

How to Create Information

如何创建信息

HOME WORK

A silhouette of a city skyline is visible at the bottom of the slide, featuring various architectural elements like domes, spires, and a prominent tower resembling the Eiffel Tower.

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SHANNON WEAVER MODEL

香农&韦弗模式

Shannon Weaver model describes the process of electronic communication.

In this mode, propagation is described as a linear one-way process, including six factors: information source, transmitter, channel, receiver, information receiver and noise.

The transmitter and receiver here play the role of coding and decoding.

it is the information source. The information is sent by the information source, and then the transmitter converts the information into a transmissible signal. After transmission, the receiver restores the received signal to a message and transmits it to the destination. In this process, the information may be interfered by noise (for example, when watching) radio and TV programs, the antenna reception function is not good, the TV signal is weak but the non TV signal is too strong, resulting in the image is not clear; the light in the classroom is too strong, affecting the clarity of the projection image displayed on the screen; the conversation in the aisle outside the classroom is too loud, affecting the classroom teaching and learning . All of these can be regarded as the influence of noise, resulting in some attenuation and distortion.

香农&韦弗模式描述了电子通信的过程。在这种模式下，传播论描述了一个单方面线性过程，包括第六部分：信息源、发射器、信道、接收机、信息接收和噪声。发送器和接收器在这里起着编解码的作用。

background

它就是信息源。由信息源发送的信息，然后发射器将信息转换成一个发射信号。发射后，接收器将接收到的信号恢复为消息并传送到目的地。在此过程中，则信息可能会被噪声干扰（例如，在观看时）收音机和电视节目，天线接收功能不好，电视信号弱，而非电视信号强，导致图像不清晰；灯光在教室过强，影响屏幕上显示的投影图像的亮度。教室外面走廊上的对话声音大，影响教室的教学和学习。所有的这些都被认为是噪音的影响因素，导致一些衰减和失真。

The first model of communication process in Shannon Weaver model was proposed by Claude Shannon of Bell Telephone laboratory , At first, because of Shannon's working background, he was only interested in the technology of communication. Later, he worked with Warren weaver to study, which made the model more widely used in other communication issues, commonly known as Shannon Weaver's communication mode. Although many communication modes have been developed later, Shannon Weaver model enables us to identify and analyze the important stages and elements of communication process, so it is very useful.

贝尔电话实验室的克劳德·香农提出了香农&韦弗模型中通信过程的第一个模型。一开始，因为香农的工作背景，他对通信技术非常感兴趣。后来，为了研究他与沃伦·韦弗托一起工作，这使得他的模型在其他传播问题上得到了更广泛的应用，也就是众所周知的香农&韦弗通信模型。尽管许多通信模式后来才发展起来，香农&韦弗模型可用于识别和分析重要阶段和沟通过程的要素，非常有用。

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Shannon Weaver model provides an important inspiration for the further study of communication process.

- 1、 The concept of noise is introduced, which shows that the propagation is not carried out in a closed vacuum;
- 2、 Through the analysis of some technology and equipment links, it improves the communication scholars' understanding of the role of information technology in the process of communication;
- 3、 It lays a foundation for investigating the communication process with the method of combination of Arts and science

香农&韦弗模型为将来进一步研究通信过程提供了重要的启示。

- 1、 介绍了噪声的概念，即在封闭的容器中不能携带噪声；
- 2、 通过对一些技术和设备环节的分析，它提高了传播学者对信息技术在传播过程中的作用的认识；
- 3、 它为艺术与科学相结合的传播过程研究奠定了基础。

SHANNON WEAVER MODEL

Information

encoded
Information



Information

transmissib
le signal



MAIN ELEMENTS OF THE COMMUNICATION PROCESS

信息传播过程的主要元素

COMMUNICATION PROCESS

The source – (sender of the message) is individual individuals, groups of people, and public institutions.

消息源- (消息的发送者) 是个人、团体和公共机构。

Coding and Decoding, The purpose of the coding is to bring the intention (idea) of the sender to the recipient; providing such interpretation of the message by the recipient that is adequate to the sender's intention.

编码和解码-编码的目的是给接收者带来信息的暗示(意念);提供接收者对信息的暗示,使之符合接收者的意愿。

The message – is already meaningful and appropriately (using the language and other sign systems) encoded information.

消息-是有意义的,并适当地(使用语言和其他符号系统)编码信息。

A channel – is the means by which a message is transmitted from source to recipient.

通道-是消息从源传输到接收者的意思

Recipient – the one (or those) to whom the message is addressed

收件人-邮件被寄给的人

Feedback – recipient response to source message

反馈接受者对源消息的响应



Create Information

创建信息

Create Information



1 The sender sends the message by encoding

发送方通过编码发送消息

2 a signal to adjust the channel

信号进入调整频道

3 Avoid noise interference

避免噪音干扰

4 Recipient adjust signal

收件人调整信号



5 Receiver decodes received message

接收器解码接收到的消息

6 Feedback from receiver to sender

从接收器反馈给发送者

7 Finish The Creating Information

完成创建信息



Thank you teacher!

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