

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 or 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

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EW Minium



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