## LIST OF GRAPHICS

Section 1	Number	Description	Page No.
,	1	The Process of Communication	20
	2	The Lasswell Model of the Communication Process	49
	3	The Shannon and Weaver 'Mathematical' Model of Communication	50
	4	The Osgood and Schramm Circular Model	51
	5	Frank Dance's Helical / Spiral Model	54
	6	The 'Coat of Arms' / Shield (Self- Assessment Exercise)	86