

The Communication Model

Who?

sender

Gender and age:

What is the gender of the sender and how old is he/she?

Profession:

What are we told about the profession of the sender? Is it an expert, a journalist or a concerned citizen?

Agenda:

Does the writer have a particular agenda? Is he/she objective or opinionated?

What?

message

What is said?

Is the message complex or straightforward?

Is the message many-sided or reductive?

Is the message optimistic, critical or informative?

How is it said?

Is the language informal or formal?

Is the language simple or complex?

Is the language written in standard English, dialect or sociolect?

Is there any use of rhetorical devices or figurative language?

What is the tone of the sender?

Is it humorous, ironic, sarcastic, sober, academic, concerned etc.

What is the aim of the message?

To entertain

To express a personal opinion

To account for a problem

Make someone buy a product

To persuade the reader

What is the medium of the message?

Article, blog, essay, letter, advert, speech etc.

To whom?

receiver

Who?

An individual or a group?

The general public or a segment of society

Someone with power or not?

A named or anonymous group/person?

In what situation?

context

Why and where?

Is the text public or private?

Is it published on social media or in a book or a newspaper?

Is the message part of an ongoing debate, an election campaign or a response to a previous message?

When?

When was the text written and how does it reflect the society and time in which it was written?