

Section - 4 1) Berlo's model of communication:

Berlo's SMCR Model of communication represents the process of communication in its simplest form. The acronym SMCR stands for Sender, Message, Channel, and Receiver. He argued that it is the listener who ultimately determines the meaning of any particular message.

In 1948, the Bell System Technical Journal published a mathematical model developed by Claude Shannon and Warren Weaver.

Schramm's Model of communication

According to the Schramm's model, coding and decoding are the two essential processes of an effective communication. He also emphasizes that the communication is incomplete unless and until the sender receives a feedback from the recipient.

Wilbur Schramm proposed the model of communication in 1954.