

Exhibit 1.7, Difference between medium and channels

Difference between medium and channels in communication process?

Medium serves as the **Means** of Communication, while **Channel** refers to the Means of **Transmission** of the message between a sender and a receiver (or audience).

A Sender conveys his/her Message to the Receiver **By** some medium (i.e. written, oral or verbal medium), **Over** some channel (i.e. electronic means, printed media or air). Hence, Medium is a broader term including appropriate channel to succeed Communication.

