



COMMUNICATION

Media

Media is short for the word medium.
A medium is anything used to transfer a message from one source to another.



THE ELEMENTS OF COMMUNICATION



- 1.The Source
- 2.Message
- 3.Medium
- 4.Receiver
- 5.Feedback
- 6.Noise



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**The Source
(The Who)**
Has information that
wants to be shared.



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The Message
(Says what?):
The type of information that is going to be shared with others.



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The Feedback (positive intended effect or outcome):

What will happen now that
the message is received.



THE PROCESS OF COMMUNICATION



