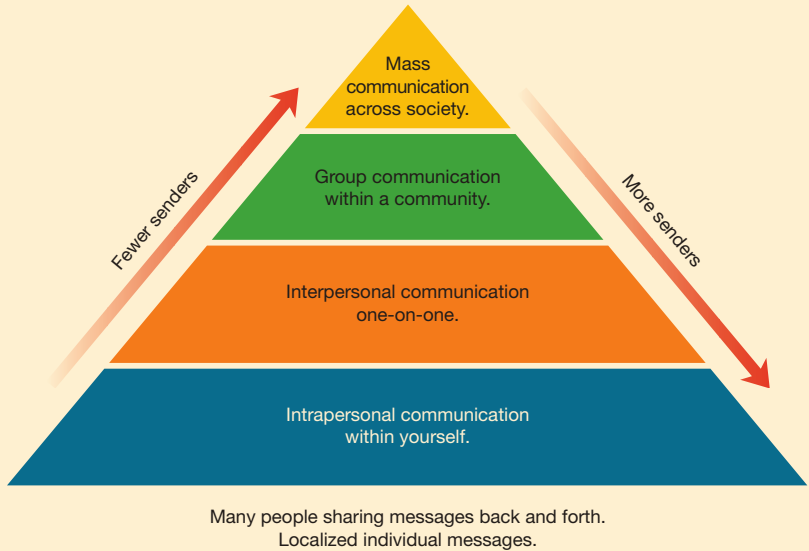


Figure 1.1

Levels of Communication

Relatively few organizations or individuals communicating.
Widely shared messages.



Source: Denis McQuail, *McQuail's Mass Communication Theory*, 6th ed. (London: SAGE Publications, 2010), 18. Reproduced by permission of Sage Publications. Copyright © Denis McQuail, 2005.