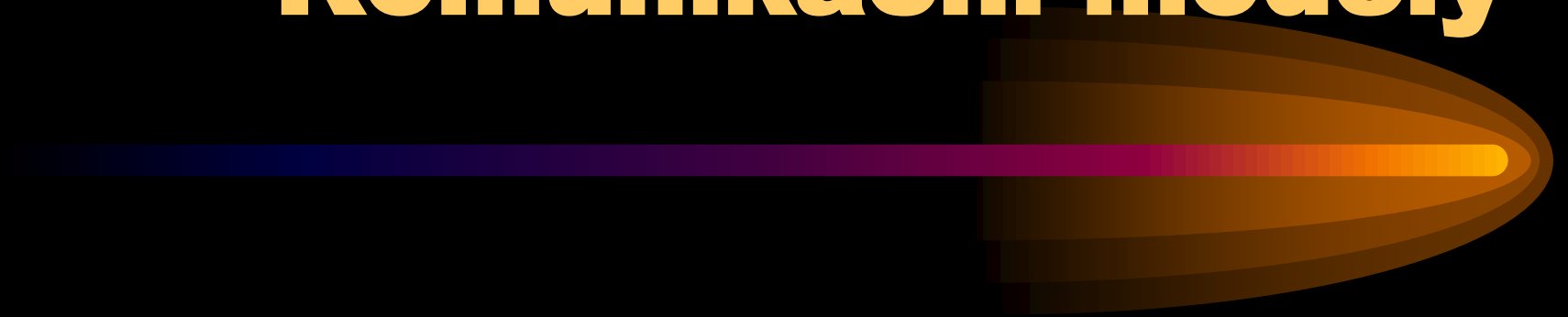


# Komunikační modely



# Údaje



**Vyučující: Klára Kašparová**

**Katedra podnikového  
hospodářství**

**Č. dveří: 634**

**Tel.: +420 549 495 203**

**E-mail: [klarad@econ.muni.cz](mailto:klarad@econ.muni.cz)**

**Konzultační hodiny:**

**úú 15 00 16 00 01 18 00 18 00**

# Literatura



- **DE PELSMACKER, P. – GEUENS, M. – VAN DEN BERGH, J. *Marketingová komunikace*. 1. vydání. Praha: Grada, 2003. 600 s. ISBN 80-247-0254-1**

a další uvedené na  
přednáškách



# Lasswellův model komunikace



**Who?**  
Communicator

**Say what?**  
Message

**In what channel?**  
Channel

**To whom?**  
Receiver

**With what effect?**  
Effect

**Braddock:** Why who says what to whom under what circumstances through what medium and with what effect

# Claude Elwood Shannon



**Matematik, „otec“ teorie  
informace**

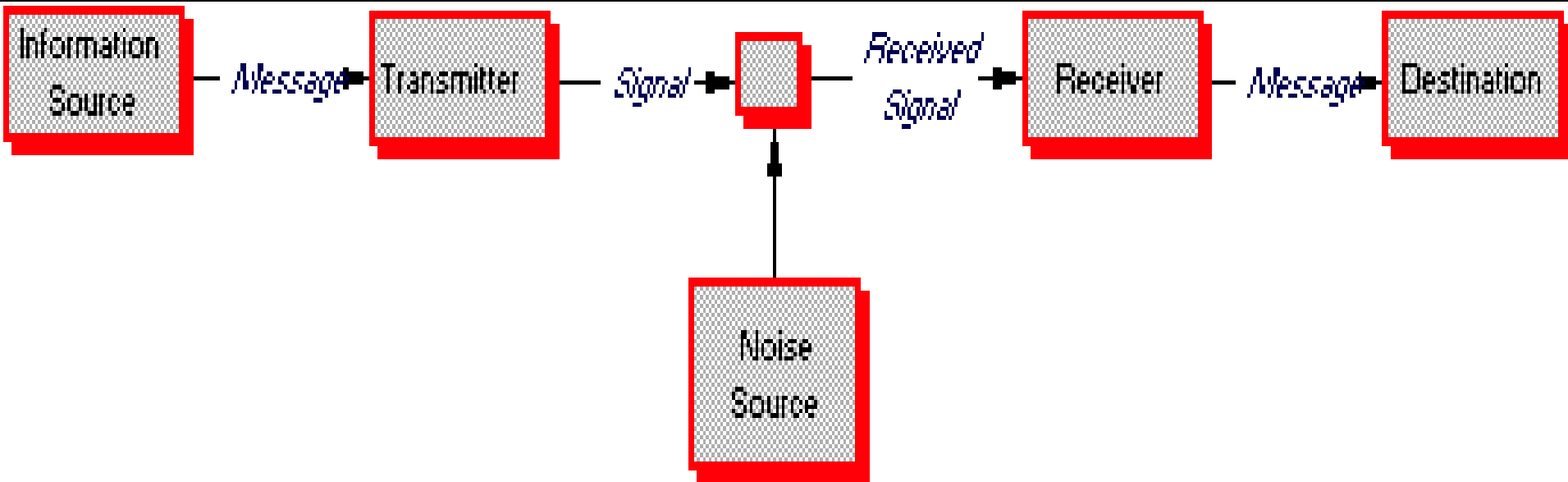
**Vystudoval MIT**

**National Research Fellow na  
Institute for Advance Study na  
Princeton University**

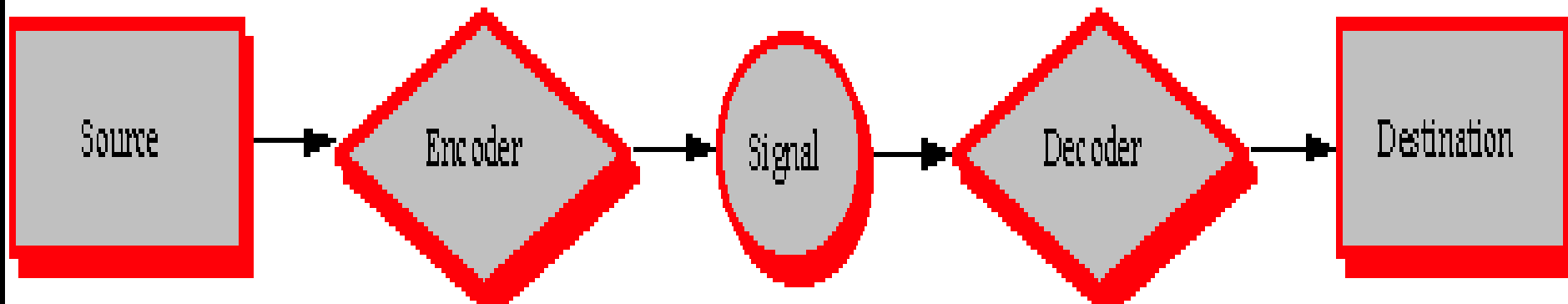
**Bell Telephone Laboratories**

**1948: A mathematical theory  
of communication**

# Shannon-Weaver model



# Schrammova úprava Shannon-Weaverova modelu



# Norbert Wiener



**Otec Leo – učitel slovanských jazyků na Harvardu**

**Ve 3 letech plyně četl, v 18 letech dosáhl titulu Ph.D.**

**The Radiation Lab na MITu**

**Přidal zpětnou vazbu do Shannon-Weaverova modelu**



# Berloùv model S-M-C-R



**S**

**Source**

**Comm.skills**

**Knowledge**

**Social  
system**

**Culture**

**Attitudes**

**M**

**Message**

**Code**

**Content**

**Treatment**

**Structure**

**C**

**Channel**

**Seeing**

**Hearing**

**Touching**

**Smelling**

**Taste**

**R**

**Receiver**

**Comm.skills**

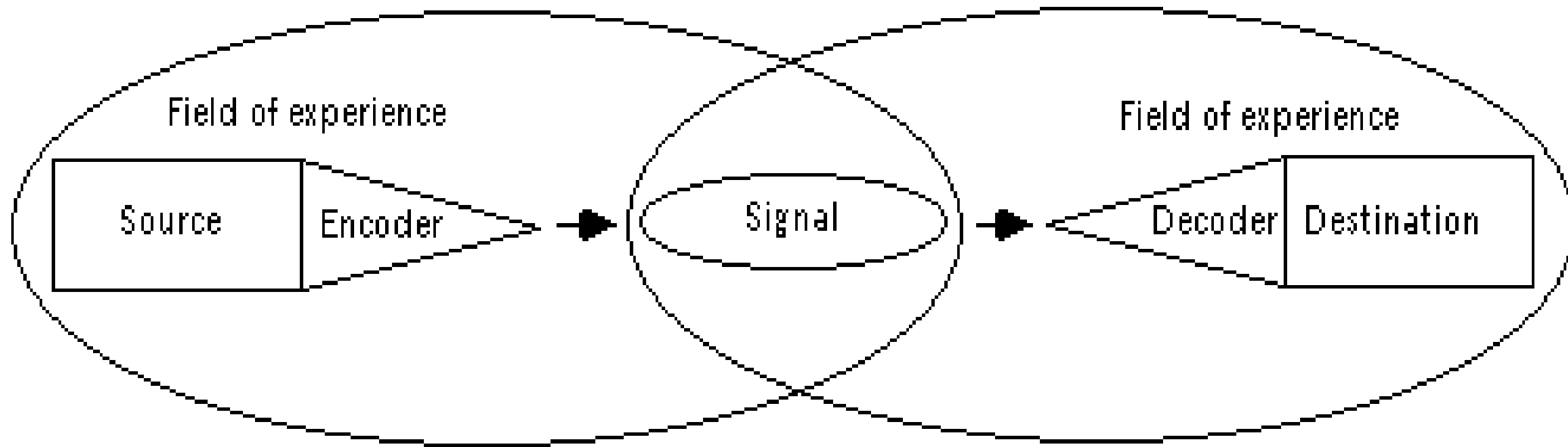
**Knowledge**

**Social  
system**

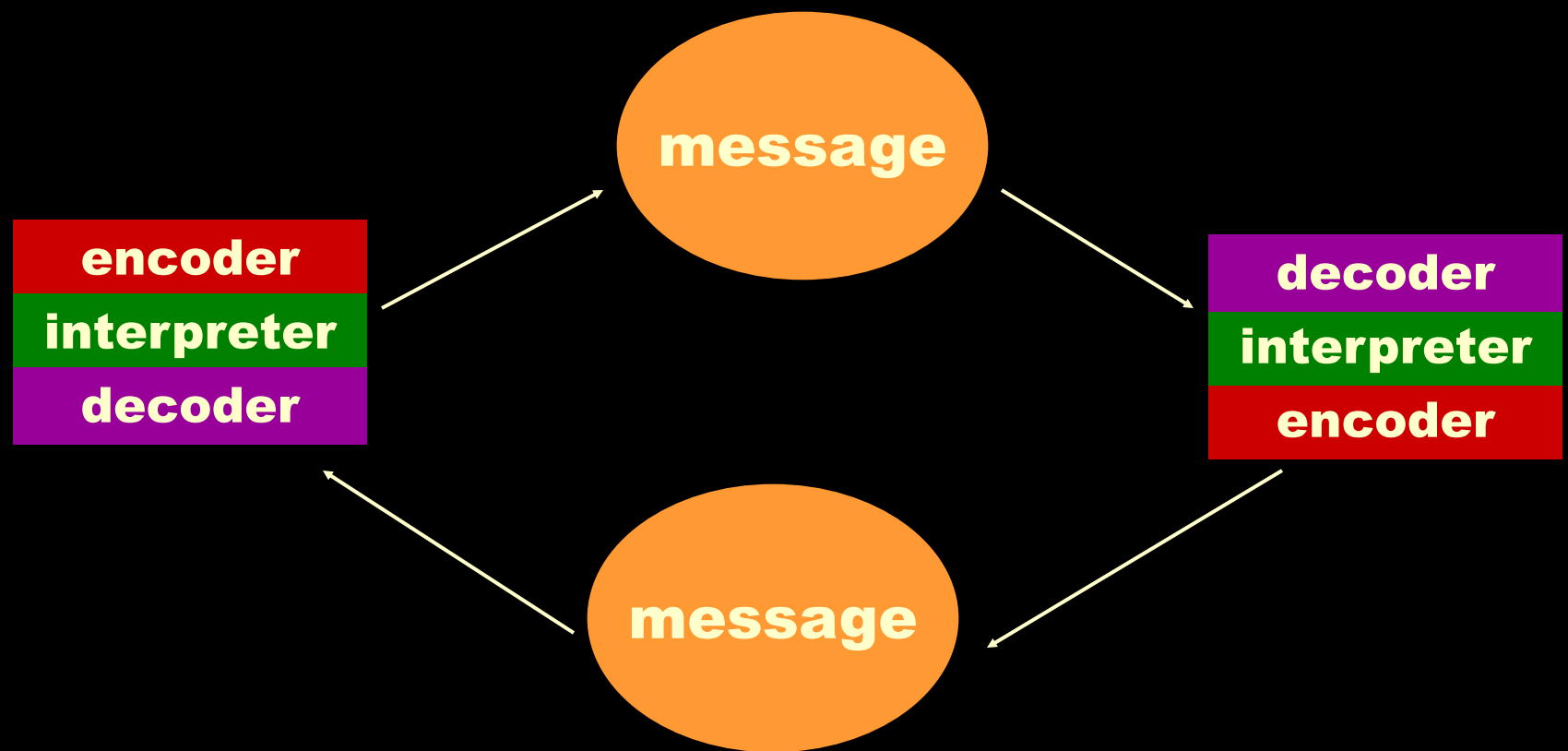
**Culture**

**Attitudes**

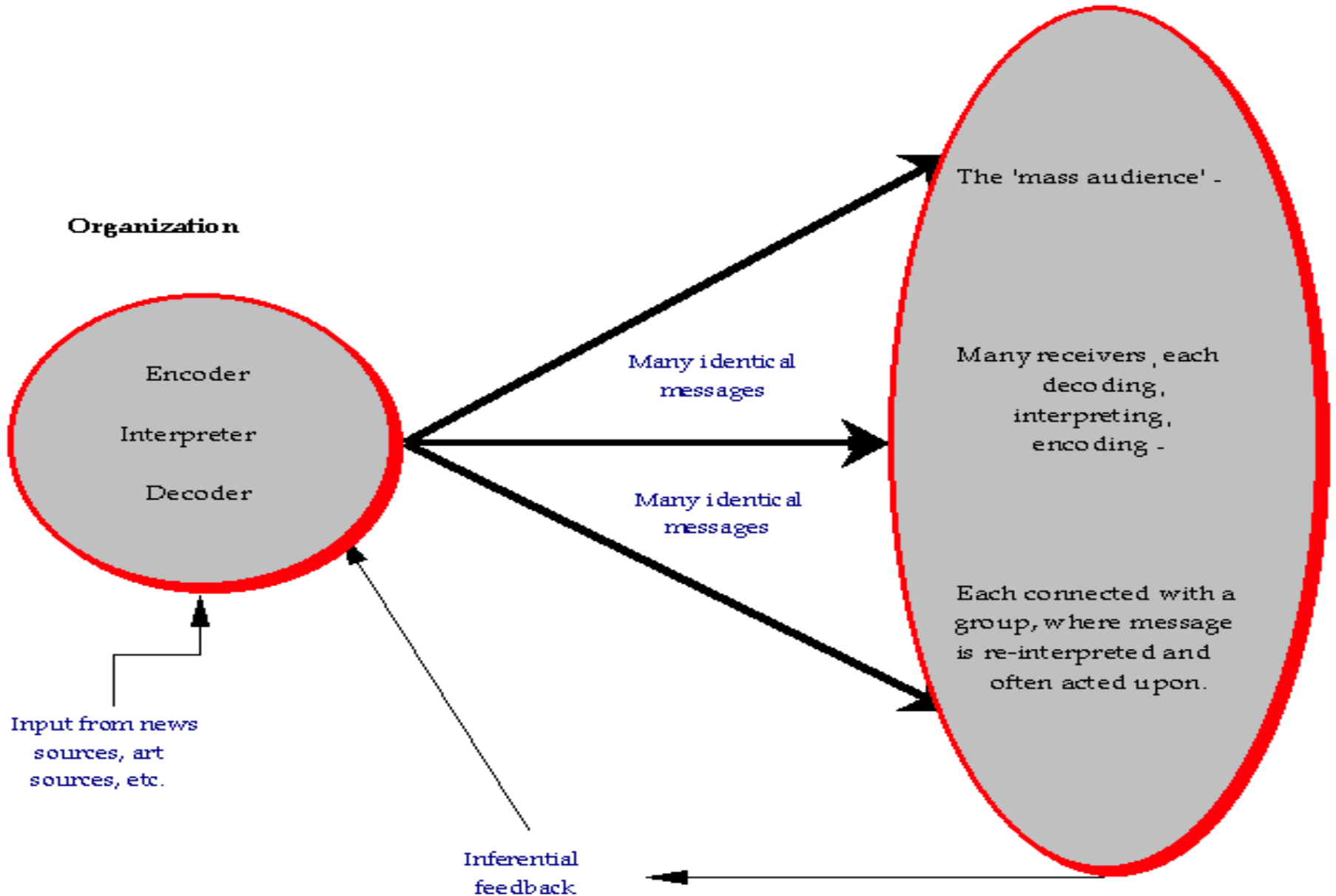
# Dopad pole zkušenosti



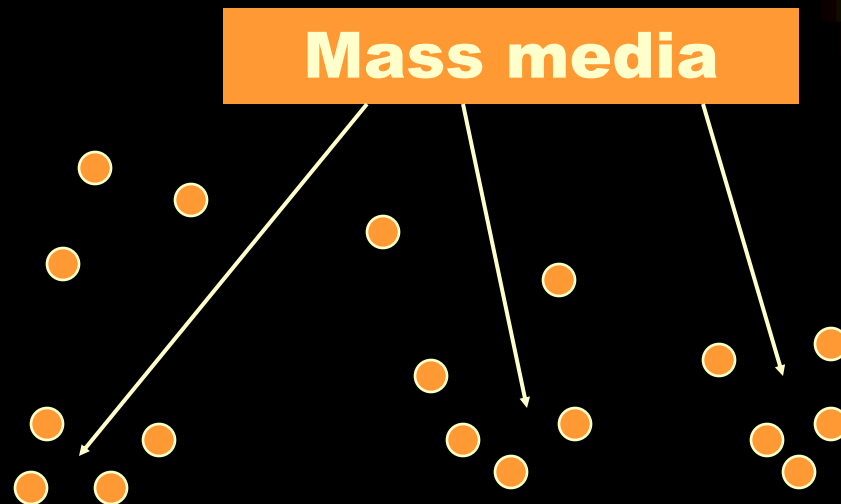
# Osgood-Schrammův kruhovitý model



# Schrammův model masové



# Teorie kouzelné střely, Hypodermic Needle Theory



**30.10.1938 Orson Welles a Mercury Theater Group – rádiové vydání H.G.Wells: „War of the Worlds“**

# Různé modely

## Dvoustupňový model komunikace



Lazarsfeld, Berelson a  
později Lazarsfeld

názorový vůdce

Robert Merton

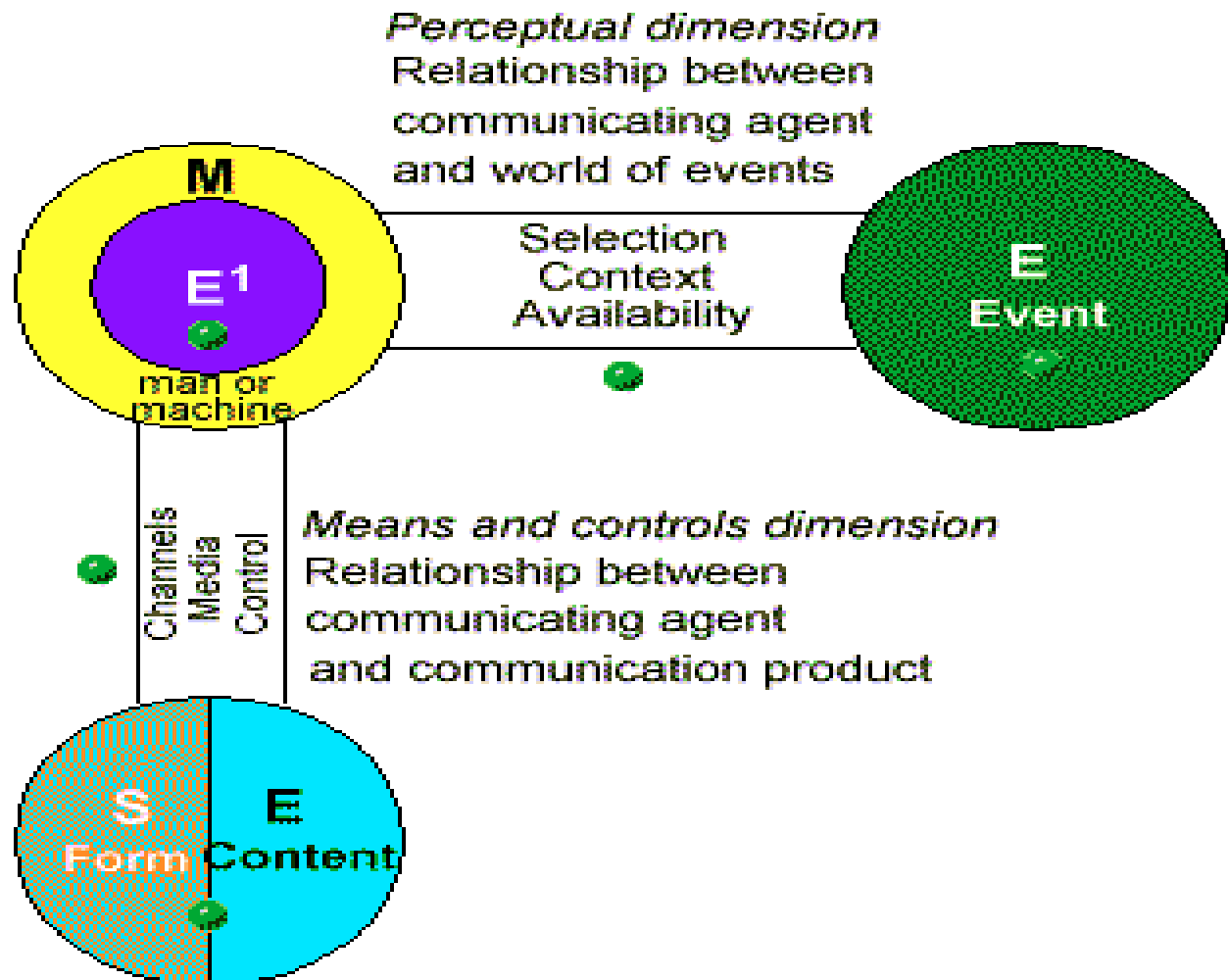


## Kultivační analýza

George Gerbner – Syndrom zlého světa

# Gerbner's communication model

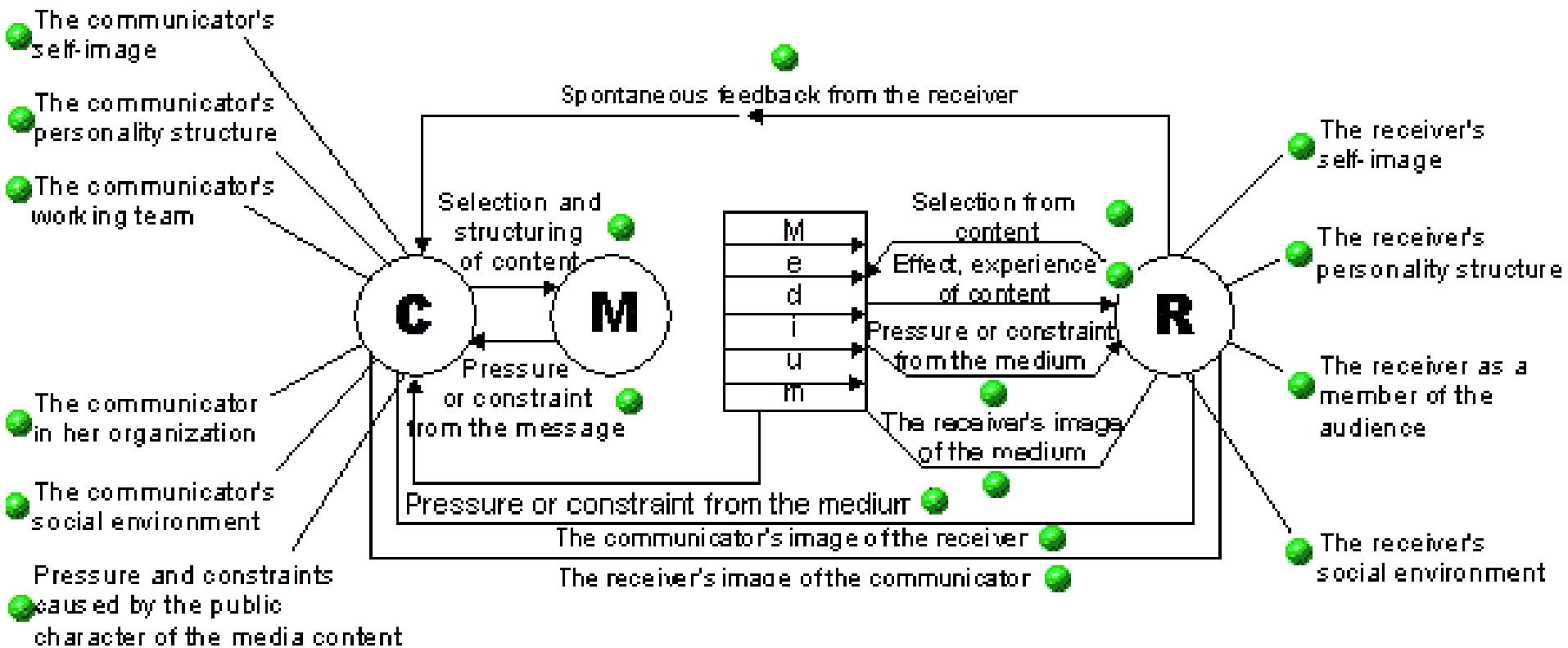
**„Entertainment is the most powerful educational force of any culture.“**



Gerbner's General Model

*Please click a button for further information*

# Maletzkeův model masmédií



*Please click a button for further information*



# Převzaté zdroje

- <http://oak.cats.ohiou.edu/~as491398/interactionalae.htm>
- <http://www.cultsock.ndirect.co.uk/MUHome/cshtml/introductory/lasswell.html>
- <http://scienceworld.wolfram.com/biography/Shannon.html>
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- <http://www.cultsock.ndirect.co.uk/MUHome/cshtml/introductory/sw.html>
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- <http://systems.open.ac.uk/page.cfm?pageid=resourceWiener>
- <http://www.mtm.ufsc.br/~taneja/book/node2.html>
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- [http://www.ciadvertising.org/studies/student/99\\_spring/theory/griswold/twostep.html](http://www.ciadvertising.org/studies/student/99_spring/theory/griswold/twostep.html)
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- [http://www.bolender.com/Dr.%20Ron/SOC4044%20Sociological%20Theory/Class%20Sessions/Sociological%20Theory/Merton,%20Robert%20King/merton,\\_robert\\_king.htm](http://www.bolender.com/Dr.%20Ron/SOC4044%20Sociological%20Theory/Class%20Sessions/Sociological%20Theory/Merton,%20Robert%20King/merton,_robert_king.htm)
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- <http://www.cultsock.ndirect.co.uk/MUHome/cshtml/media/maletzke.html>
- [http://www.ciadvertising.org/SA/fall\\_02/adv382j/machadoma/paper1/paper1main.html](http://www.ciadvertising.org/SA/fall_02/adv382j/machadoma/paper1/paper1main.html)