

## Chapter 7: Communication

### Implementation (Or Execution)

- Effective communicators need the following:
  - o 1) What constitutes communication and how people receive messages
  - o 2) How people process information and change perceptions
  - o 3) What kind of media and communication tools are appropriate for a particular message

### Gruning: 5 Possible Objectives

- 1) Message exposure: controlled, uncontrolled
  - o Getting the message to people
  - o Controlled media - control the message 100%
    - Write it the way you want it and you have it the exact way you want it
  - o Uncontrolled media - magazines, tv, radio, etc.
    - Handing the message over to somebody and they make a decision about it and mess with the message
    - Editor starts taking control of the message
  - o PR is gaining much more control over their messages - communicating with people through web and electronic communication
- Accurate dissemination of message
- Acceptance of message
  - o Let the message have meaning and importance to the publics
- Attitude change
- Change in overt behavior

### Hallahan: Integrated PR Model

- Public media (newspapers, magazines, radio):
  - o Awareness
  - o Credibility
- Controlled media (direct mail and web):
  - o Promotion
  - o Give detailed info
- Interactive media (web communication - very controlled):
  - o Queries
  - o Exchange info
  - o Engage
- Events/Groups:
  - o Motivates
  - o Reinforce existing beliefs
  - o Attitudes

- One-on-one:
  - Obtain commitments - closing the deal
  - Negotiation/resolution of problems
- Table 7.1

#### Therkelsen: To be Successful

- Receiving the message
- Paying attention to the message
- Understanding the message
- Believing the message
- Remembering the message
- Acting on the message

#### Model of Communication: PR Version

- Sender (PR) → Message → Medium → Receiver
- Controlled message
- Social environment - messes with the message
- Decode receiver first
- Sender encoding message → receiver decoding message

#### Receiving Message: 2-Way Communication

- Loop process: obtain in research and evaluation
  - Study the individual (age, demographic, psychographic characteristics)
  - Type of media you'll be using
- Feedback = 2-way
  - Ex: Facebook vs. Tradition Media (TV)
- Gruning: 2-way symmetrical
  - Understanding vs. Persuasion
  - Understand their needs to develop a relationship with these people
- Key to excellent practice

#### Paying Attention to the Message

- Exposure does not mean attention, memory, understanding
- Uses and Gratification Theory:
  - Surveillance
  - Entertain/Diversion
  - Reinforcement
  - Decision making
- Passive audience: Need style and creativity
  - Make people pay attention
- Active audience: At interest stage
  - Ready for more
- Triggering Event: cause to act on latent willingness to behave a certain way
  - Ex: H1N1
  - Used for audience with very low attention

- o Involves creativity - understanding audience, what channel you're going to use, spark of ideas

### Other Attention Concepts

- Five sense: 83% learn via sight, 11% via hearing
- Retain: 50% retention based on seeing and hearing
- Multiple tools: Integrated Marketing Communication
- Raise need level upfront: Census Bureau
- Interest at beginning of message:
  - o Get them
  - o Tell them
  - o Summarize
- Channeling: reinforce predispositions of what people have already, understanding their values
  - o Doing this through research
  - o Ex: Best kind of sale is one that reflects the customer
- Prior knowledge and interest = pay more attention

### Understanding the Message

- Communication: transmit, common understand of symbols
- Writing for clarity
- Flesch readability (measures reading levels - most newspapers write at a 9<sup>th</sup> grade level)
  - o Ex: 9<sup>th</sup> Grade reading level - random 100 words, 4.2 sentences and 142 syllables
- Cloze comprehension: take out words of a copy and people will fill in missing words
  - o Lets you know how difficult or how easy it is to read
- Microsoft program - copy test
- Use symbols, acronyms, slogans
  - o Branding
  - o Audio
  - o Ex: Apple logo, GASP, NOW, AIDS
- Avoid jargon and semantic noise
  - o Ex: Attenuation rates (cell phone)
  - o Dumbing it down so people will understand
- Avoid clichés and hype words
  - o Ex: Superstar, World Class, 110%
- Avoid euphemisms
  - o Ex: Ethnic cleansing, Collateral damage
  - o Sometimes can be effective but be careful with how you use them
- Avoid discriminatory language
  - o Ex: Police man vs. Police officer