Chapter 7: Communication

- 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 appropriate 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

Message exposure	Dissemination of the message	Acceptance	Attitude Change	Behavioral Change

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

David W. Barnett,Susan H. Bell,Karen T. Carey

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