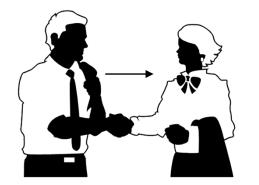
Figure 1.1 A Basic Linear Model of Human Communication

- 3. Transmitting "information"
- _4. Perceiving the message

2. Encoding the

intended meaning

1. Deciding on the message



"Good Morning"

- 5. Decoding and interpreting the message
- 6. Being influenced by the message

SENDER → MESSAGE → RECEIVER