

This module is divided into ten topics or lectures. The lecture on theory and models of the communication process serves as a quick reminder of the principles and key components of the communication process. The message is what the sender wishes to convey to the receiver and should, therefore, be constructed in a manner that addresses what Wilbur Schramm calls the collection of experiences and meanings or the receiver's frame of reference. To facilitate optimal learning, messages should be designed in such a way that makes them relevant, effective and appropriate.