

# **Models of Communication in Extension Education**

**M.A. Semester II  
Course: CC-8**

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# **COMMUNICATION**

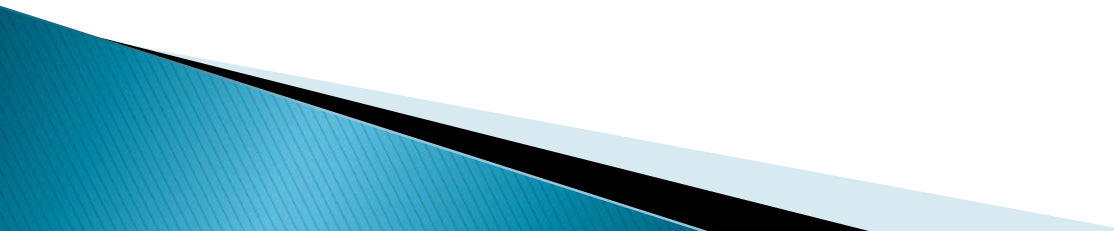
- ▶ **Communication is the act of transferring information from one place to another.**
- ▶ **It may be vocal (using voice), written (using printed or digital media such as books, magazines, web sites or emails), visual (using logos, maps, charts or graphs) or non-verbal (using body language, gesture, tone and pitch of voice).**
- ▶ **In practice, it is often a combination of several of these.**

# Models of Communication

Communication models are the metaphorical, simplified and systematic representation of the communication process which form general perspective on communication which help in understanding how communication works.



# **Importance of Communication Models**

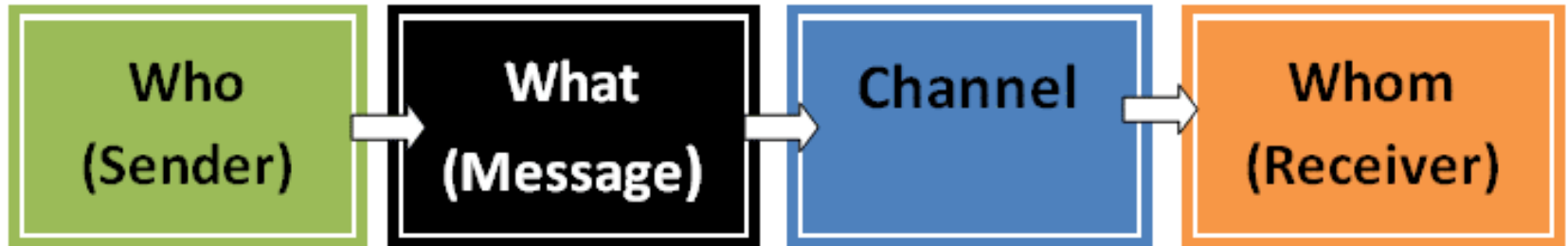
- ▶ **Aid in easy understanding of communication process**
  - ▶ **Show information flow**
  - ▶ **Introduce parts of communication process**
  - ▶ **Easy presentation of communication process**
  - ▶ **Elucidate communication complexities**
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# Type of Communication Models

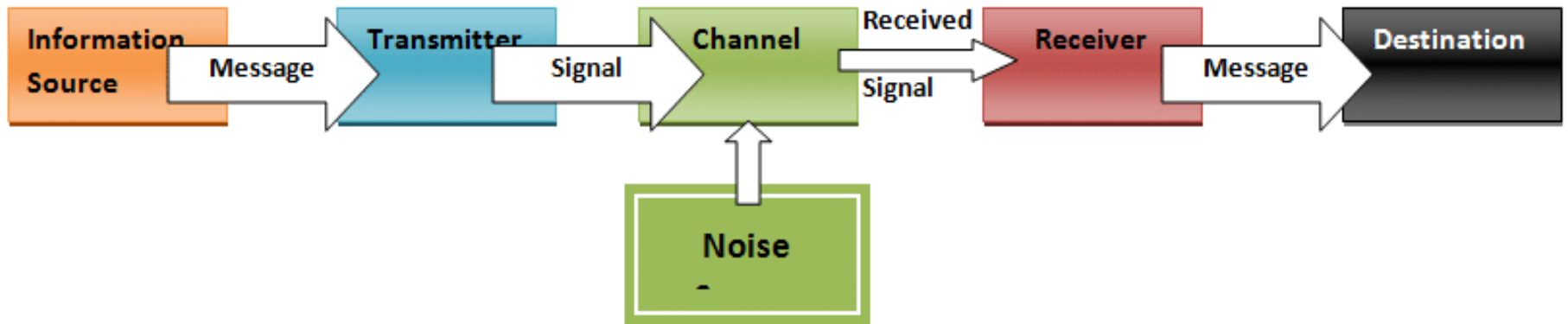
## 1. Aristotle's Model



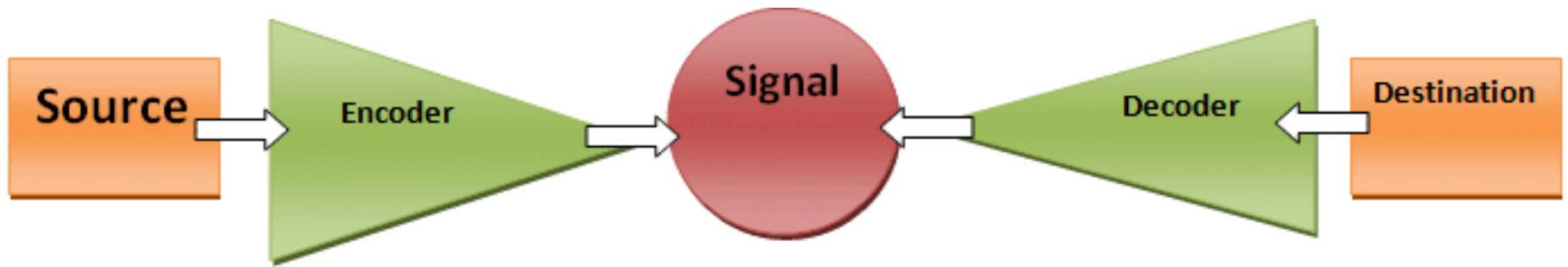
## 2. Lasswell's Model



### 3. Shannon and Weaver Model



## 4. Schramm's Model

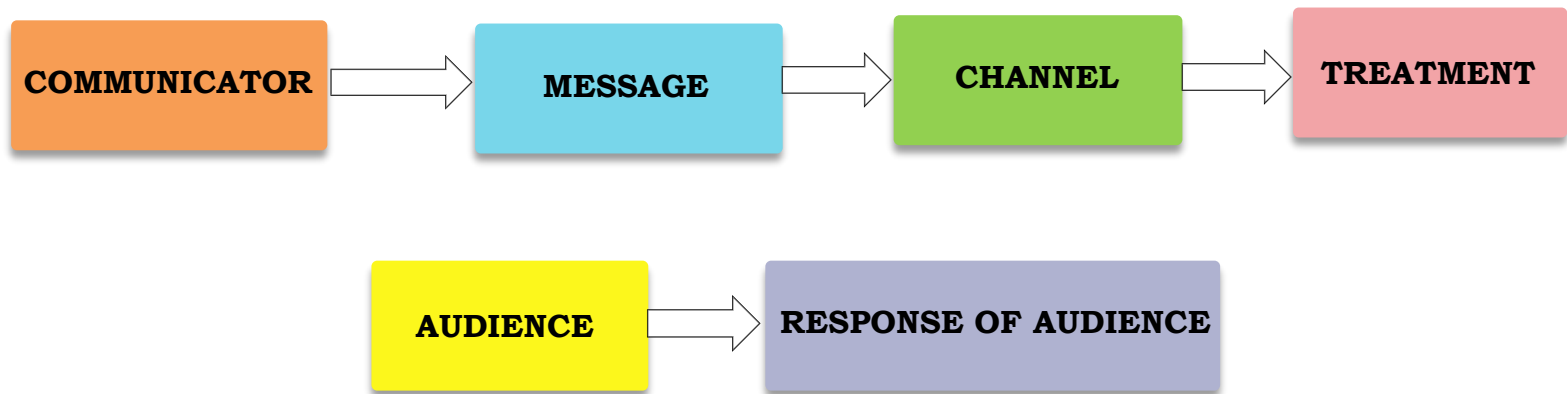




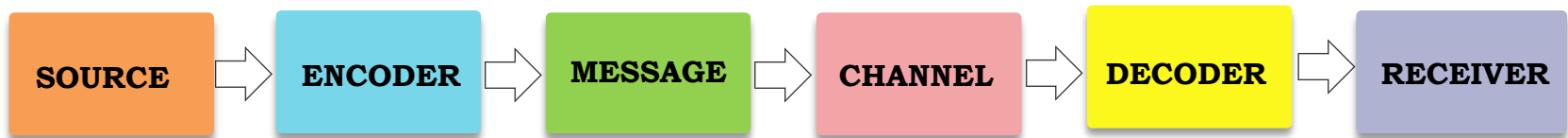
## 5. Westley and Machean Model



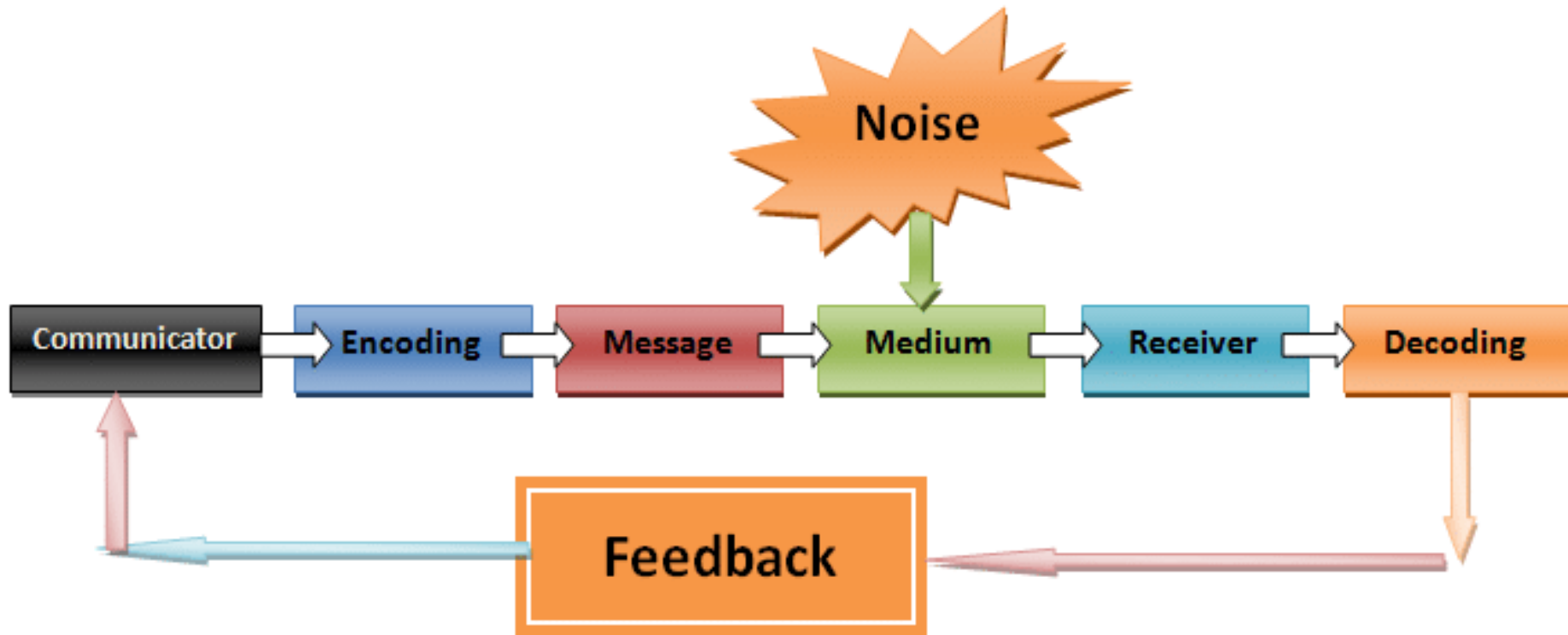
## 6. Leagan's Model



## 7. Berlo's Model



## 8. Contemporary or Modern Model



# References

- ▶ [thebusinesscommunication.com/what-is-](http://thebusinesscommunication.com/what-is-)
  - ▶ [thebusiness.com/type-of-communication-model](http://thebusiness.com/type-of-communication-model)
  - ▶ [skillsyouneed.com/ips/communicationskills.htm](http://skillsyouneed.com/ips/communicationskills.htm)
  - ▶ Dahama, O.P and Bhatnager, O.P (1985) **Education and Communication for Development, Oxford & IBH Publishing.Co, New Delhi**
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