THE PROCESS OF COMMUNICATION

DWIGHT JASON RONAN
Mekong Institute
What is COMMUNICATION?

A process in which the participants create and share information with one another in order to reach a mutual understanding.

A process which seeks to reduce uncertainty.
Berlo’s Communication Model
Cuyno’s Star Model of Communication
• Communication skills
• Knowledge
• Attitude
• Social systems and culture
MESSAGE

• Content
• Elements
• Treatment
CHANNEL

- Television (TV)
- Radio
- Newspaper, magazines
- Letters
- Direct calls
- Home visits
- Meeting places
- Meetings
- Schools
- Information boards
- Internet
- Social media
- Flyers in markets
- Flyers in buses
- Flyers in hospitals

COMMUNICATION METHODS
EFFECT

- To inform
- To educate
- To entertain
- To take action
<table>
<thead>
<tr>
<th>Source</th>
<th>Who?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message</td>
<td>What?</td>
</tr>
<tr>
<td>Channel</td>
<td>How?</td>
</tr>
<tr>
<td>Receiver</td>
<td>For who?</td>
</tr>
<tr>
<td>Effect</td>
<td>Why?</td>
</tr>
</tbody>
</table>