Chapter 7: Communication

Objectives:

- Recognize the components of how audiences receive messages and then process them
- Understand the 5 stages of how individuals adopt a new product or idea
- Understand the role of effective communication in the PR process
- Identify the characteristics of various media channels
- Be familiar with the communication objectives of a campaign

Implementing the Plan

- **Communication = implementation of a decision**
- Goals are to inform, persuade, motivate, or achieve mutual understanding
- To be ab effective communicator you must have the basic knowledge of:
  - What constitutes communication and how people receive messages
  - How people process info and change their perceptions
  - What kinds of media are communication tools are most appropeiate for a message

A Public Relations Perspective

- **The communicator should ask whether the message is:**
  - Appropriate
  - Meaningful
  - Memorable
  - Understandable
  - Believable
- **The communicator should know the exact objective sought:**
  - Message exposure
  - Accurate dissemination of the message
  - Acceptance of the message
  - Attitude change
  - Change in overt behavior

Receiving the Message

- **5 Communication Elements:**
  - Source
  - Encoder
  - Signal
  - Decoder
  - Destination
- **2 Key Considerations:**
  - Field of shared experiences
  - Continuous feedback loops

Schramm's Communication Model

Chapter 7 Communication For Development Who

VM Jensen

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