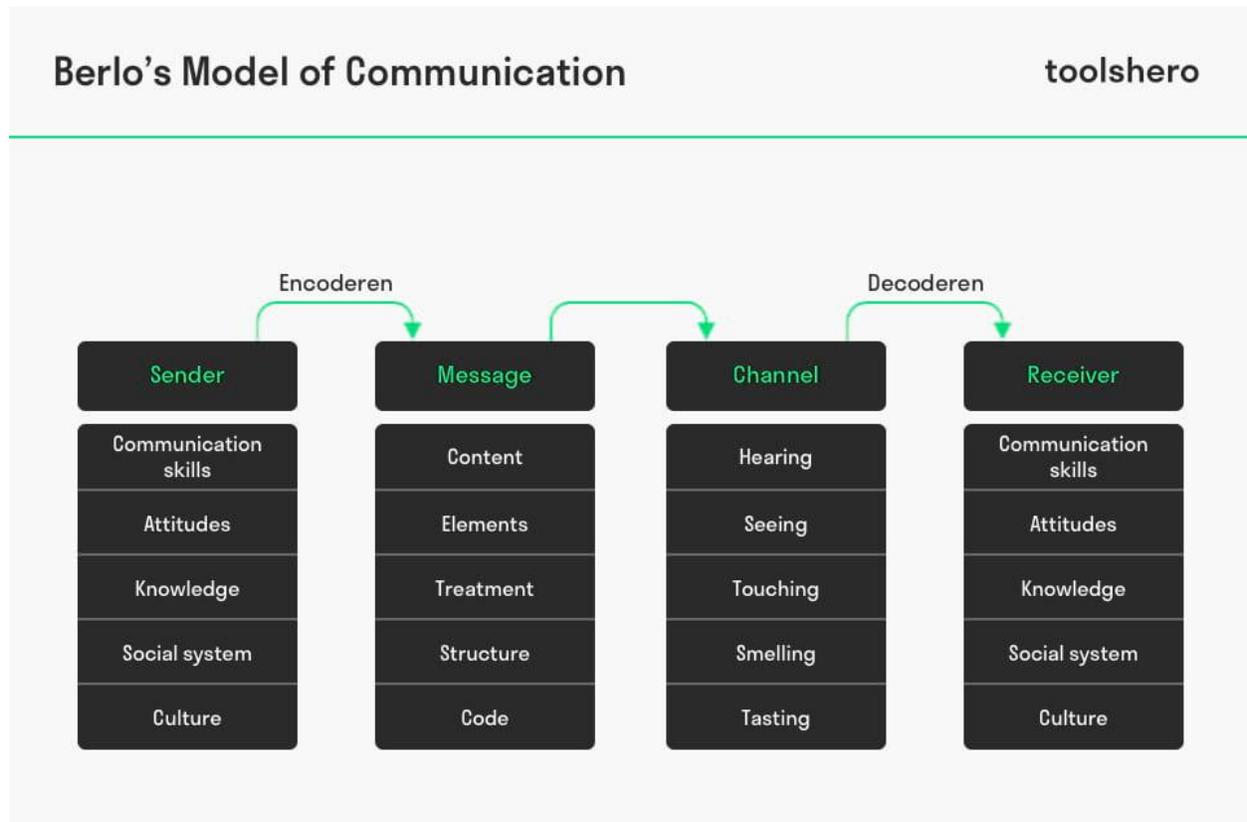


Berlo's SMCR Model of Communication



Components of Berlo's SMCR Model of Communication

Berlo's SMCR Model of Communication includes four components that describe the communication process. The different components in the model are influenced by various factors.



Sender

The sender of the message is the source who creates and sends the message to the receiver. The source is the start of the communication process and is the person who encodes the message.

Factors that may influence the sender are also applicable to the receiver. Consider how the message is interpreted, for example. Berlo's SMCR Model of Communication identifies the following factors that affect the source:

Communication skills

Communication skills include: reading, listening, speaking etc.

Attitude

One's attitude in relation to the audience, receiver and subject changes the meaning and consequence of the message.

Knowledge

Familiarity with the subject of the message makes communication more effective.

Social systems

Values, beliefs, religion and rules influence the way in which the sender communicates the message, alongside location and circumstances.

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Culture

Cultural differences may result in the message being interpreted differently.

Message

The message is the package of information or meaning that is sent from sender to receiver. The message can be sent in various forms, such as audio, speech, text, video, or other media.

The sender of the messages always wants the receiver to interpret the message in a certain way. The source's intention is therefore translated into a coded message. The receiver should understand the message with reasonable accuracy. The message is influenced by:

Content

The content of the message is from beginning to end.

Elements

are (non)verbal aspects, such as gestures and signs, that may influence the message. Albert Mehrabian's [7 38 55 rule of Communication](#) goes into this in more detail.

Treatment

refers to the way in which the message is sent, the message's packaging.

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Structure

As the word suggests, the structure of the message refers to the way in which it is structured.

Code

The code of the message is the form in which the message is sent. This may include text, language, video, gestures, music, etc.

Channel

The channel is the medium used to send the message. The medium must be able to be picked up by the sensory system of the receiver and may therefore involve vision, sound, smell, taste or touch. Humans have the following senses:

- Hearing
- Seeing
- Touching
- Smelling
- Tasting

Mass communication always involves technical tools, such as phones, the Internet and television. In these cases, the transmitted information is assimilated via vision and sound.



Receiver

The receiver is the person who receives and subsequently decodes the coded message. In a linear communication process, the receiver is always located at the end.

In order to make communication as effective and smooth as possible, Berlo's SMCR Model of Communication assumes the receiver's thinking pattern must be in accordance with that of the sender.

The same factors, therefore, influence this component in Berlo's SMCR Model of Communication. After all, the receiver decodes the message him/herself and gives it their own meaning.

Reference : Toolshero