

Chinese whisper communication model

[Sociology](#), [Communication](#)



Here the sender sends a message via a medium in a linear fashion (the blue arrows represent the channel used) to the primary receiver who in turn sends it in a linear fashion to secondary receivers in a linear fashion (the blue arrows represent the channel used). This step can be repeated a number of times but ultimately it results in a secondary receiver to sender phenomenon, where the sender receives a version of the original message from a receiver he has had no direct contact with (the green arrows represent the channel used).

This shows a large scale model that shows the dissemination of information amongst the general public. Here there is visible feedback in a certain capacity that has various levels of clarity depending on how far from the original primary receiver the secondary receiver responsible for the feedback is. The closer the receiver is on the scale to the sender the more valid the message will be and vice versa.

We observe that much like the " Chinese whisper game" people transmit information from one to another resulting in it losing its clarity along the way, the final outcome is that the sender receives the message or feedback in varying forms. Lazarsfeld's two step flow theory also contributes to this model as it was he who suggested that primary receivers broadcast to secondary receivers. Thus we find a way to acknowledge and harness these two ideologies and create the aforementioned communication model.