

Critical understanding of ICT
course- Epc 4

Media fidelity

(Unit-4)

By

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Introduction

- Every medium is an extension of our senses or body parts and can change the way we view the world (e.g. the effects of the internet).
Media affects us differently, according to their fidelity (or form).

High fidelity, hot media

- High fidelity media send messages that are complete, requiring little extra interpretation. They are clear and easy to understand.
- Their ease of interpretation allows listeners to easily fall into the encompassing environment that may be produced. On the other hand, the lack of effort required by the person involved may reduce their engagement.
- A high fidelity medium is also known as a 'hot' medium.

Low fidelity or cool media

- Low fidelity media send messages that are incomplete, requiring the person involved to put noticeable effort into assimilating the message.
- Low fidelity need not be low value, but the composer does need to think more about how to engage the target audience.
- A low fidelity medium is also known as a 'cool' medium.

Example

- **Phones are low fidelity**, as they do not give full-spectrum sound and do not include a visual element to communications. You need to concentrate to fully hear the message.
- **Movies are high-fidelity**, as they block out all other images and include sound (often surround-sound). Thus they engage their audiences and can easily get them to suspend reality.
- **Cartoons may be considered as low fidelity** as they use simple lines and leave out a lot of detail. They may still be engaging, perhaps through the use of humor.

Sender, message, medium
receiver correspondence

Berlo's SMCR Model of
Communication

Introduction

- In 1960, David Berlo expanded Shannon and Weaver's linear model of communication
- Created the **Sender-Message-Channel-Receiver (SMCR) Model of Communication**
- Berlo described factors affecting the individual components in the communication-making the communication more efficient.

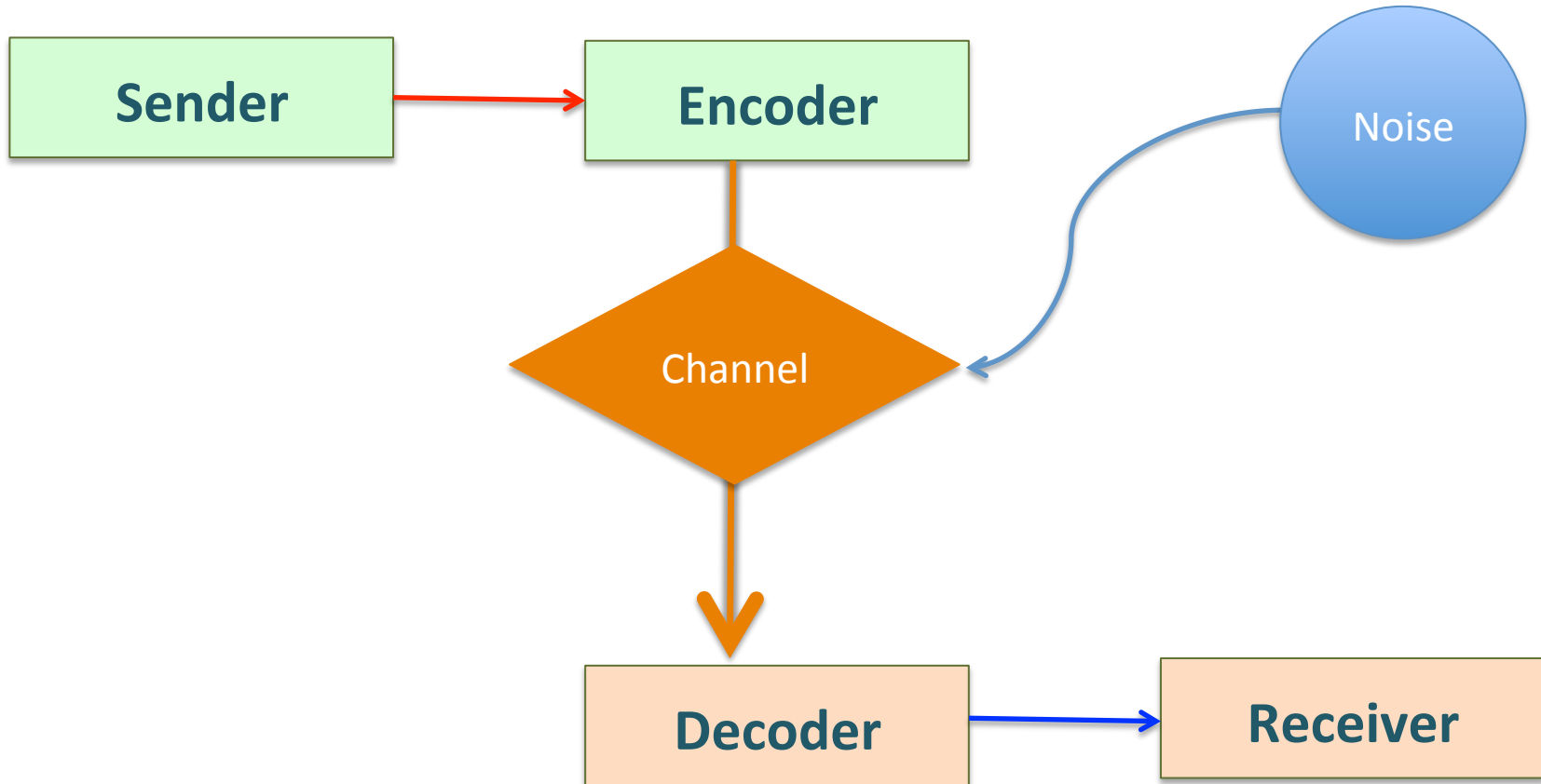
Background

- The Berlo's Model of Communication has developed from Claude Shannon and Warren Weaver's mathematical model, which was first published in “Bell System Technical Journal” in 1948.

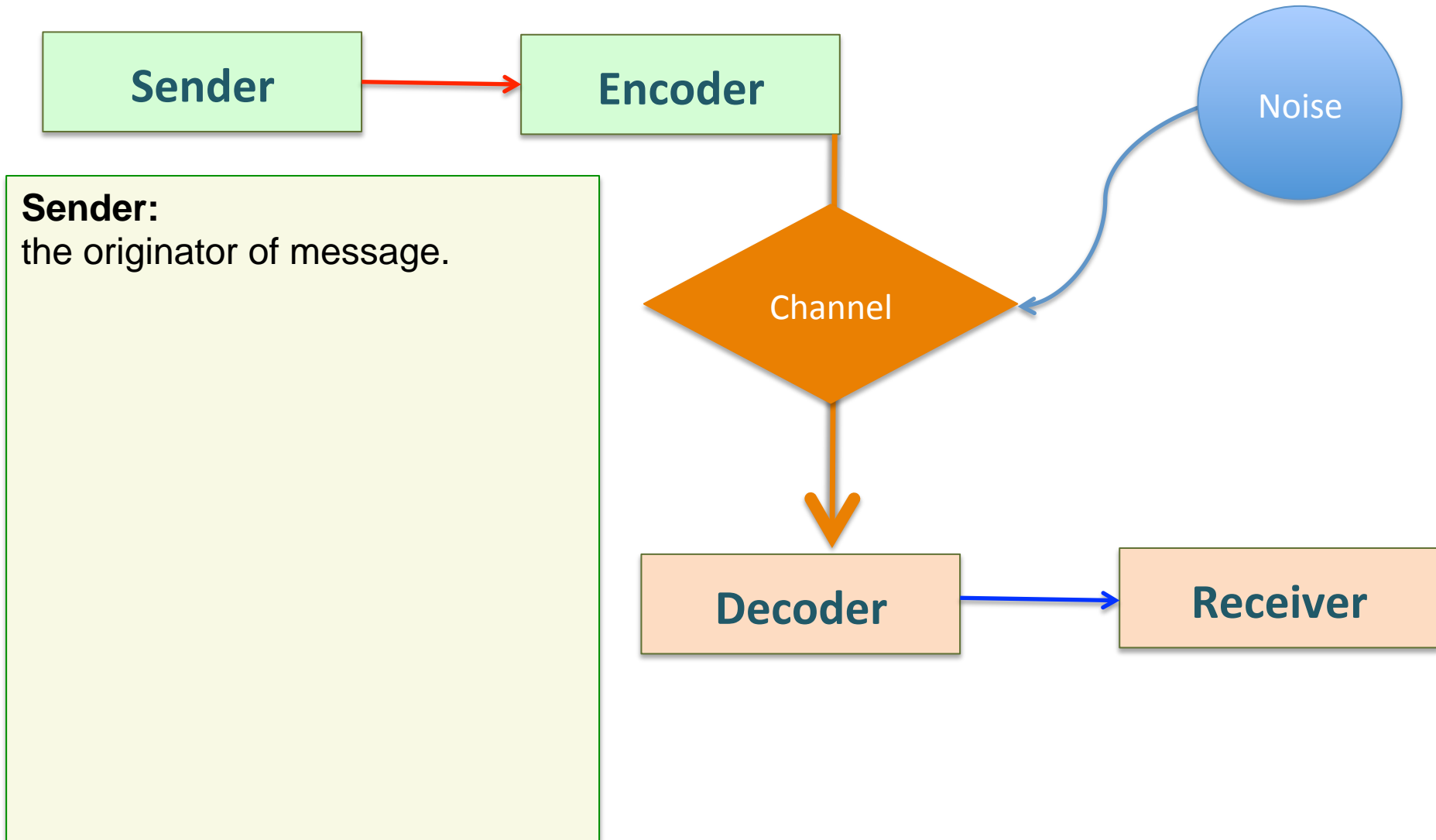
Shannon and Weaver's linear model of communication

- The model was primarily designed to improve the technical communication, but was later widely applied in different fields of communication.
- According to the model-communication includes the following concepts: sender, encoder, channel, decoder, receiver and feedback.
- There is also concept of “noise”, which affects the communication process going through the channel and makes the message more difficult to understand by the receiver

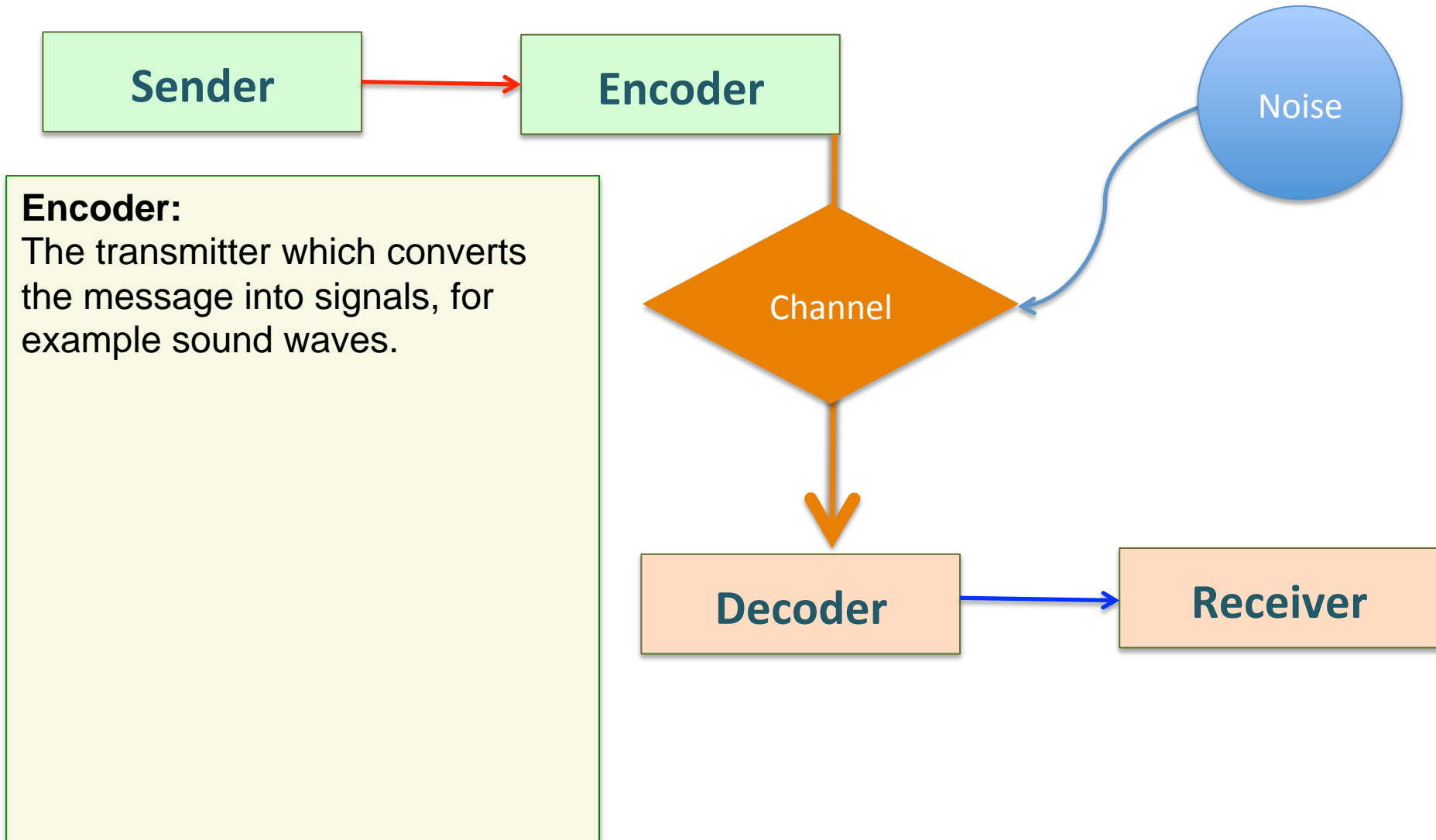
Shannon and Weaver's linear model of communication



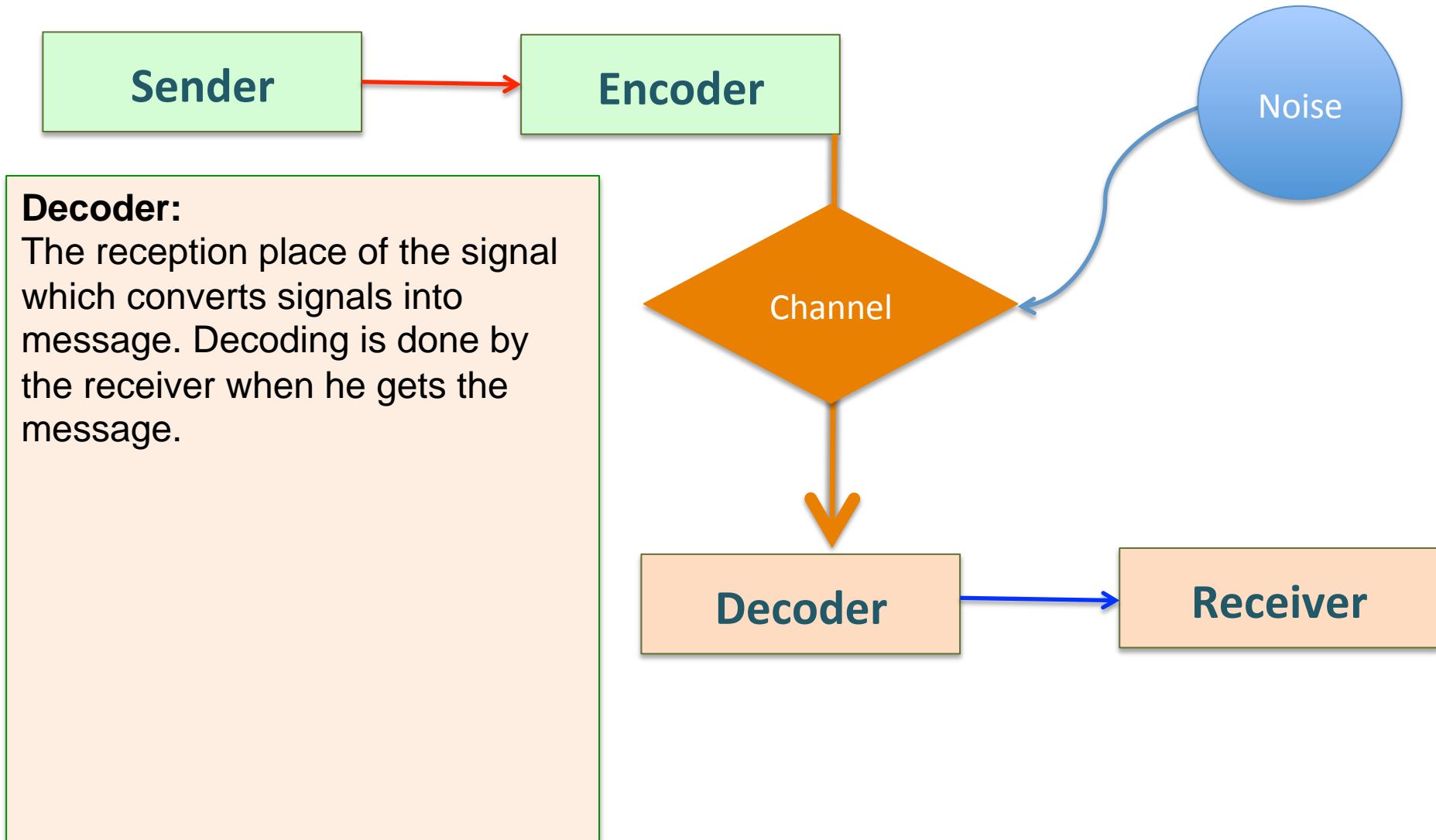
Shannon and Weaver's linear model of communication (contd.)



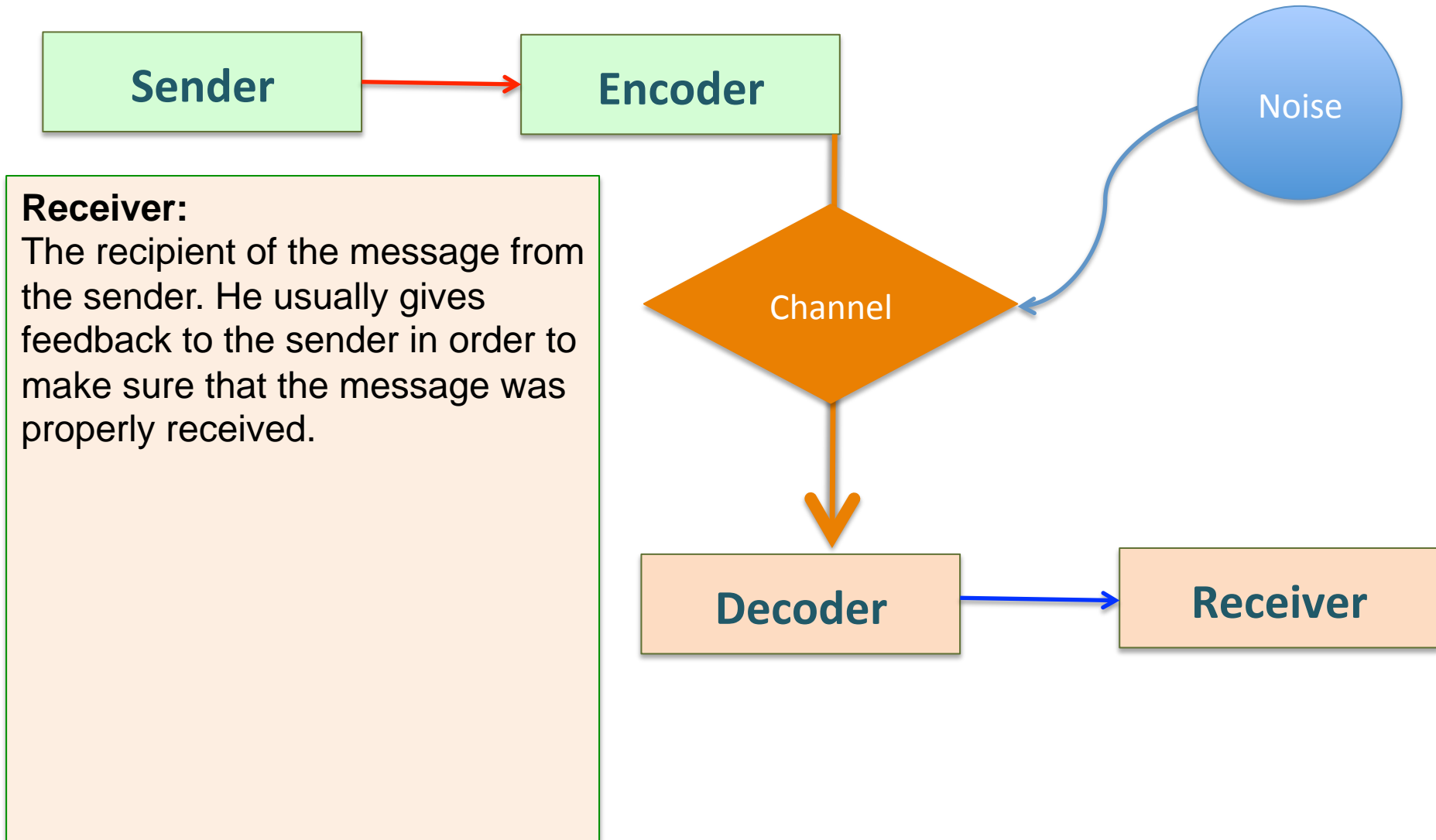
Shannon and Weaver's linear model of communication (contd.)



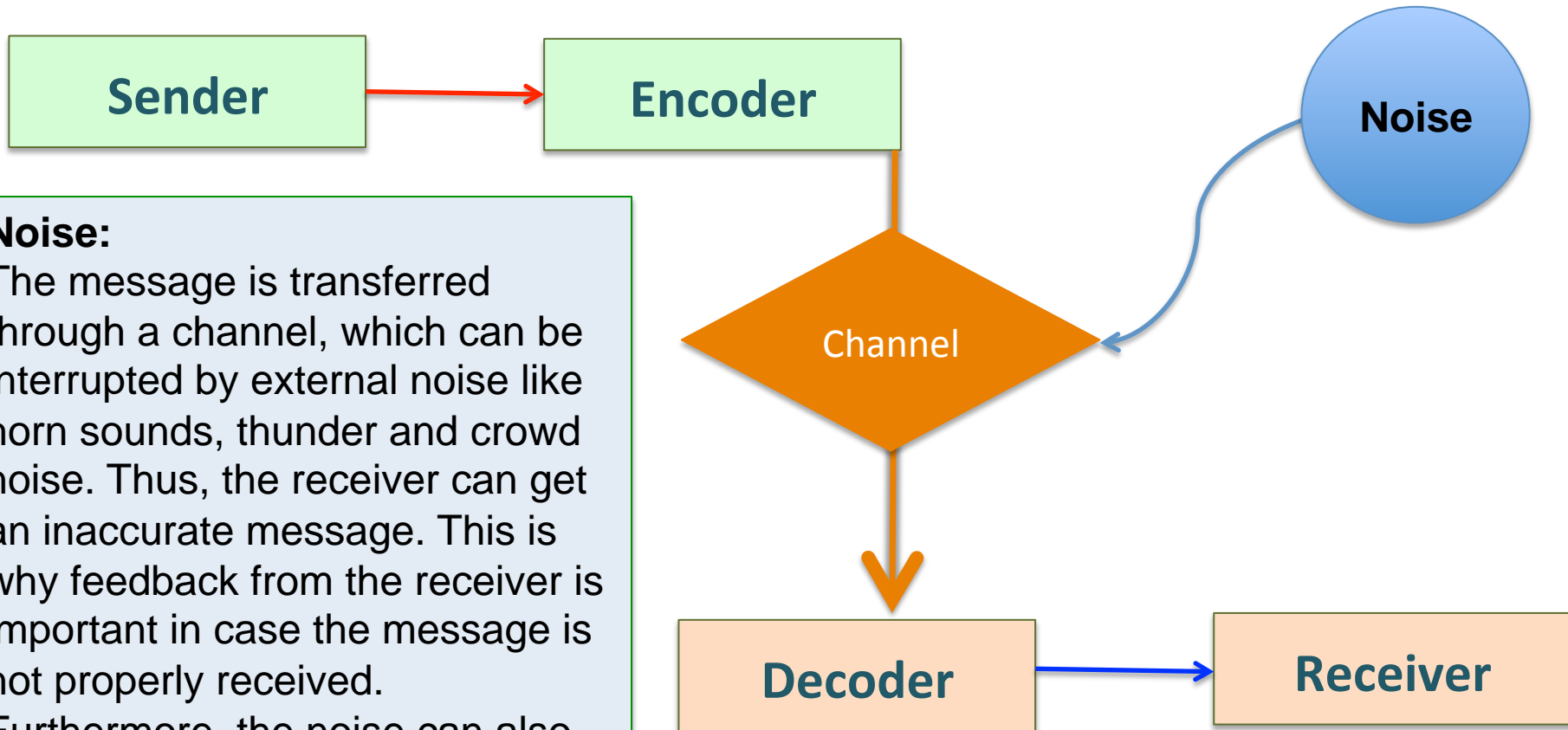
Shannon and Weaver's linear model of communication (contd.)



Shannon and Weaver's linear model of communication (contd.)



Shannon and Weaver's linear model of communication (contd.)



Noise:

The message is transferred through a channel, which can be interrupted by external noise like horn sounds, thunder and crowd noise. Thus, the receiver can get an inaccurate message. This is why feedback from the receiver is important in case the message is not properly received.

Furthermore, the noise can also affect the decoding of the message by the receiver

Shannon and Weaver's linear model of communication (contd.)

- Practical Example:
Principal made call to his assistant “come here I want to talk to you.” During his call, noise appeared (transmission error) and his assistant received “I want” only. Again Assistant asked Principal (feedback) “what do you want Sir?”
- Sender: Principal
- Encoder: Telephone (Principal’s end)
- Channel: Cable
- Noise: Distraction in voice
- Decoder: Telephone (Assistant’s end)
- Receiver: Assistant.

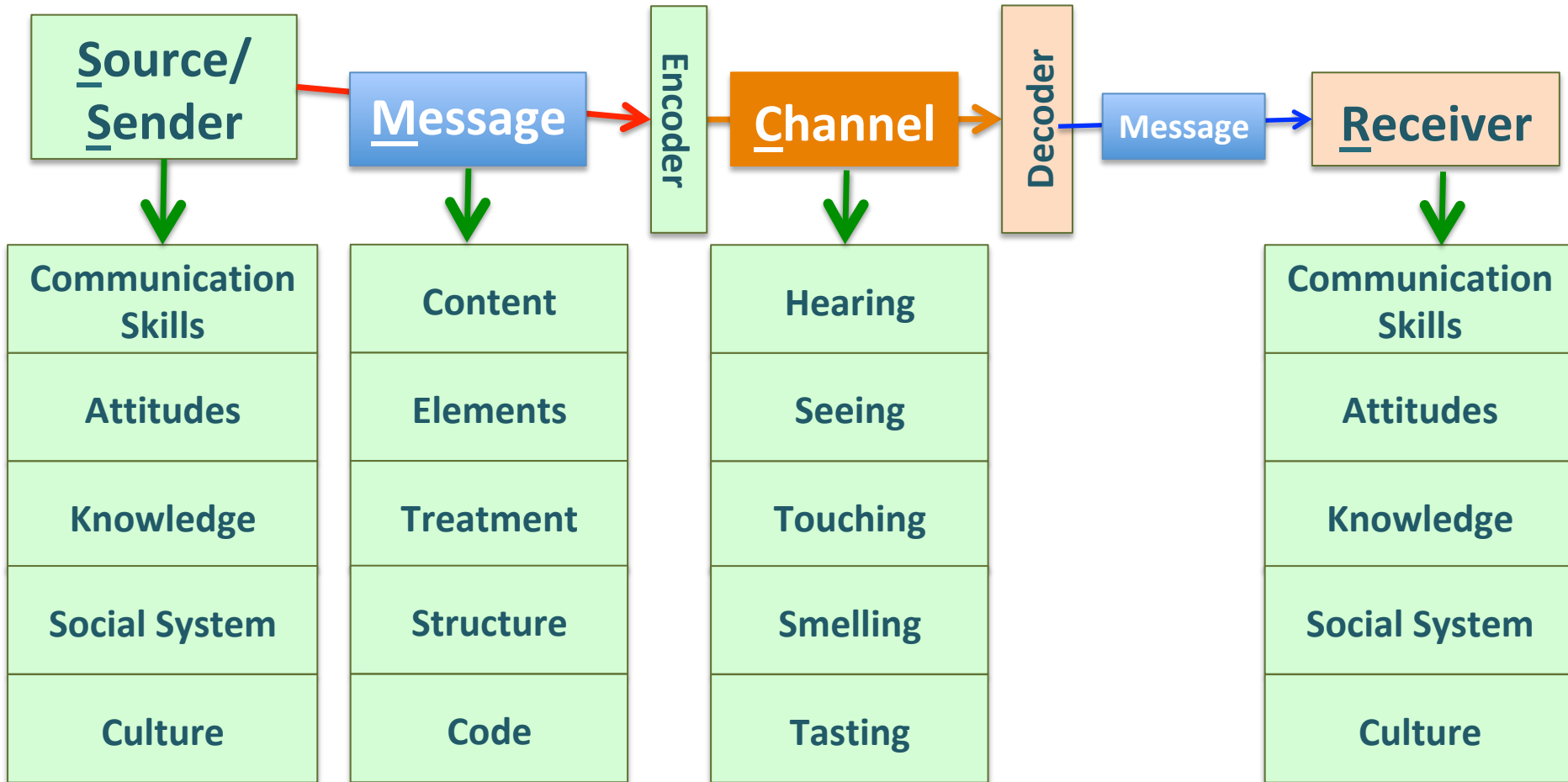
Berlo's Model

- Berlo's Model was first published in 1960 in the book entitled *El Proceso de la Comunicación* or the process of communication.
- The model includes four components to describe the communication process: sender, message, channel, and receiver, each of the them are affected by many factors.
- The model also focuses on encoding and decoding, which happens before sender sends the message and before receiver receives the message respectively.

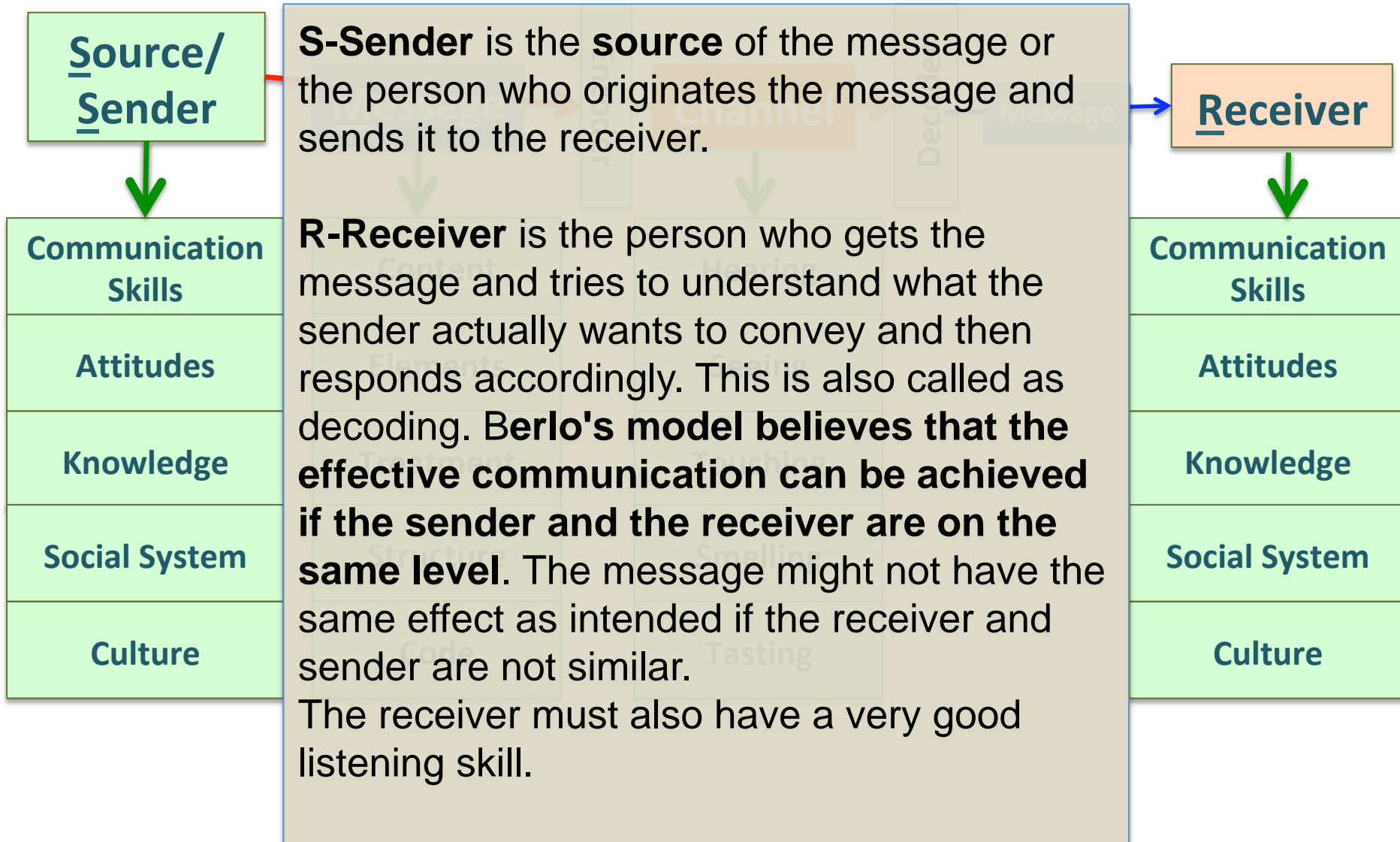
Berlo's Model

- The main feature from the previous Shannon-Weaver model is the focus on the purpose and objectives of communication. Berlo's model also includes verbal and non-verbal communications, it considers the emotional aspects of the message.

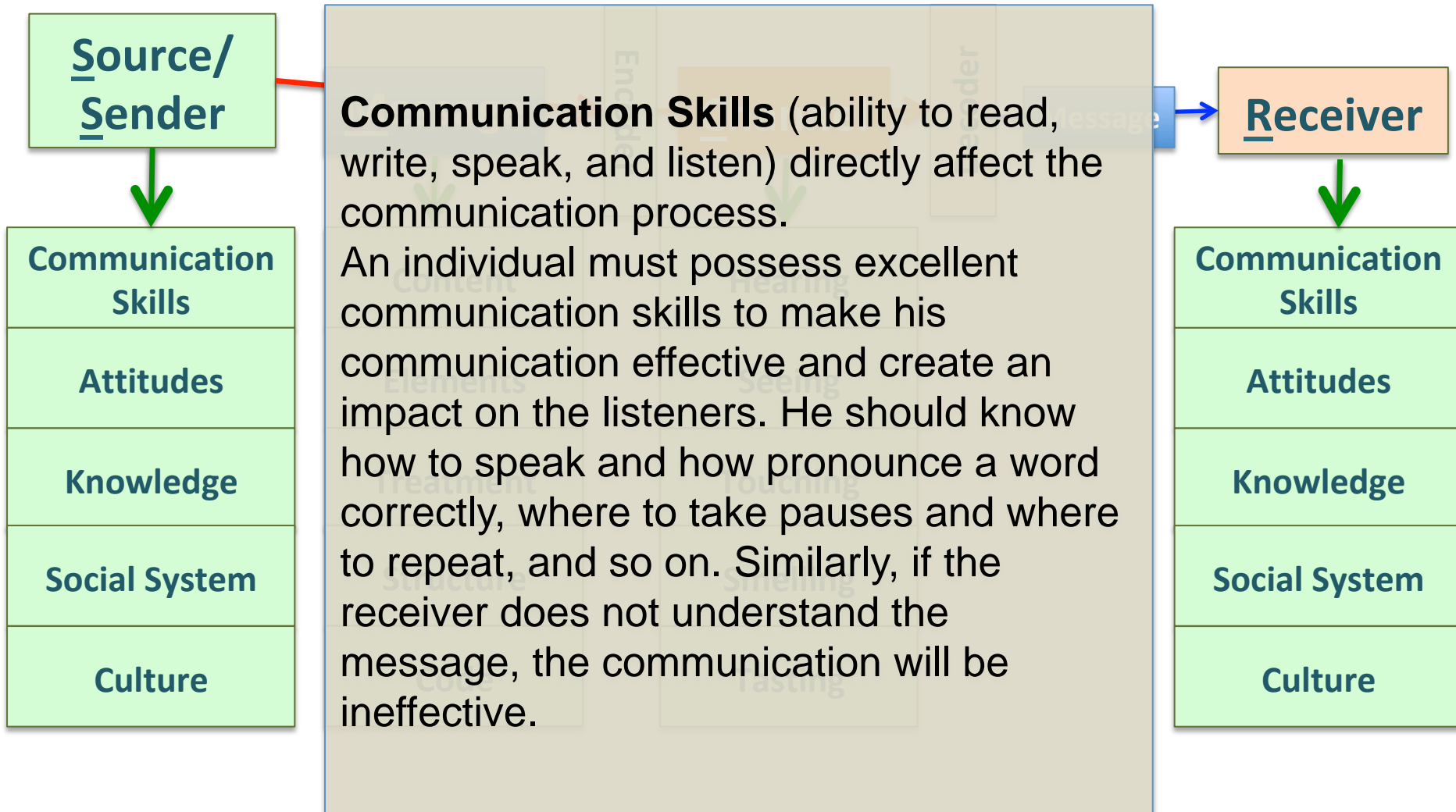
Components of SMCR Model



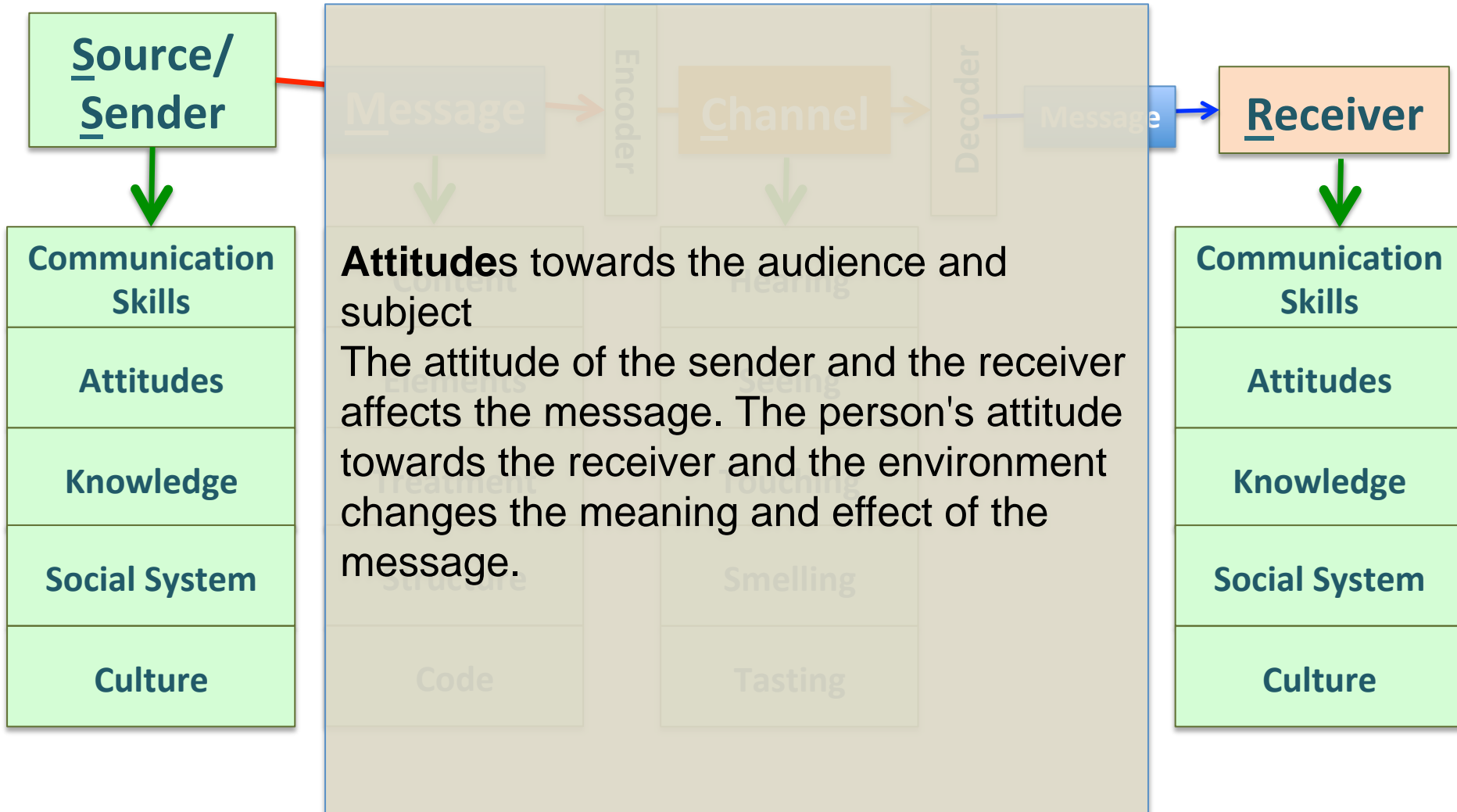
Components of SMCR Model



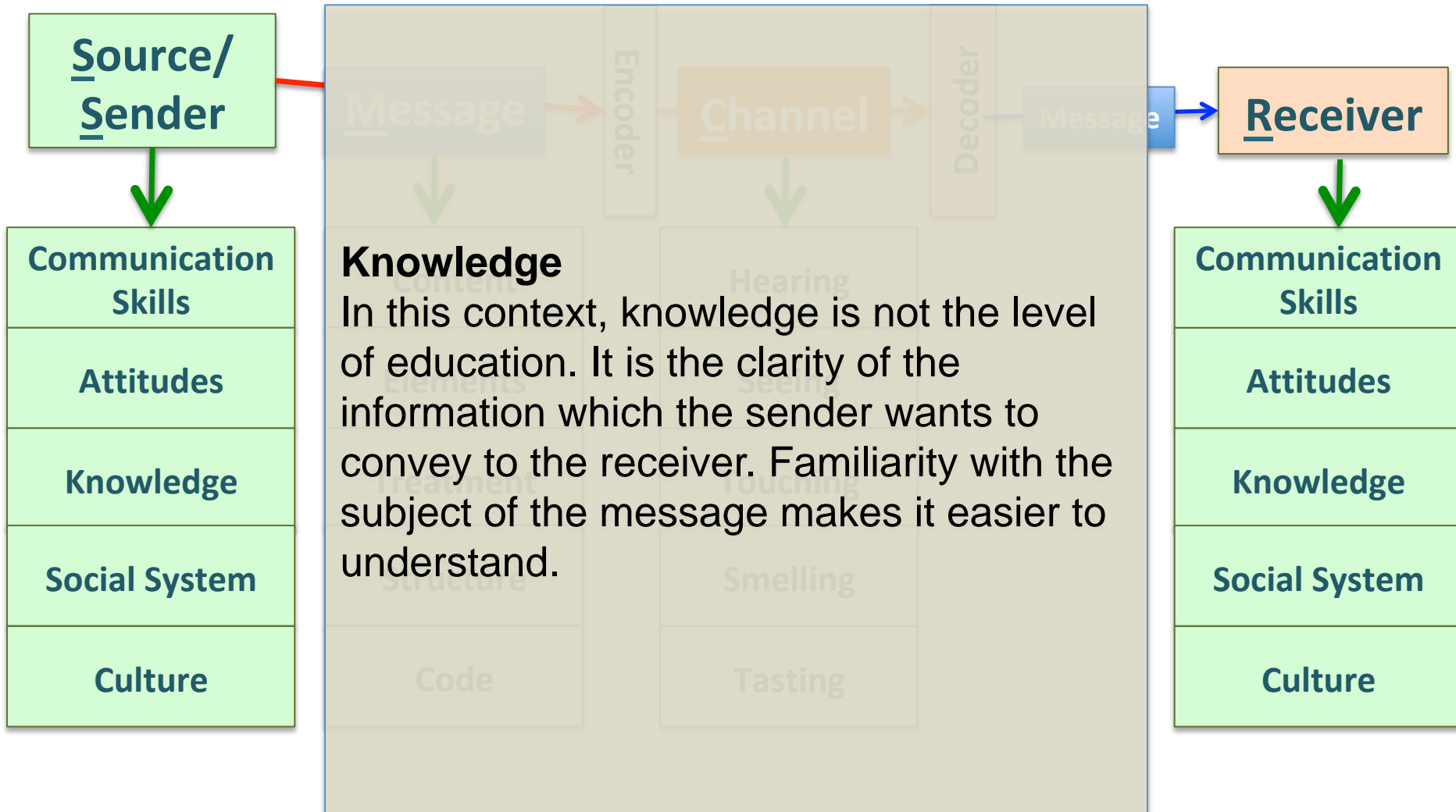
Components of SMCR Model



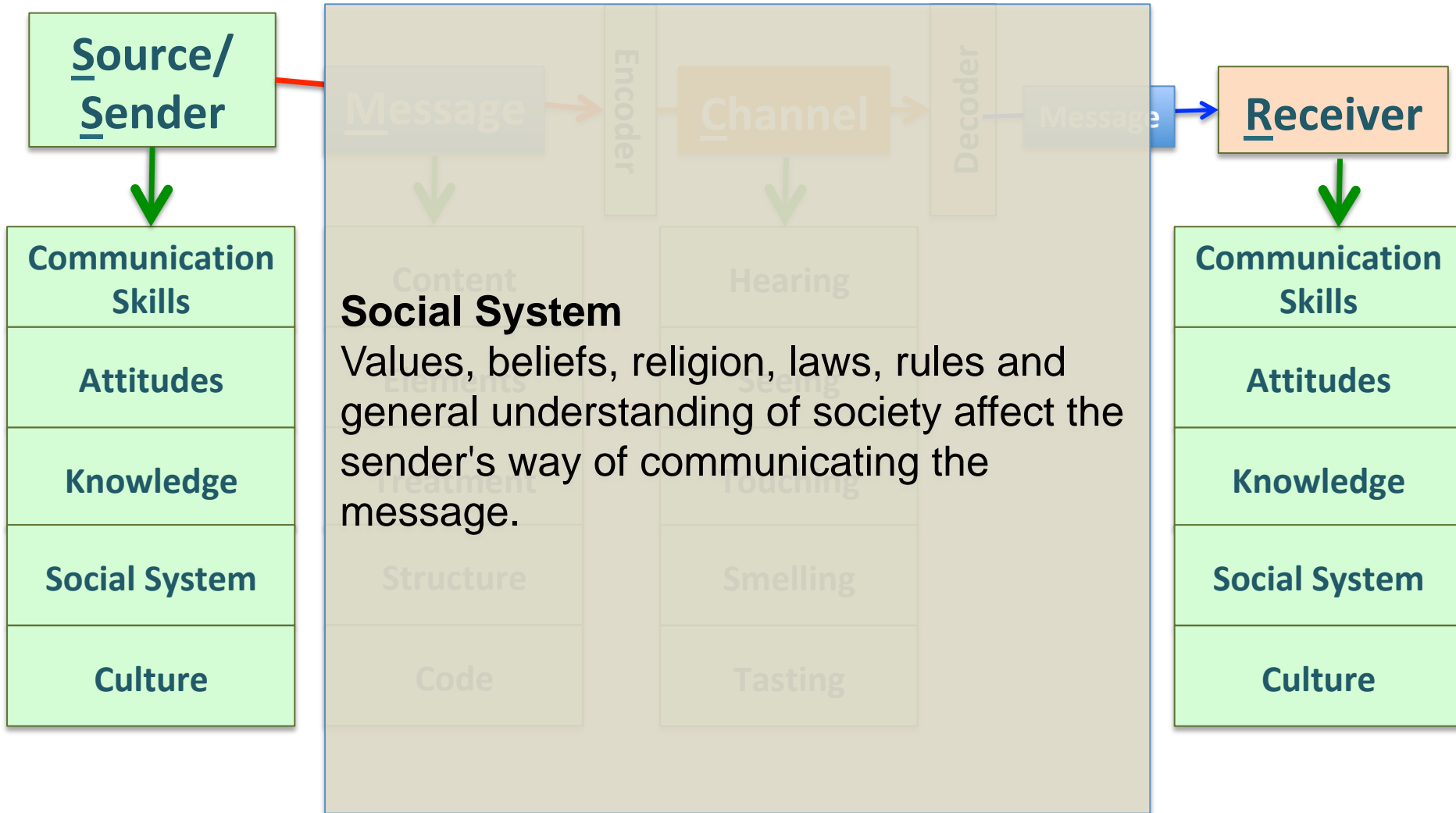
Components of SMCR Model



Components of SMCR Model



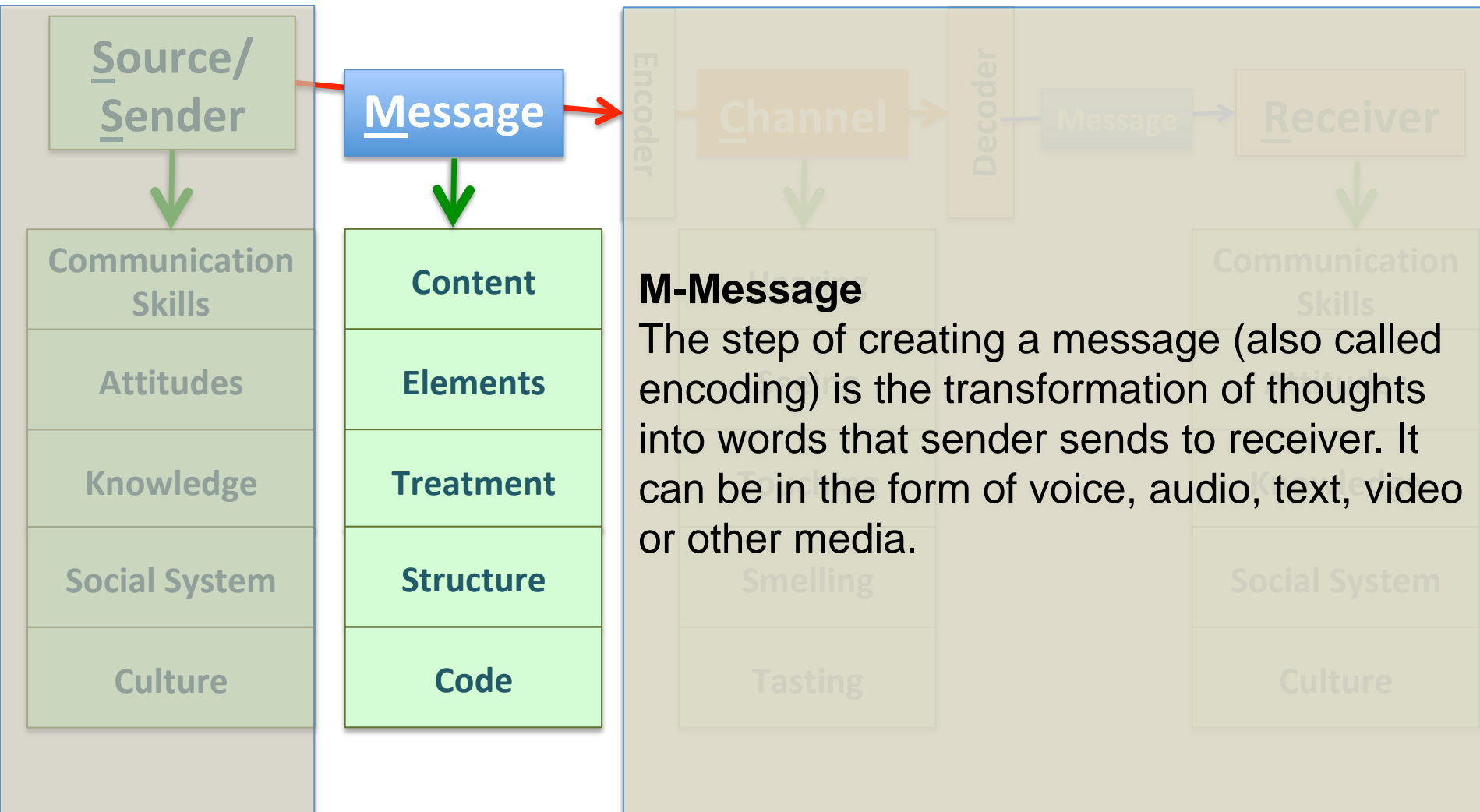
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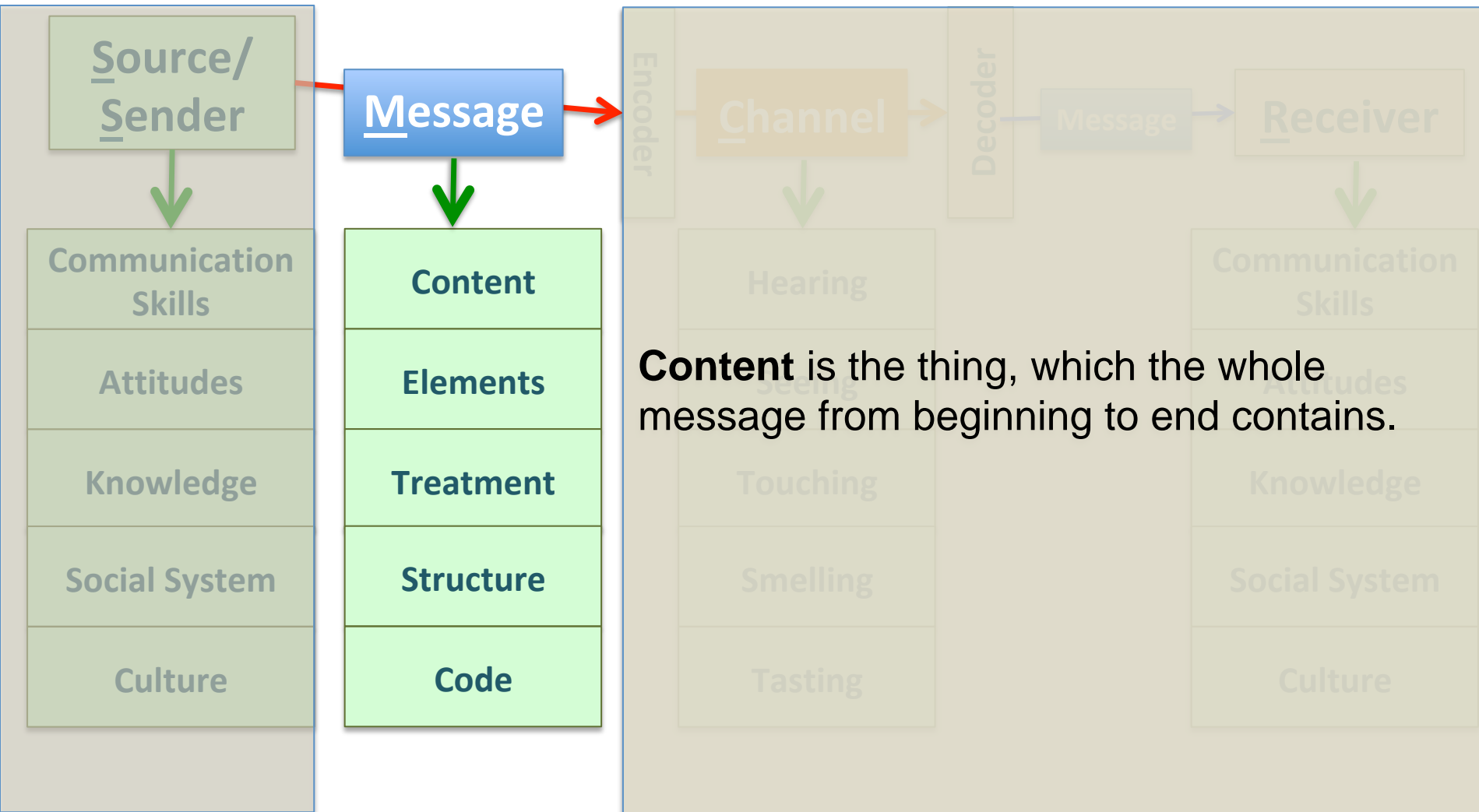
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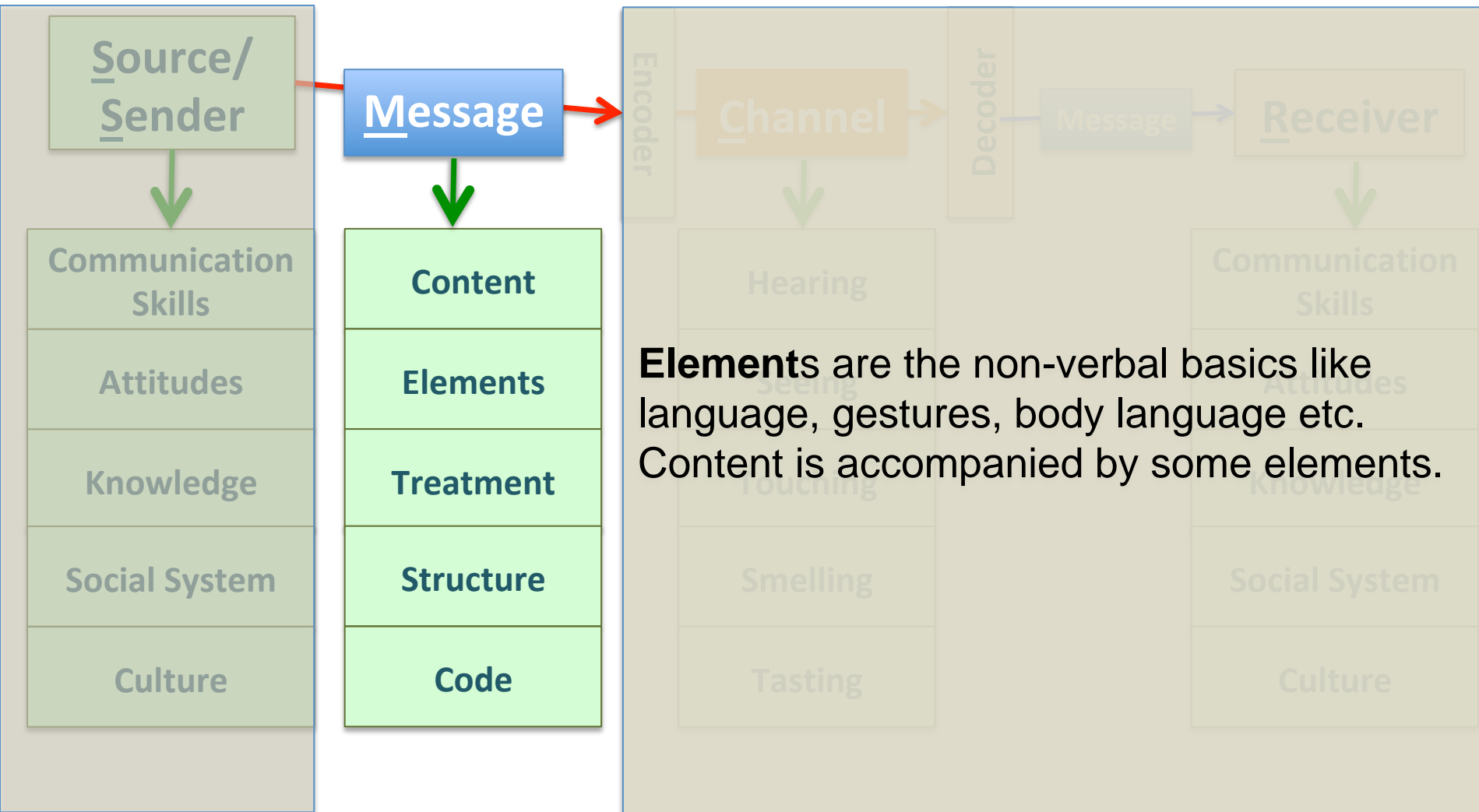
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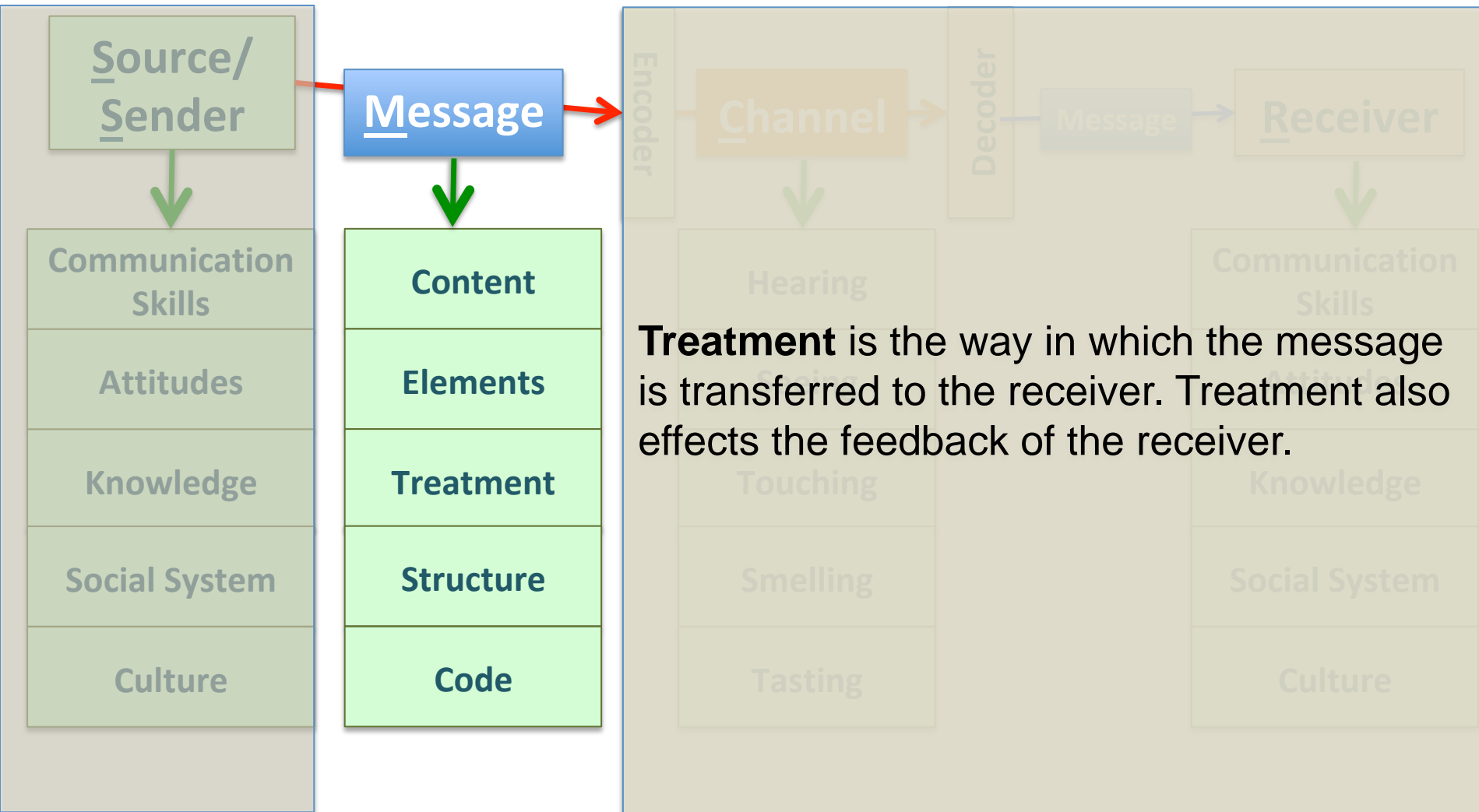
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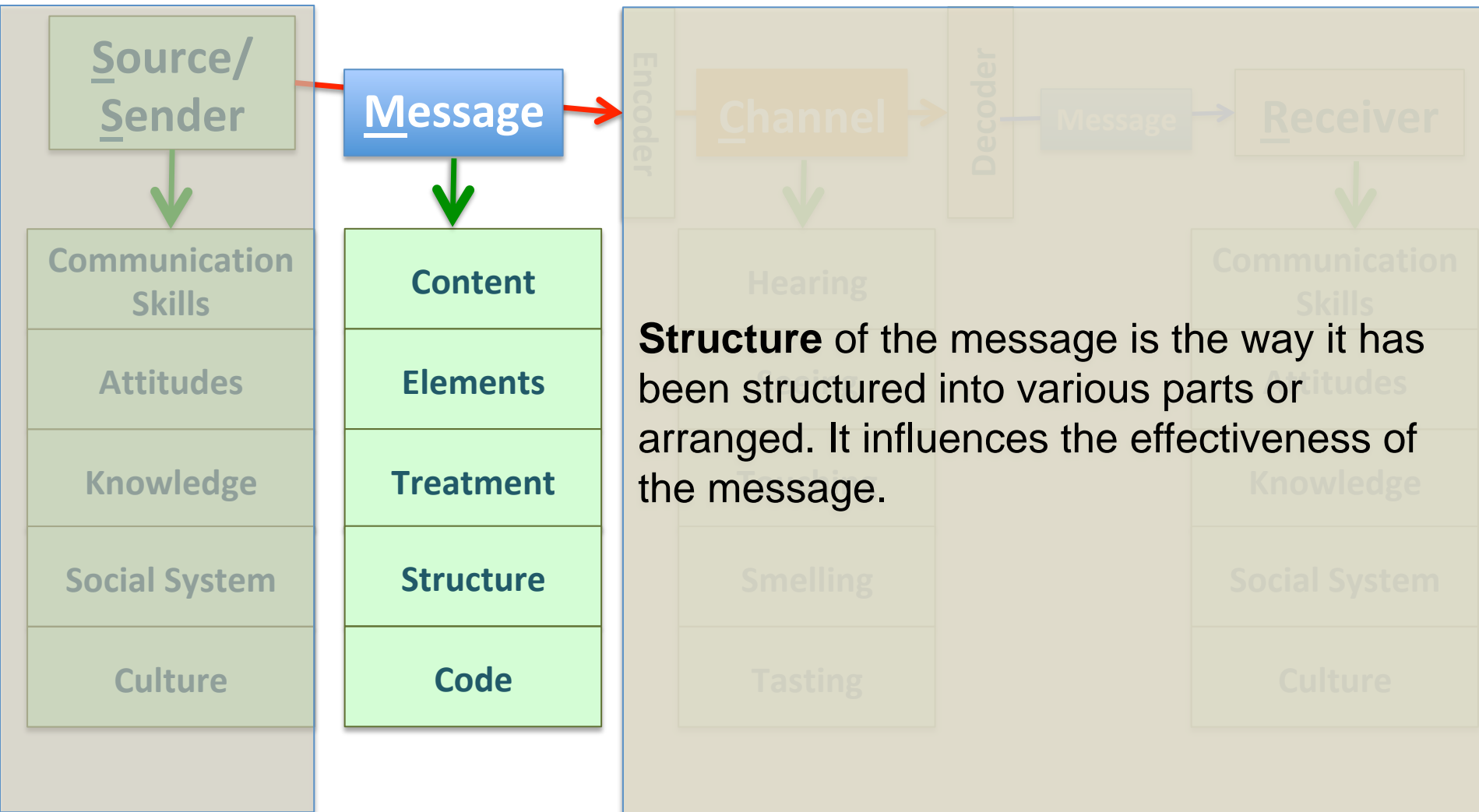
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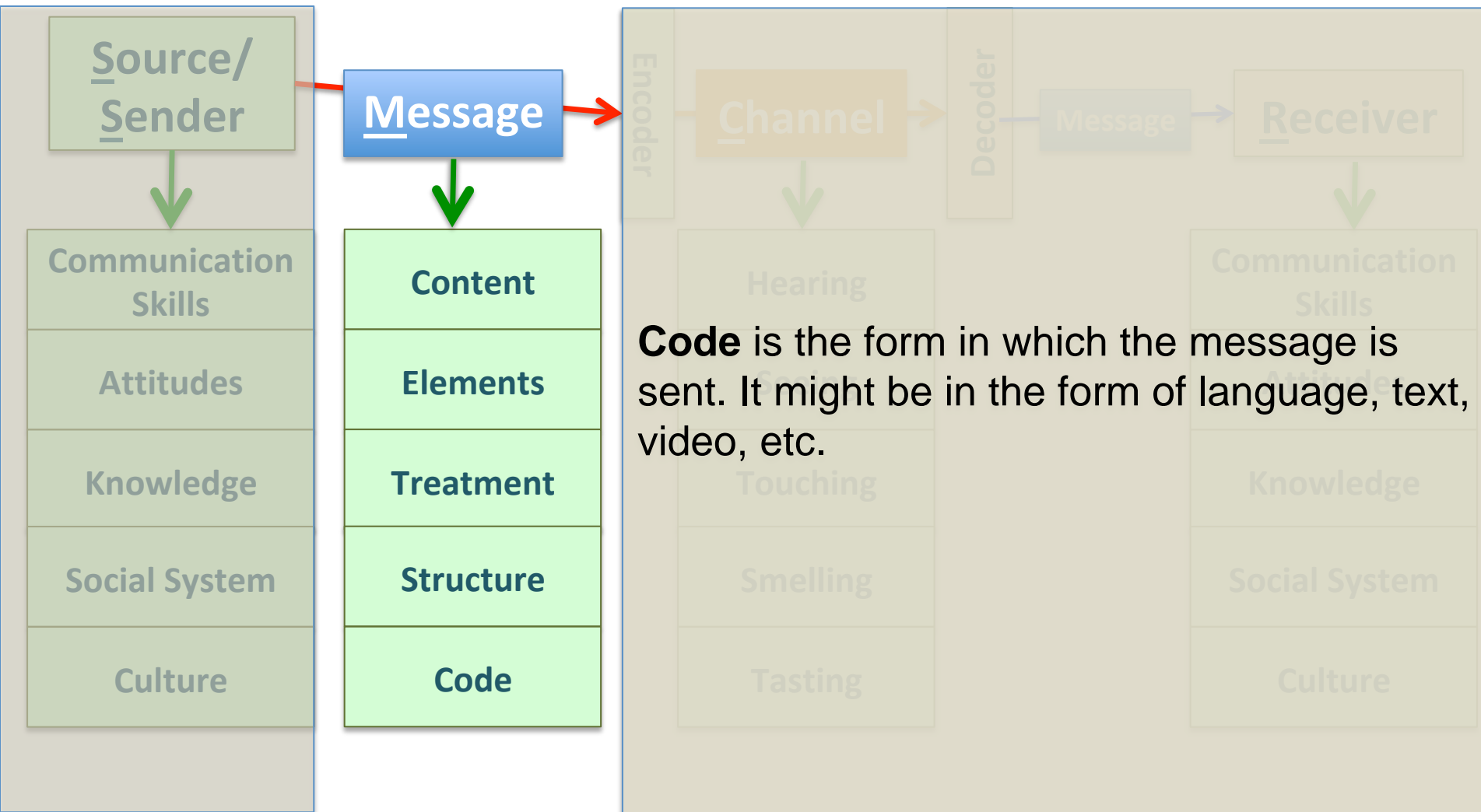
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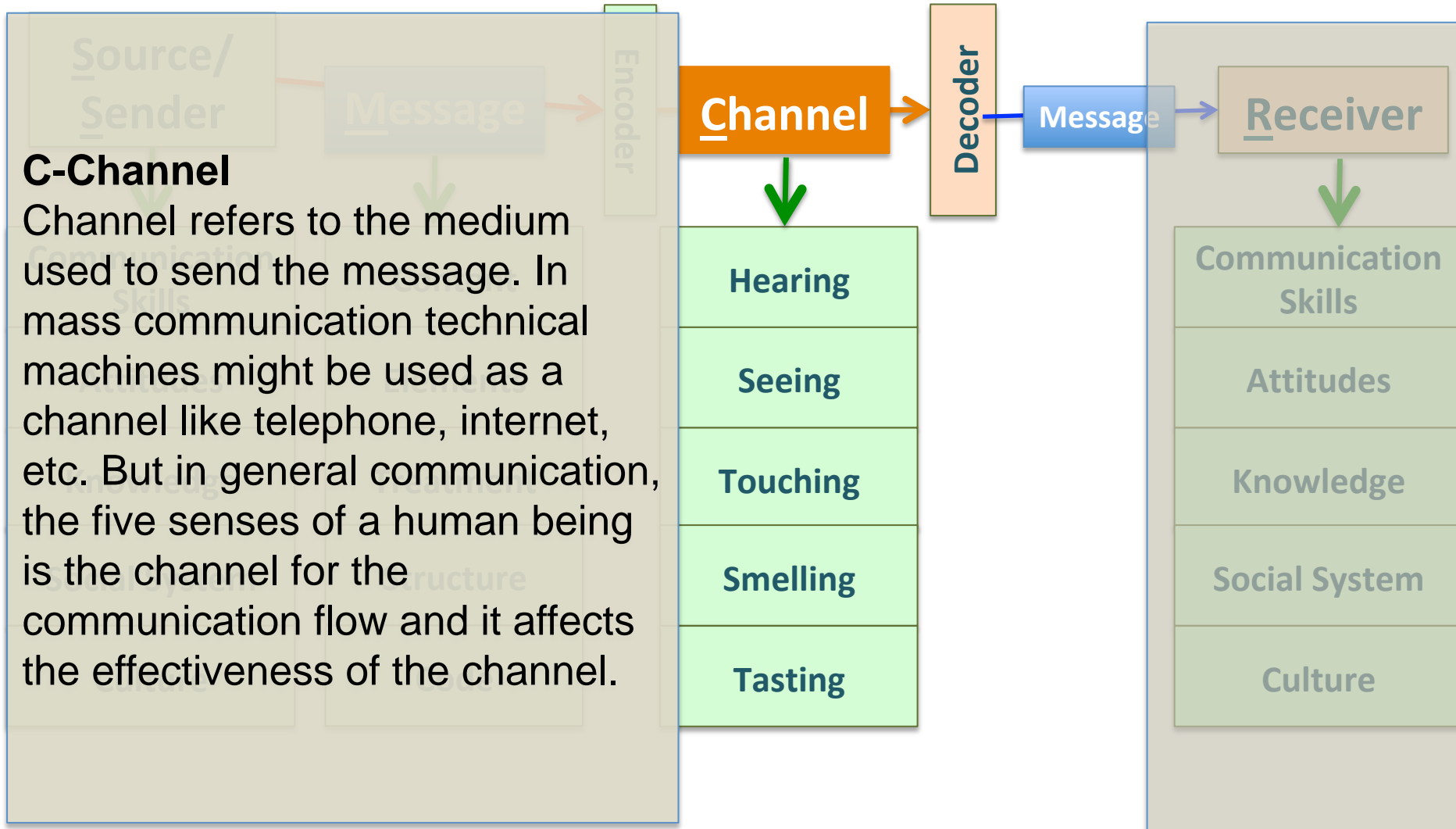
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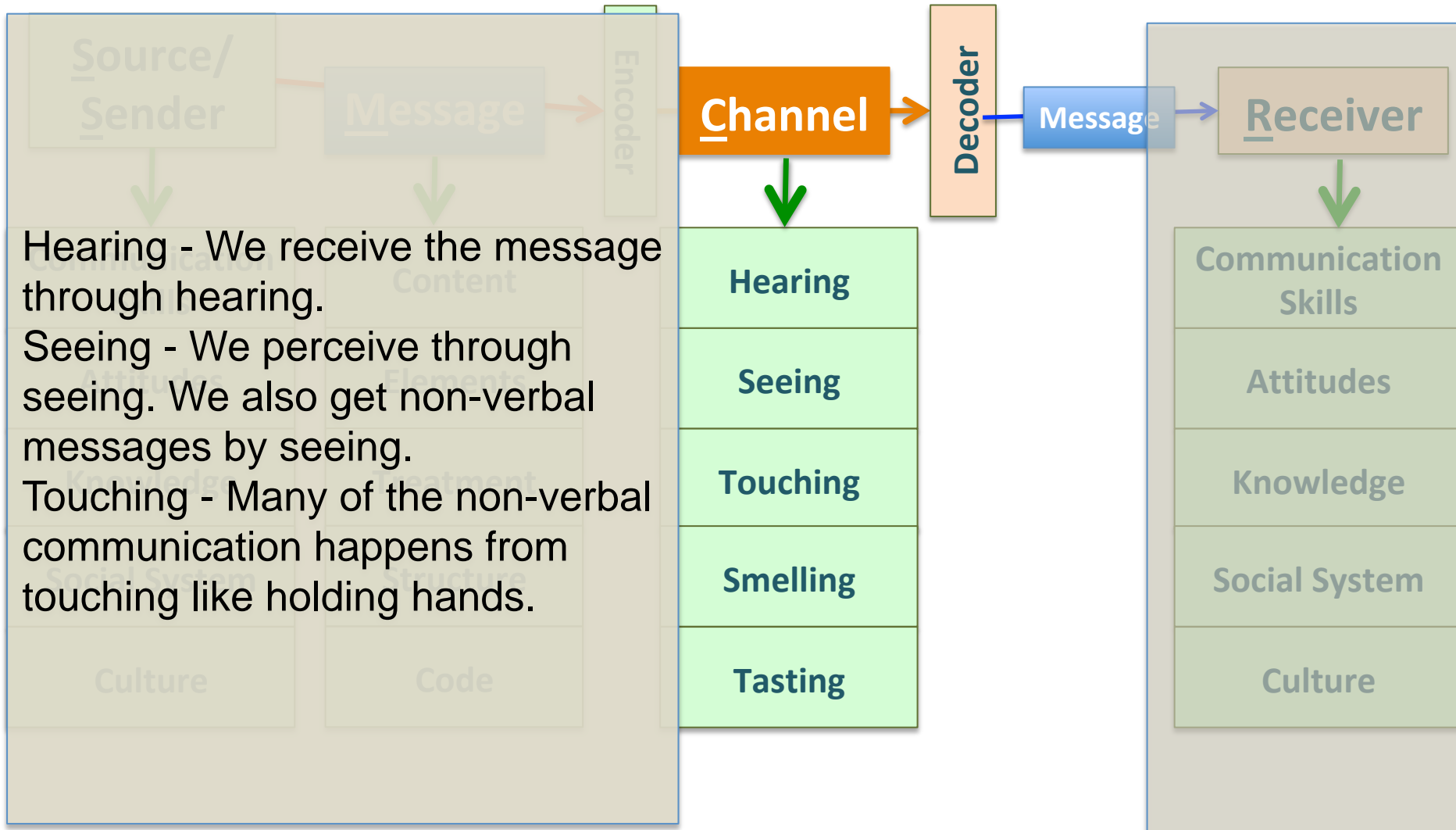
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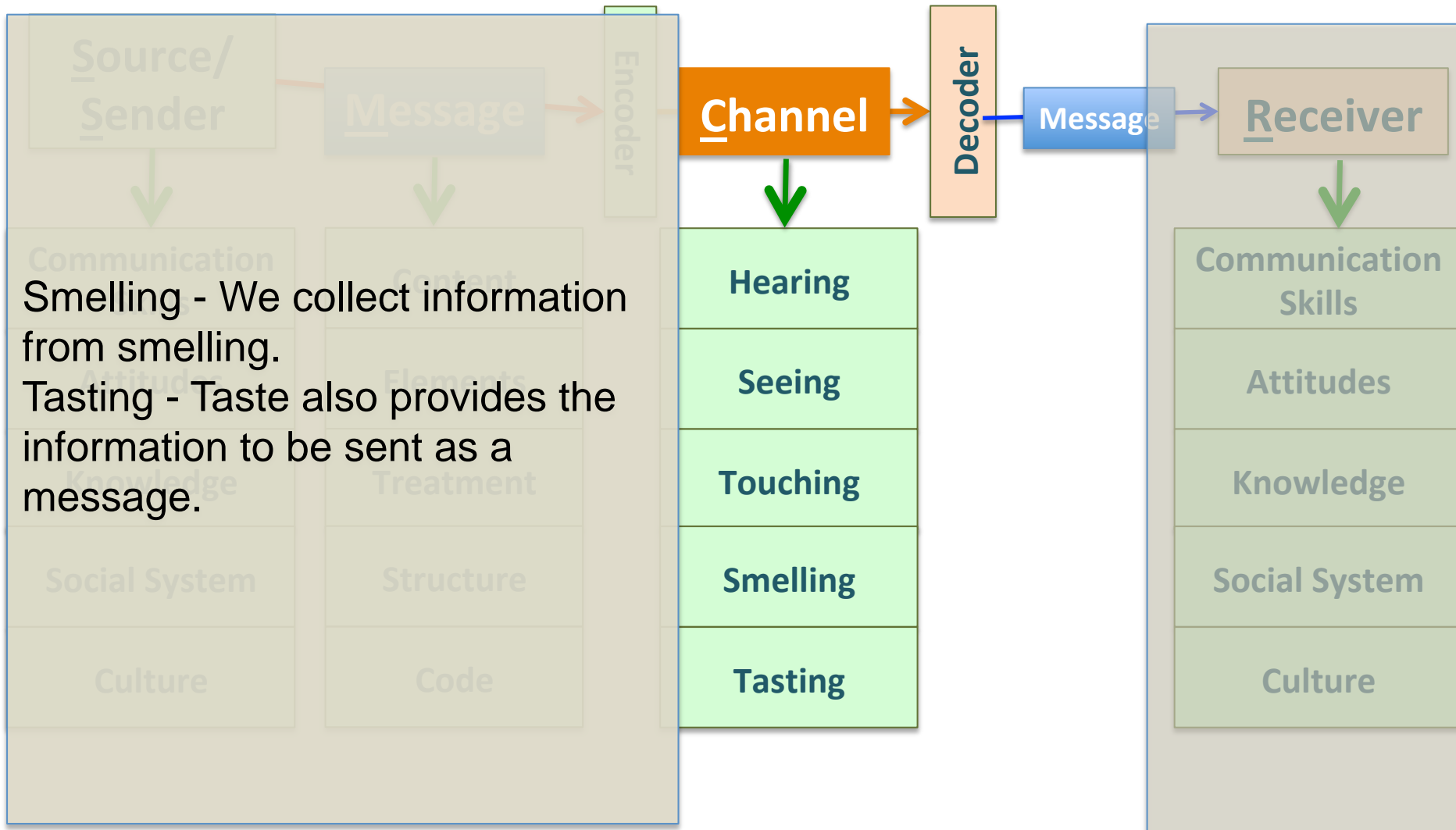
Components of SMCR Model



Components of SMCR Model



Components of SMCR Model



Criticisms of Berlo's SMCR Model

- There is no concept of feedback, so the effect is not considered.
- There is no concept of noise or any kind of barriers in communication process.
- It is a linear model of communication, there is no two way communication.
- Both of the people must be similar (on same level for communication) according to all the factors mentioned above. Thus, the model is not practical in real life.
- Main drawback of the model is that the model omits the usage of sixth sense as a channel which is actually a gift to the human beings (thinking, understanding, analyzing etc.).

Criticisms of Berlo's SMCR Model

- Berlo's model was further developed in 1973 by W. Schramm, who used relational model instead of linear. Schramm also used the effects and effects analysis components from Berlo's model and suggested **Interaction** component in relation with active, selective and manipulative audience. He argued that the most dramatic change in the communication theory in the last 40 years has been the abandonment of the idea of passive audience. Audience is a full partner in the process of communication.

Some Questions

1. Write down any two uses of ICT.
2. What do you mean by digital divide?
3. Mention any two commonly used search engines to find educational resources through internet.
4. What is meant by mobile learning?
5. What do you mean by 'message currency'?
6. Write about the functions of IT @ school project.(5 marks)

References

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