

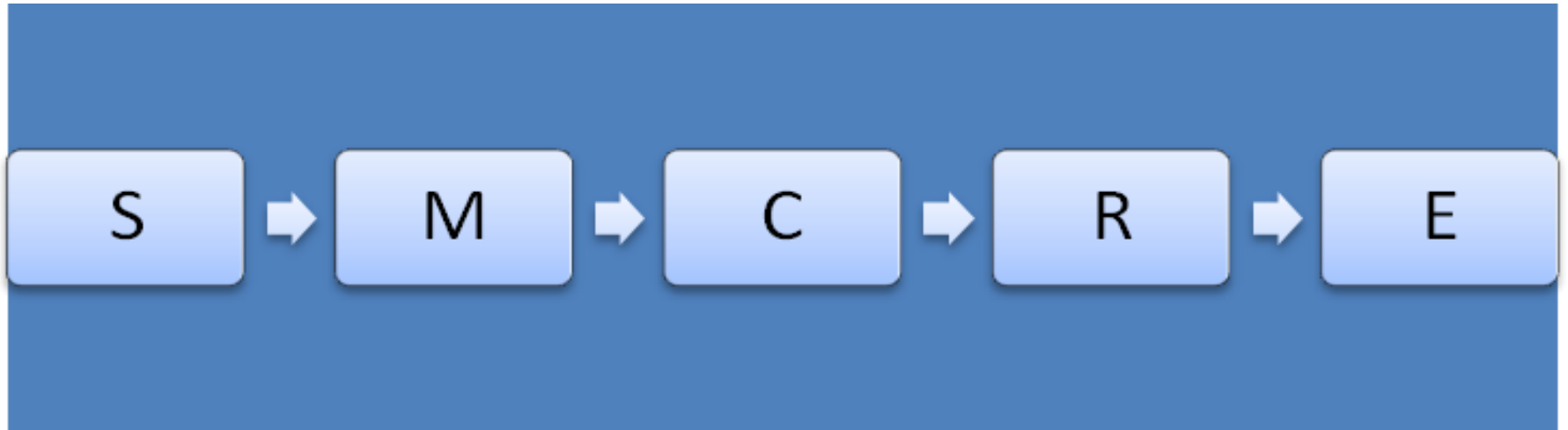
THE PROCESS OF COMMUNICATION

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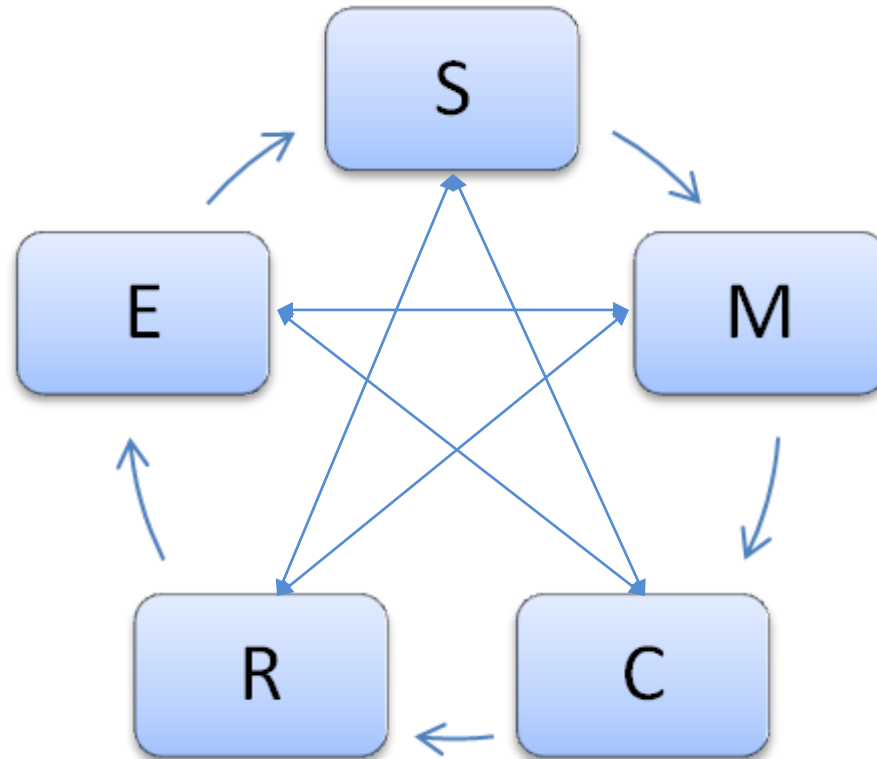
What is COMMUNICATION?

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

SOURCE

- 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



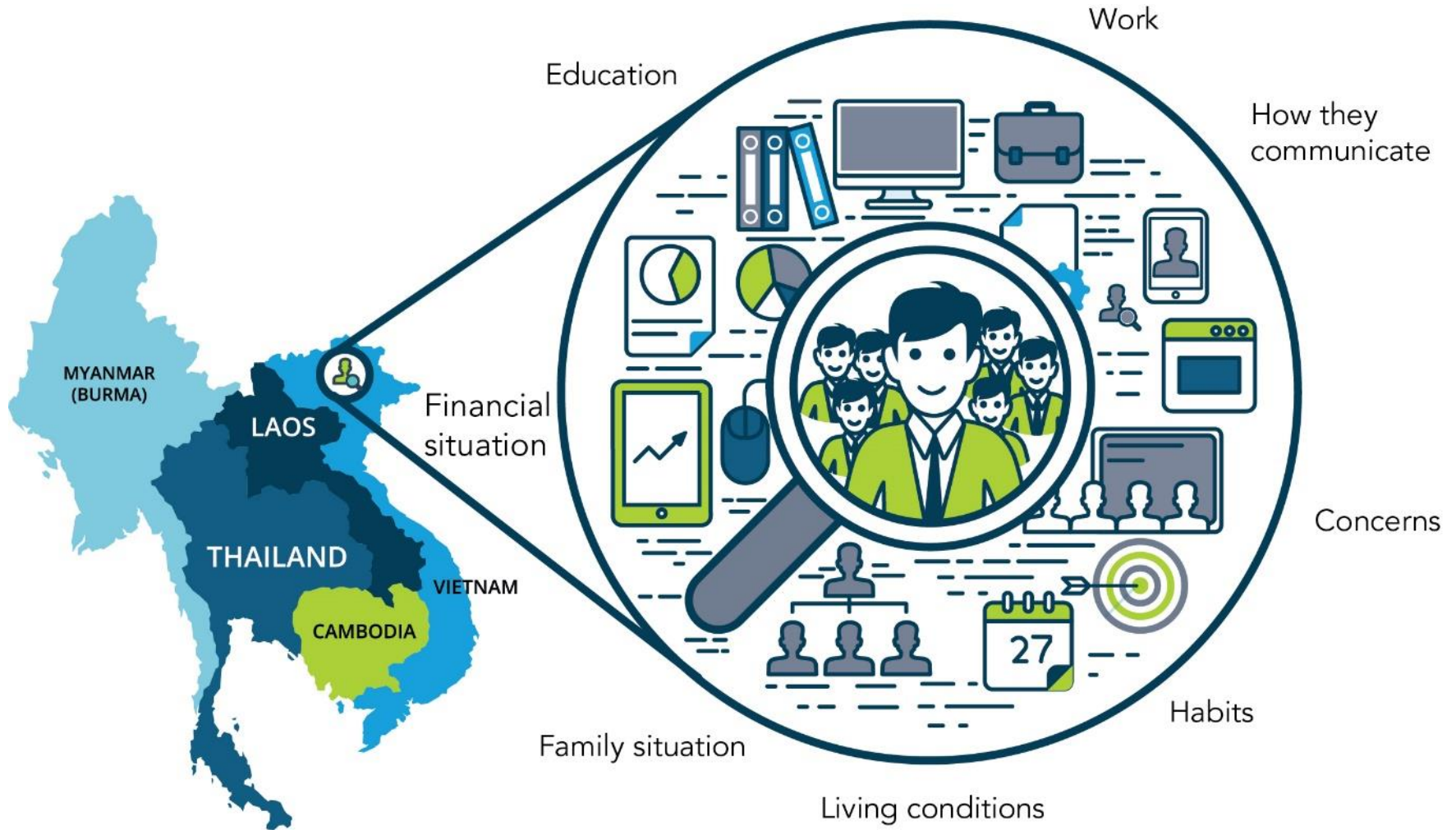
Flyers in
buses



Flyers in
hospitals

COMMUNICATION
METHODS

RECEIVER



EFFECT

- To inform
- To educate
- To entertain
- To take action

SOURCE

Who?

MESSAGE

What?

CHANNEL

How?

RECEIVER

For who?

EFFECT

Why?