Model Flashcard 1: “Channel”

Name: Bismo Funyuns

ID: 0914358

TA: Miles Coleman

Channel

The channel is the medium through which the message moves from source to receiver. The term can be thought about in two different ways. One is in terms of the different senses we use to process information—hearing, vision, touch, and so on. The other is in terms of technologies used—text message, video, writing, phone, etc. Either way, the choice of channel will affect how easy it is to convey your message and how it is interpreted.