The Shannon-Weaver Mathematical Model, 1949

**The Transmission Model**

- **Information Source**
- **Transmitter (Encoder)**
- **Channel**
- **Receiver (Decoder)**
- **Destination**

**Concepts:**
- Entropy
- Redundancy
- Noise
- Channel Capacity
The Cybernetic Perspective (Weiner, 1950’s)

The Feedback Model
Schramm's Model of Communication, 1954

The Transaction Model
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.

The S-M-C-R Model