

Contextual interpretation. Since the message does not reach the ~~see~~ people on foot but is conveyed through a vehicle of a channel which get influenced by the targetted sum of people. A good message must have the following characteristics?

1. Simplicity of language,
2. Clarity in language, and
3. Competence in language, so as to understand its language, no interpretation is required or necessitated.

For example, if we want to convey a message on 'Smoke-Prohibition', we need a medium like T.V./video, etc. for the purpose. If it is communicated through a newspaper, it would not produce the desired or anticipated result.

4) Medium or Transmission :-
 A message is conveyed means of verbal, graphical, Speed, discourse, Radio, T.V. and Cinema, etc. which are the Channels of communication. The right channel and its fallout depends on the preference of the audience. If the distance is minimal between the communicator and the receiver, the communication can take place face to face.

Communication has the following channels:

a) Print Media :- Newspapers, magazine, Journals, books, pamphlets, Calendar, diary and advertisement, etc. This channels is intended for the literate group of people.