Name:

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**Description of Characters**

Mr Fredricksen was a jolly, happy and enthusiastic man up until Ellie ended up contracting a disease because of the old age and ended up dying. At the moment he lives alone in his life and became rude ending up not making friends because of the attitude. Most of the people he had issues with were businessmen constructing the city close to his house. On a certain day a boy by the male Russel who went and knocked on Mr Frericksen’s door seeking to know if he needed any kind of assistance. Fredricksen and Ellie come across Doug, a talking dog character working for Muntz who committed his life looking for a monster bird called Kevin.

**Communication Events in the movie**

Fredricksen communicates with the businessmen on the need for selling his house, an issue he would hear nothing about. The communication by the Businessman to Fredricksen trying to convince him of the idea of selling his house still fails. Fredricksen also interacts with Russel who wanted to know if he needed any kind of assistance. Doug also communicates with Gama and Alpha on the intention for leading a bird to them. Gama and Alpha also respond by showing that they have received the message thus the communication process is completed.

Mr Fredricksen sends a communication by sending Ellie a message to show his love for her. The fight between Fredricksen and Muntz sent a communication of hatred between them, something that cannot be resolved because of the level their hatred has reached.

Ellie also communicates that she has affecting Fredricksen by kissing him on the cheeks and receiving his message readily without any kind of rejection. Kevin also communicates that he loves chocolate by tasting chocolate and more is offered by Muntz.

**Communication theory**

The communication theory begins with Doug sending a message to Alpha and Gamma communicating that he is aware of the location of the bird and he would send them the details in a short while. In line with Berlo’s model, based on the premise of a message, sender, receiver and channel, it provides a theory process whereby feedback is availed by the end of a communication process. By analyzing the message sent whereby Doug represents the sender the place where the bird is located is the message as well as the time it will be sent to Gama and Alpha. The proponent offers a communication on the place the bird is by the use of a tracking device put on the collar of the bird and can be tracked through the channel that Muntz . The technology invented enabled the dogs communicate with one another through the channel Gamma and Alpha could be able to get through a receiver radio. The feedback got by the two helps in confirming that Alpha and Gamma indeed received the message.

Moreover, Berlo’s communication theory, the movie provides us with information on who Mr. Fredricksen is. His hatred for the yet to be constructed city within the neighborhoods, especially close to his house. His attitude clearly communicates that there is unwillingness as treating the Businessman in a cold manner is shown by his act of refusing to sell his house and land that can be used for construction. He achieves this by even neglecting offering greetings to them as a protest against being convinced to leave his house. On Mr Businessman coming across Fredricksen’s reluctant position receives his message that he was not willing to cooperate with with their plans thereby sending a communication showing dislikes towards Mr. Fredreicksen. It can be noted that in Berlo’s model the sender and the sources are at the same level as communication goes on. In this regard, both Fredericksen and Businessman are on the same level since they both intend to hold their hard stances and feel hatred for each other.

 In addition, Mr. Fredricksen expresses his love towards Ellie, by sending presents in order to lift her spirits. By looking at the compassion, he gave a gift that was represents a message of concern he was showing. Ellie on her part showed her fair share of the communication by willing to receive her present and express her feelings to Fredricksen by giving him a kiss on the cheeks while hugging him. In a nutshell, Berlo’s theory gives a lot of concern on the emotional bit of the message.

 Fredricksen and Muntz’s encounter turns into a fight. Berlo’s theory is directly exhibited the moment Muntz displays his intentions clearly by showing an intent of having an exchange for the bird. Muntz also directly sends Fredricksen a message by pointing a sword at him and making his intention well known by knocking various objects around him. By missing and aim and the amount of effort with which he drove the sword, conveys a message that he had a strong desire for Fredricksen the moment he felt the cut of the blade on his face. He gets the message given actions are better than words. It this confirms that he intended to hit him in return. Going by Schramm’s model, it can also be applied in the entire scene. In schramm’s model, an encoder is used for sending a message through which it can be received and decoding done later in a bid to interpret it. The encoder offers an interpretation for getting the decoder feedback. In this case, Muntz is the encoder and encodes his message of willing to end Fredricksen’s life in exchange for a bird. He gets receives the message and believe it threatens his life thereby exposing Muntz’s evil plans. He responds by planning a payback by attacking Muntz.

Kevin’s love for chocolate also helps in displaying Berlo’s theory. Kevin communicates by sending a message that he likes chocolate by eating and tasting chocolates. The moment Russell notices that Kevin likes chocolate, he receives this message and gives a feedback offering Kevin more chocolates and should follow them.

Through Schramm’s model, it can be identified that the scene whereby Mr Fredricksen chases Russel when he went knocking on his door. The encoder in this message is when Fredricksen sends then encodes the message of unwillingness as well as lack of interest by saying Russell must find the bird in his neighborhood. Mr Fredricksen’s intention is meant to chase Russell. He receives and decode a message as a means of assisting the old people and complied with the order given. In addition, there is need for noting that Schramm’s model mean lying in the intention and a way the receiver decode the message. In the scene, the intention of Mr Fredricksen was not clearing to Russel and he ended up decoding a wrong message.

**Usefulness of the theory**

The theory is important as it brings out the actual attributes of the characters within the movie. It also provides a clear picture on how communication moves from the sender to receiver and the receiver sends back the message. It clearly offers the communication events in the movie thereby offering a clear picture on all the happenings within the movie. As a result, the theory can be used outside the movie because based on the way the theory has been applied, it would be much easier to implement the communication process based on the example of the theories attributed. When implementing the theory, there is need for observing how the theory displays the communication process.

Works Cited

*UP*. Dir. Pete Docter. Perf. Jordan Nagai, Pete Docter, Christopher Plummer Ed Asner. 2009.