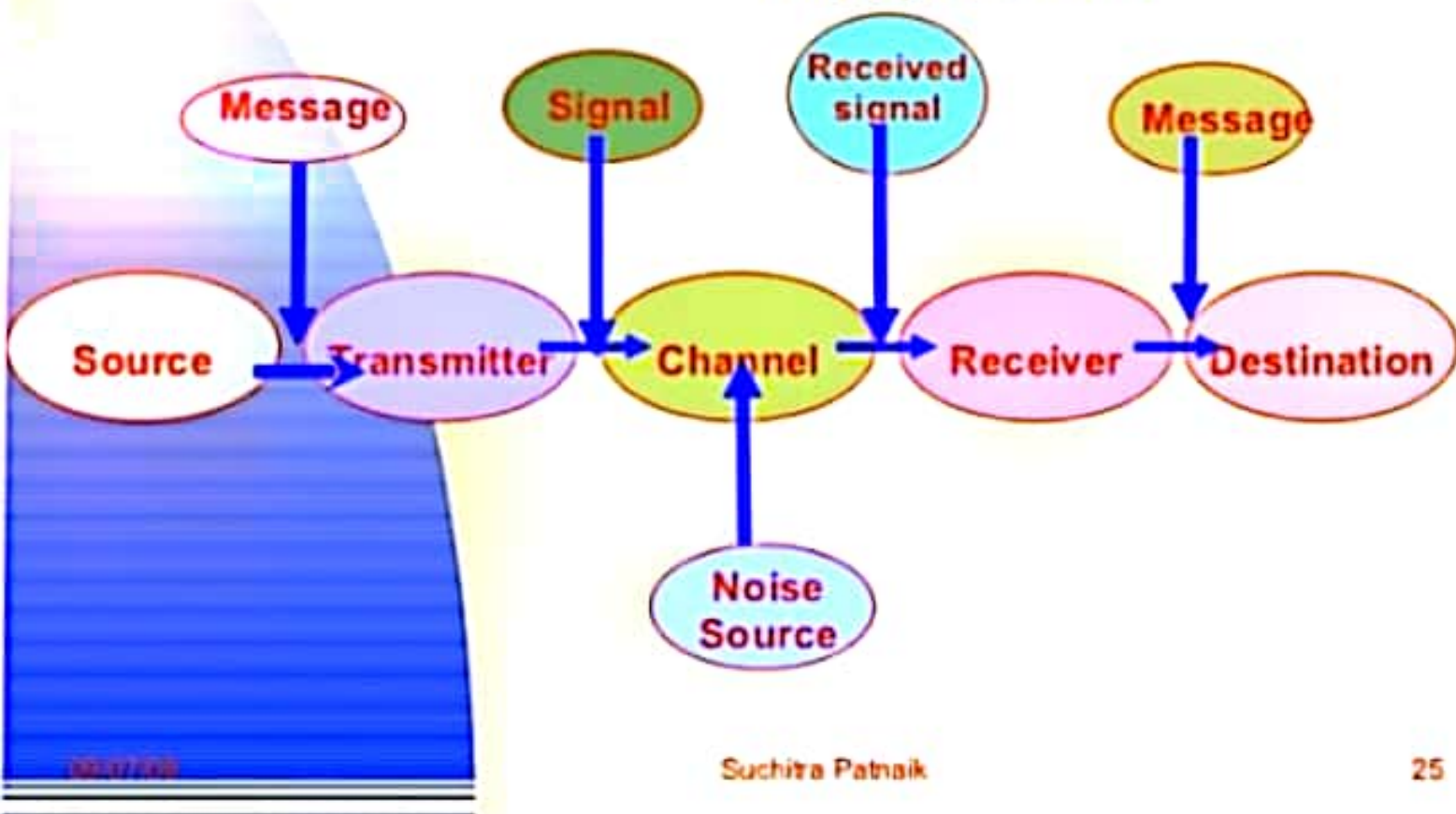


## Aristotle's Model The Greek philosopher



This model was developed some 2000 years ago. Aristotle includes in this model the 5 essential elements of communication: Speaker, Speech or message, Audience, Effect and Occasion. In his rhetoric Aristotle advises the speaker on constructing a speech for different audiences on different occasion for different effects. This model is most applicable for public speaking.

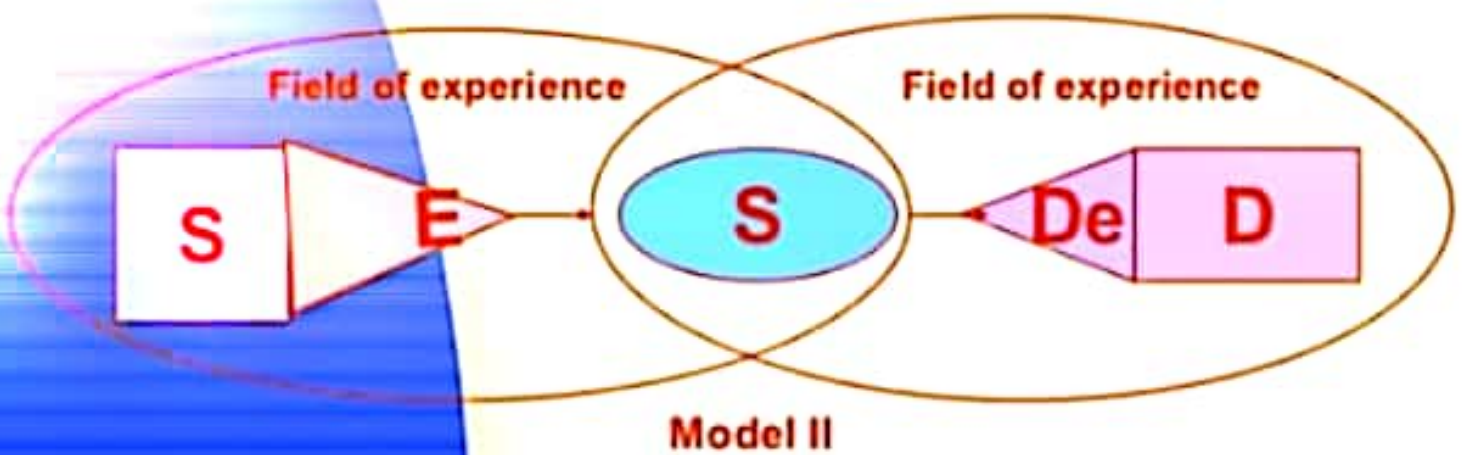
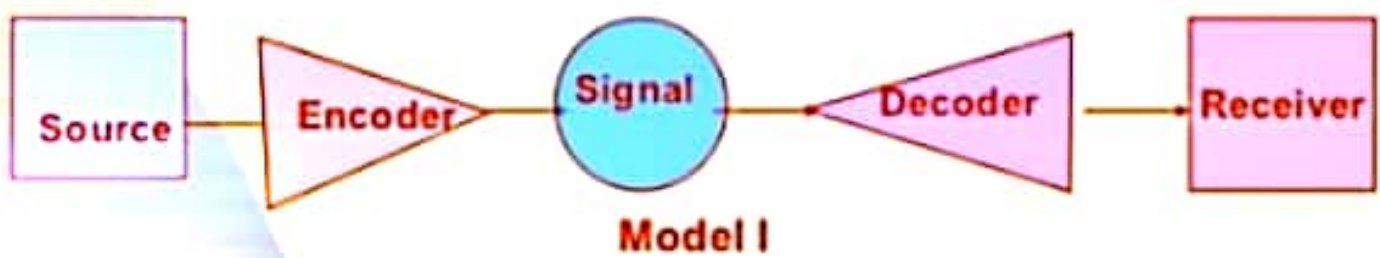
## Shannon and Weaver's Model-1949



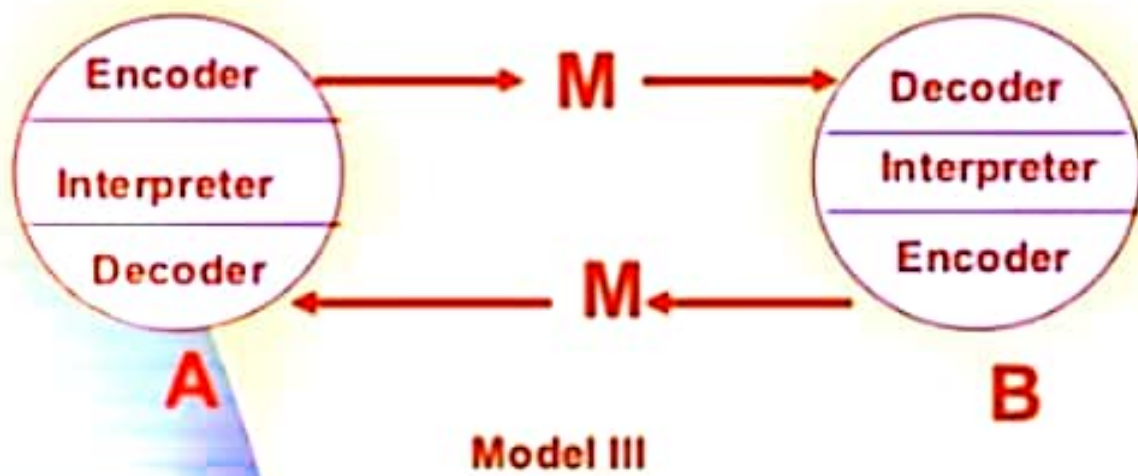
Suchitra Patnaik

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## Wilbur Schramm's Models



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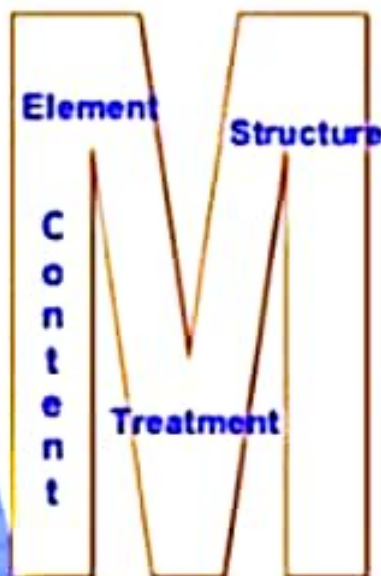
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## David Berlo's Model-1960

### Source

Communication  
skills  
Attitudes  
Knowledge  
Social system  
Culture



### Channel Receiver

Seeing  
Hearing  
Touching  
Smelling  
Tasting

Communication  
skills  
Attitudes  
Knowledge  
Social system  
Culture