

Table I.1

Mass Communication Models

Models	Orientation of Sender	Orientation of Receiver
Transmission Model	Transfer of meaning	Cognitive processing
Ritual Model	Performance	Shared experience
Publicity Model	Competitive display	Attention-giving spectatorship
Reception Model	Preferential encoding	Differential decoding/ construction of meaning

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