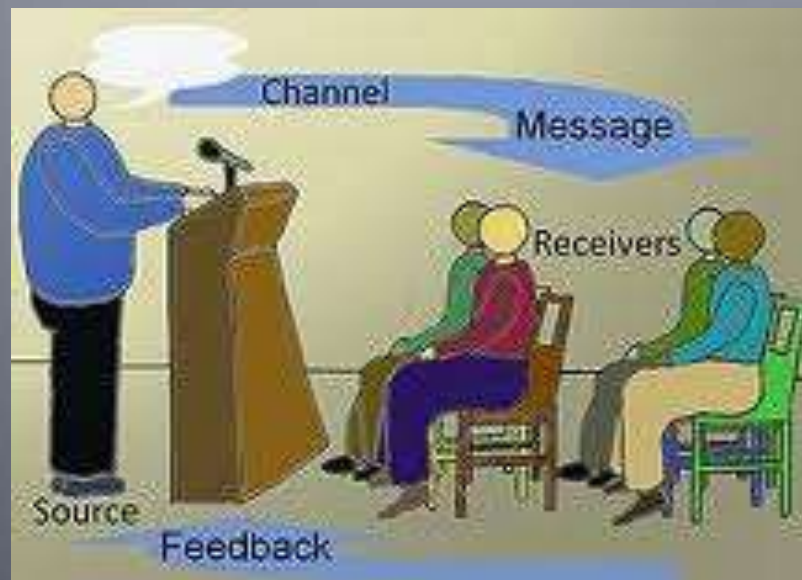
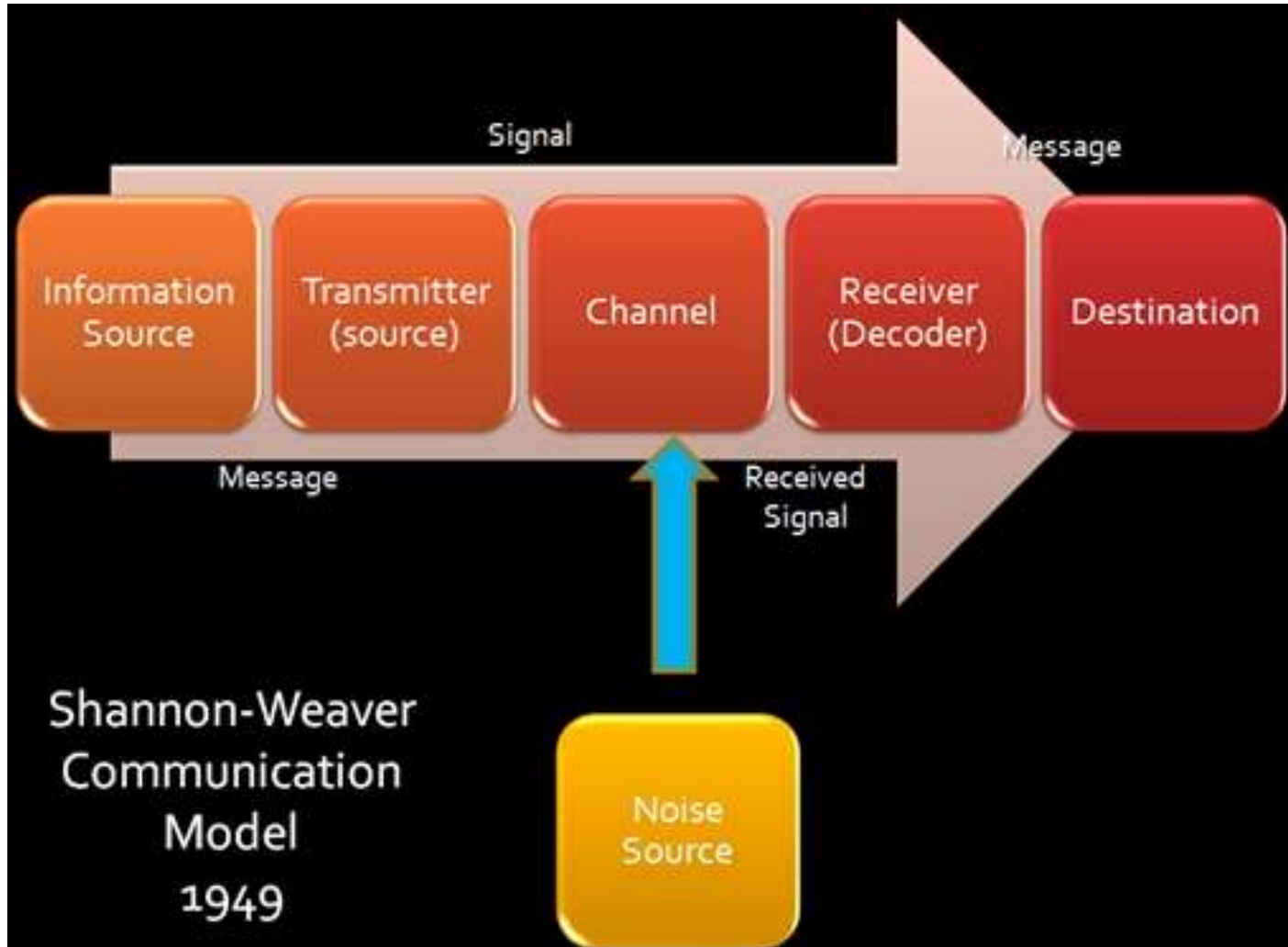


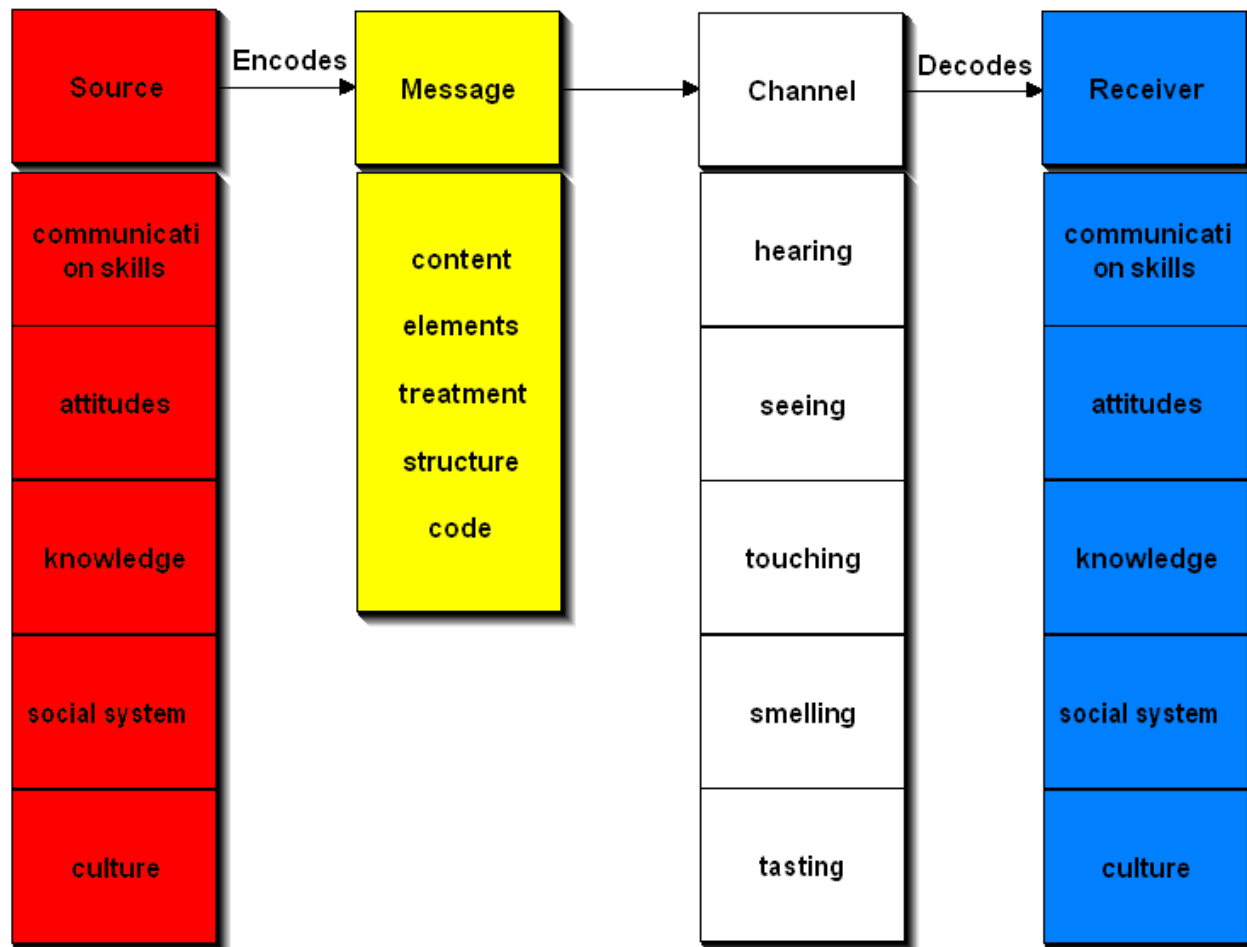
Models of Communication



Shannon & Weaver Model (1949)



Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message:
S-M-C-R Model.