

The convergence model of communication, often associated with Harold D. Lasswell, is a theoretical framework that emphasizes the complexities of communication processes. Applications: The convergence model of communication is used in various fields such as media studies, sociology, and organizational communication to analyze and understand the complexities of communication processes. Here is a basic technical card summarizing its key components: Name: Convergence Model of Communication Originator: Harold D. Lasswell Key Idea: Communication is a complex process that involves various elements interacting in dynamic ways. The model emphasizes that communication is not just about the transmission of a message from a sender to a receiver but also involves feedback, context, and the influence of various factors. Highlights the importance of context and situational factors in understanding communication.