

## 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 an 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 and 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



### 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

**A Gutmann**



## **Chapter 7 Communication For Development Who:**

## Enjoying the Track of Term: An Psychological Symphony within **Chapter 7 Communication For Development Who**

In a global taken by monitors and the ceaseless chatter of instantaneous interaction, the melodic beauty and psychological symphony developed by the prepared word usually diminish in to the back ground, eclipsed by the constant sound and interruptions that permeate our lives. However, set within the pages of **Chapter 7 Communication For Development Who** a stunning literary treasure overflowing with organic thoughts, lies an immersive symphony waiting to be embraced. Constructed by an elegant composer of language, that fascinating masterpiece conducts visitors on an emotional journey, well unraveling the concealed tunes and profound impact resonating within each cautiously constructed phrase. Within the depths with this emotional review, we can investigate the book is main harmonies, analyze their enthralling publishing type, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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