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Wilbur Schramm, a well-known communication theorist, developed a straightforward communications model in his book "The Process and Effects of Mass Communications". In the model, Schramm shown as Aristotle did, that communication always requires three elements – the source, the message and the destination.

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Schramm's Model of communication - QS Study

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A WILBUR SCHRAMM H ow Communication Works THE PROCESS It will be easier to see how mass communication works if we first look at the communication process in general. Communication comes from the Latin communis, common. When we communicate we are trying to establish "commonness" with someone. That is, we are trying to share information, an idea ...

THE PROCESS AND EFFECTS OF - WorldRadioHistory.Com

Schramm was born in Marietta, Ohio. After working for the Associated Press, he received an MA in American civ Wilbur Lang Schramm (August 5, 1907 – December 27, 1987) is sometimes called the "father of communication studies," and had a great influence on the development of communication research in the United States, and the establishing of departments of communication studies in U.S ...

MASS COMMUNICATIONS: A Book of Readings by Wilbur L. Schramm

Wilbur Schramm, (born August 5, 1907, Marietta, Ohio, U.S.—died December 27, 1987, Honolulu, Hawaii), American scholar of mass communications who played an important role in founding and shaping the discipline of communication studies.. Schramm received a B.A. from Marietta College in 1928 and an M.A. in American civilization from Harvard University in 1930.

Wilbur Schramm | American scholar | Britannica

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Wilbur Schramm (1907-1987) has been called the founder of the field of communication study (Rogers 1995). More accurately, he is credited with creating the first PhD program in mass communication at the University of Illinois in 1948 (McAnany 1988) and setting the stage for the growth of university communication programs in the USA and abroad.

Wilbur Schramm - Development Communication - iResearchNet

Wilbur Lang Schramm (August 5, 1907 - December 27, 1987), was a scholar and "authority on mass communications". He founded the Iowa Writers' Workshop in 1935 and served as its first director until 1941. Schramm was hugely influential in establishing communications as a field of study in the United States, and the establishing of departments of communication studies across U.S. universities.

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