

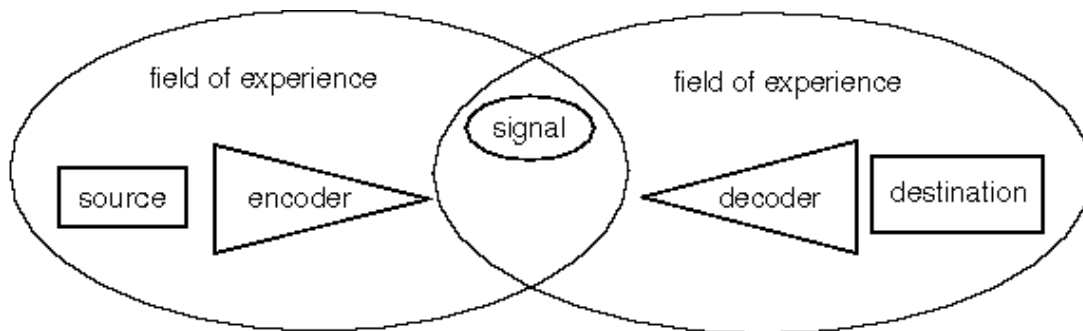
## Models of Communication

Theories of communication and communication research have led to a number of models of communication.

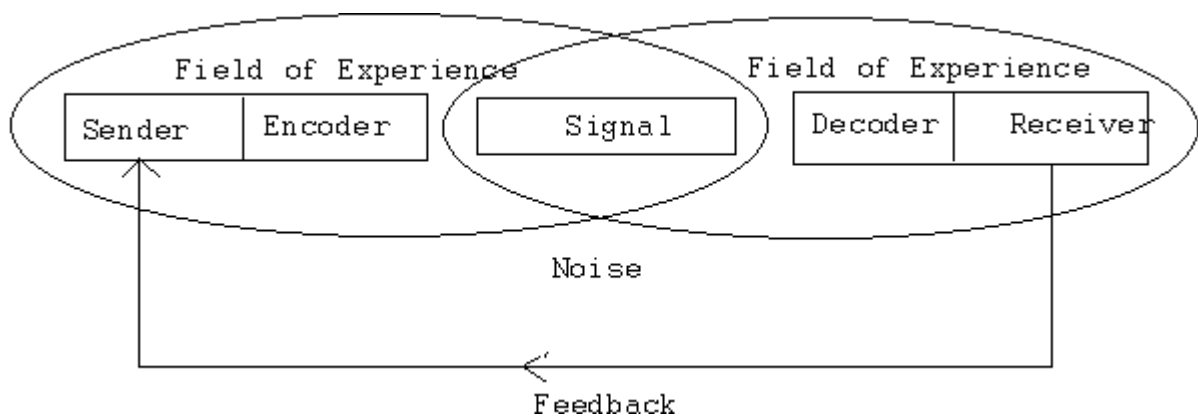
The model shown below describes communication as occurring when a message is:

- encoded by the source or sender,
- communicated through some form of signal (written materials, TV, audio, etc.), and then
- decoded and understood by the destination or recipient.

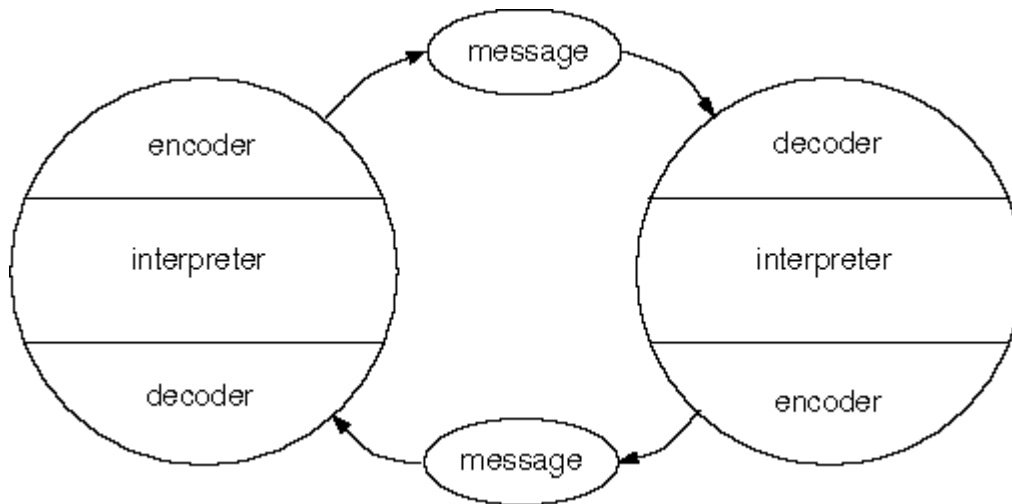
**Note that communication occurs only when the message is decoded.** It is not enough to prepare a message and send it out. Communication requires that the recipient be able to decode and understand the message. Also note that there needs to be some common experience between the sender and receiver in order for the message to be understood.



A refined model, developed by Osgood and Schramm, shows communication occurring through messages between people, with each person involved in encoding, interpreting, and decoding. In this sense, communication should involve feedback, as shown below:



A related approach assumes that every person is a “complete communicative system” who can both encode/send and decode/receive communications. This capacity is based on each person’s own experience, which enables him/her to determine the meaning of communications, both verbal and non-verbal. Messages are developed, filtered by either the sender or receiver, and interpreted based on their experience and culture – including their language. This Osgood and Schramm shown below shows continuing communication and feedback.



**Source:** For a good summary of communications theory, see the summary of Communication Processes at <http://www.cas.usf.edu/lis/lis6260/lectures/shannon.htm>.