

THE COMMUNICATION PROCESS: SMCR

What will we cover in the Communication Process Part?

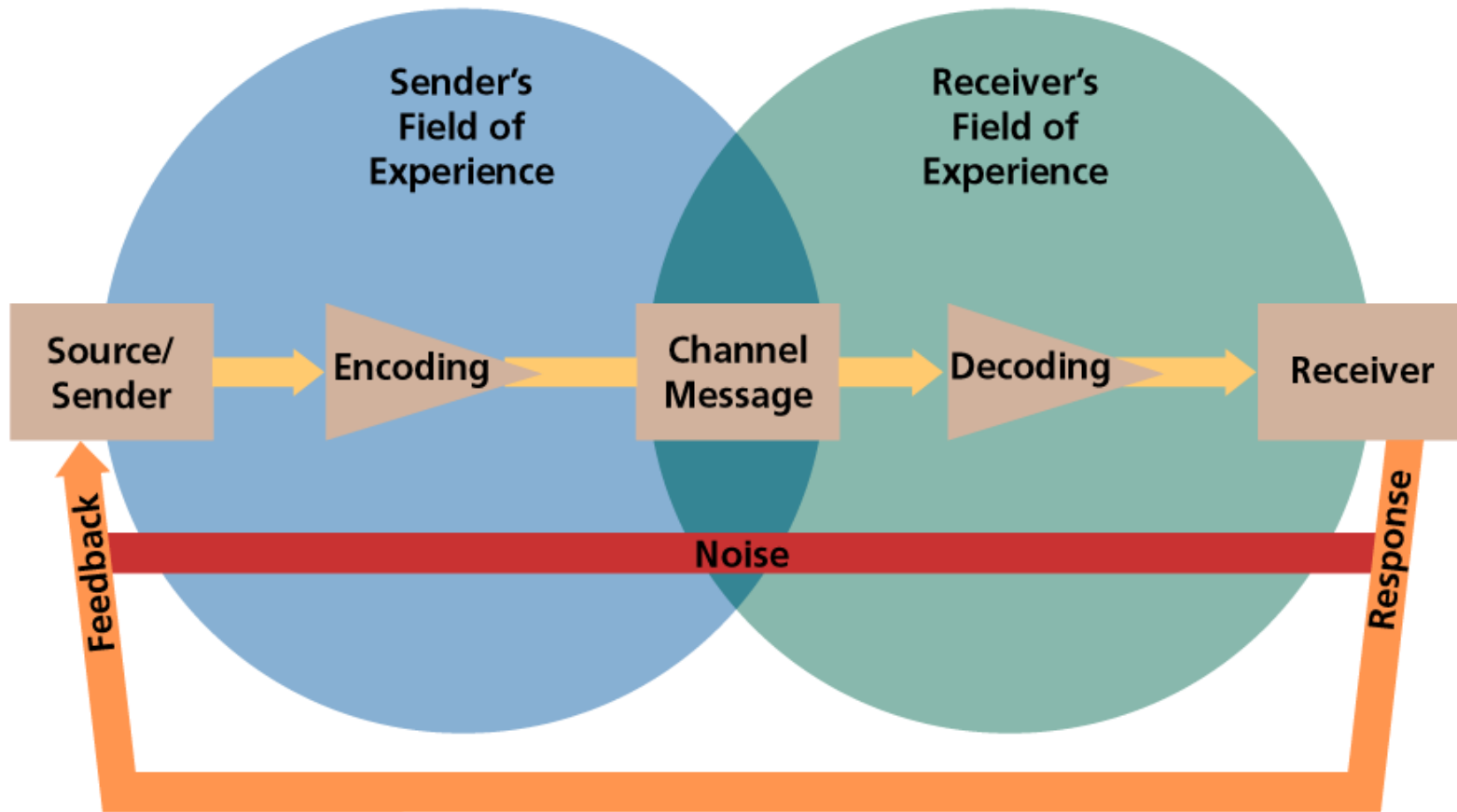
COMMUNICATION PROCESS

- The Nature of Communication
- Source
- Message
- Channel
- Receiver

Communication

- Passing of information or exchange of ideas
- Process of establishing a commonness of thought between a sender and a receiver

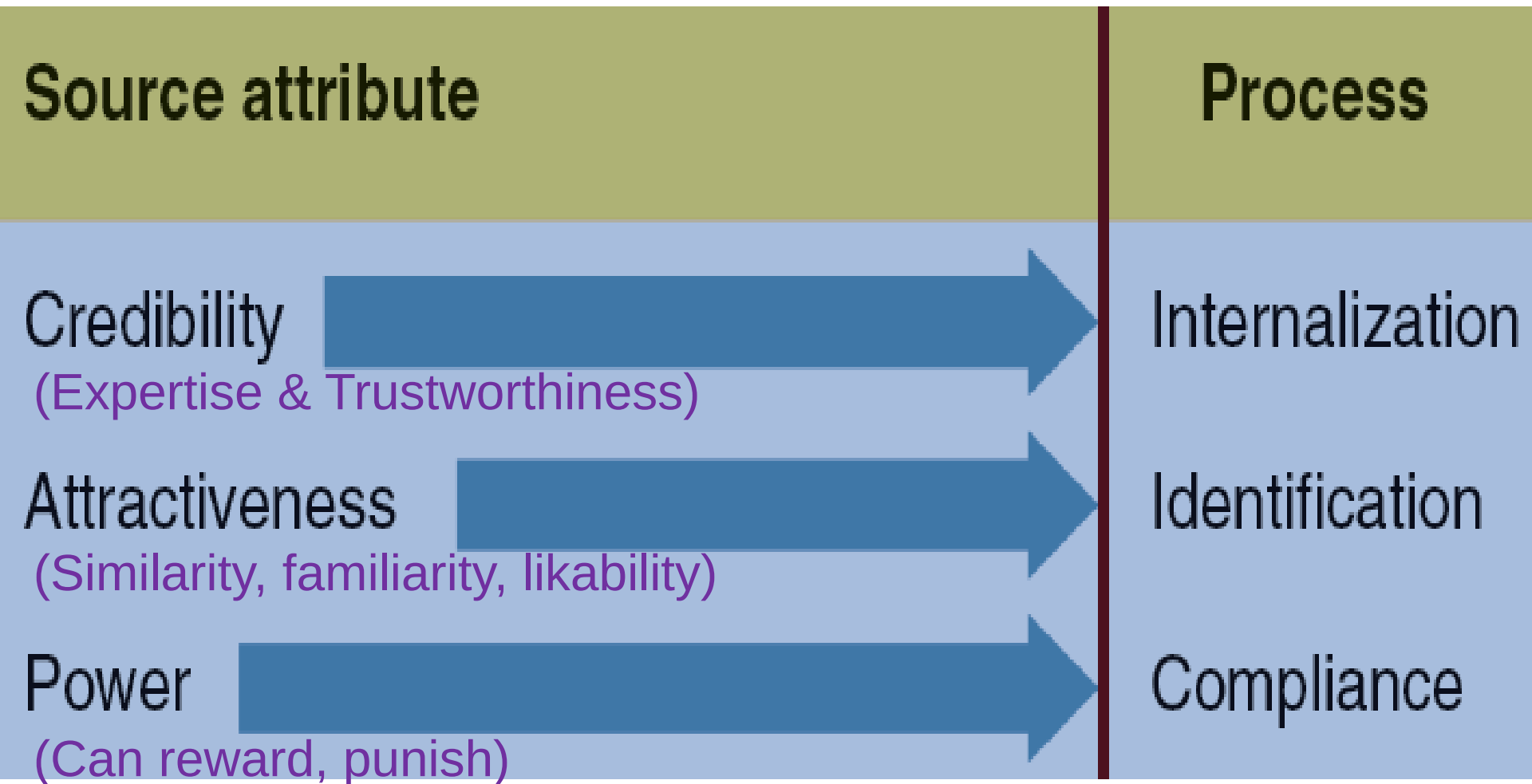
The Nature of Communication



The communication process is complex, and often unsuccessful

SOURCE

Figure 6.2 - Source Attributes and Receiver Processing Modes



What is the source attribute of this Ad?

Dermatologists
have put
something
unusually strong
in this
skin cleanser



Their trust.

Ninety-two percent of dermatologists recommend Dove® in an average week. They know that it won't dry your face like soap. Because Dove isn't a soap, it cleans thoroughly, without disturbing the skin's outer layer the way soap can. And

that's why most dermatologists recommend Dove. And why you can trust Dove, with its 1/4 moisturizing cream formula, to leave your skin feeling soft and smooth. Every time you wash.



A Direct Source



Question on Source

Who should we use as source/ presenter/ spokesperson?

- Star/ Celeb?
- Normal people?
- ???

Applying Likability: Decorative Models

campaignforrealbeauty.com  Dove



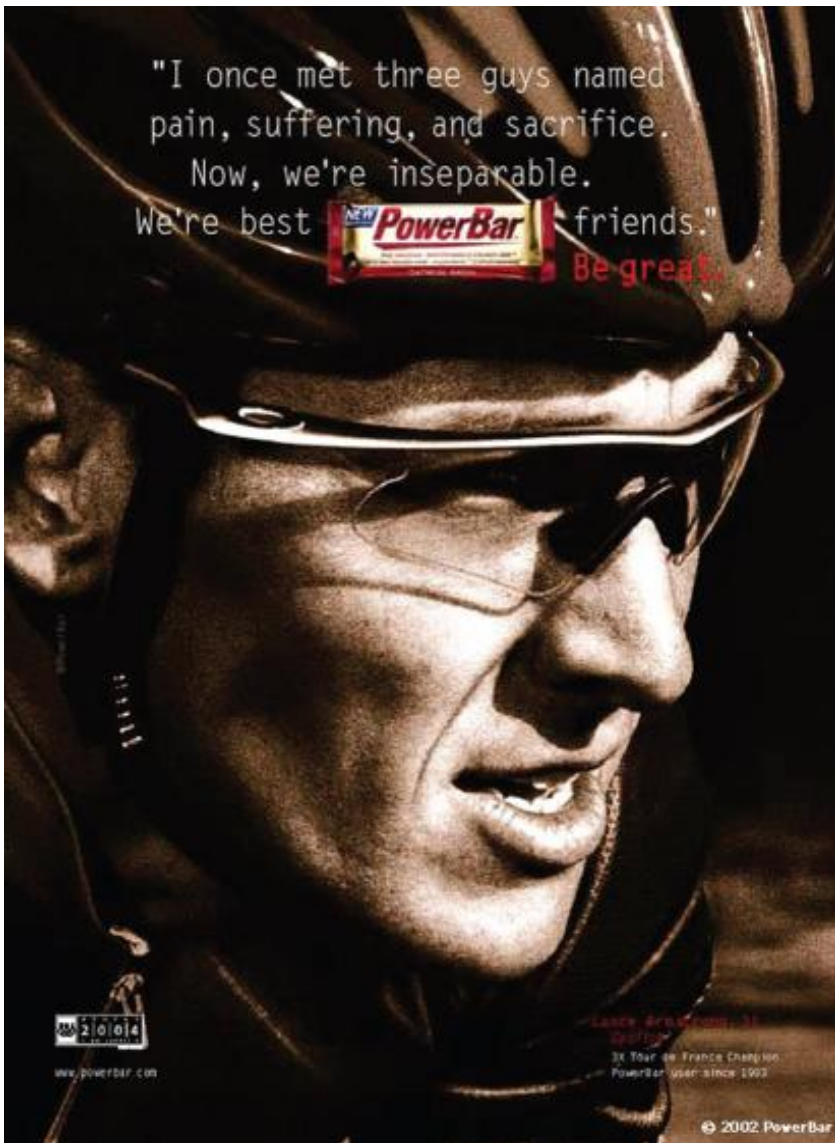
Let's face it, firming the thighs of a size 2 supermodel is no challenge. Real women have real curves. And according to women who tried new Dove[®] Firming, it left their skin feeling firmer in just one week. What better way to celebrate the curves you were born with? New Dove Firming. Lotion, Cream and Body Wash. For beautifully firm skin.



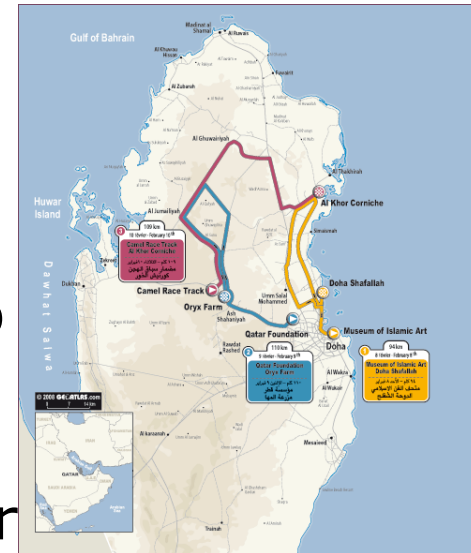
Choosing a Celebrity –
What factors to consider?

Risk of Using Star/ Celeb??

Energy & Power – The Athlete and the Product



Lance Armstrong
Fierce competitor
And US Superhero
--Winning seven
times after
overcoming cancer



MESSAGE

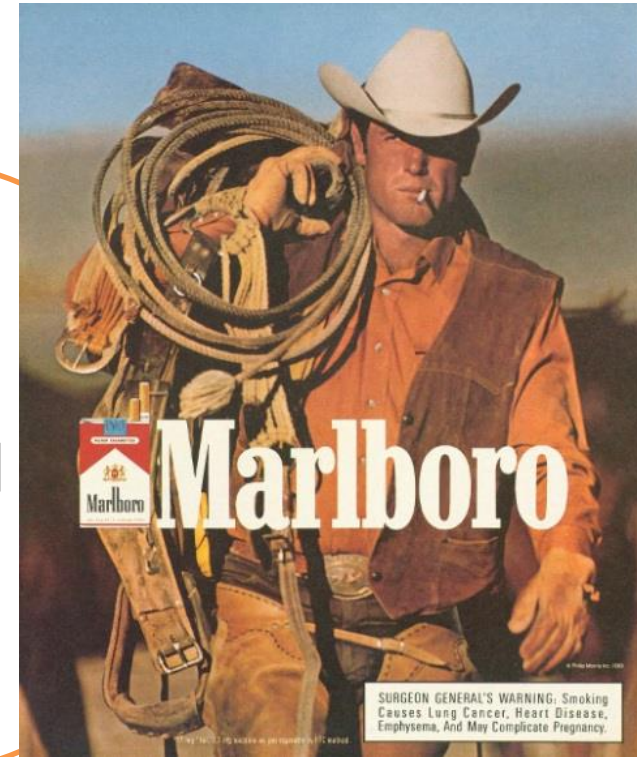
Symbolic Meaning: “Semiotics”



Object

Symbol

Meaning



Rugged,
Individualistic
American

Message Factors

Message structure

- Order of presentation
- Conclusion drawing
- Message sidedness
- Refutation
- Verbal versus visual messages

Message appeals

- Comparative advertising
- Fear appeals
- Humor appeals

Recall and Presentation Order

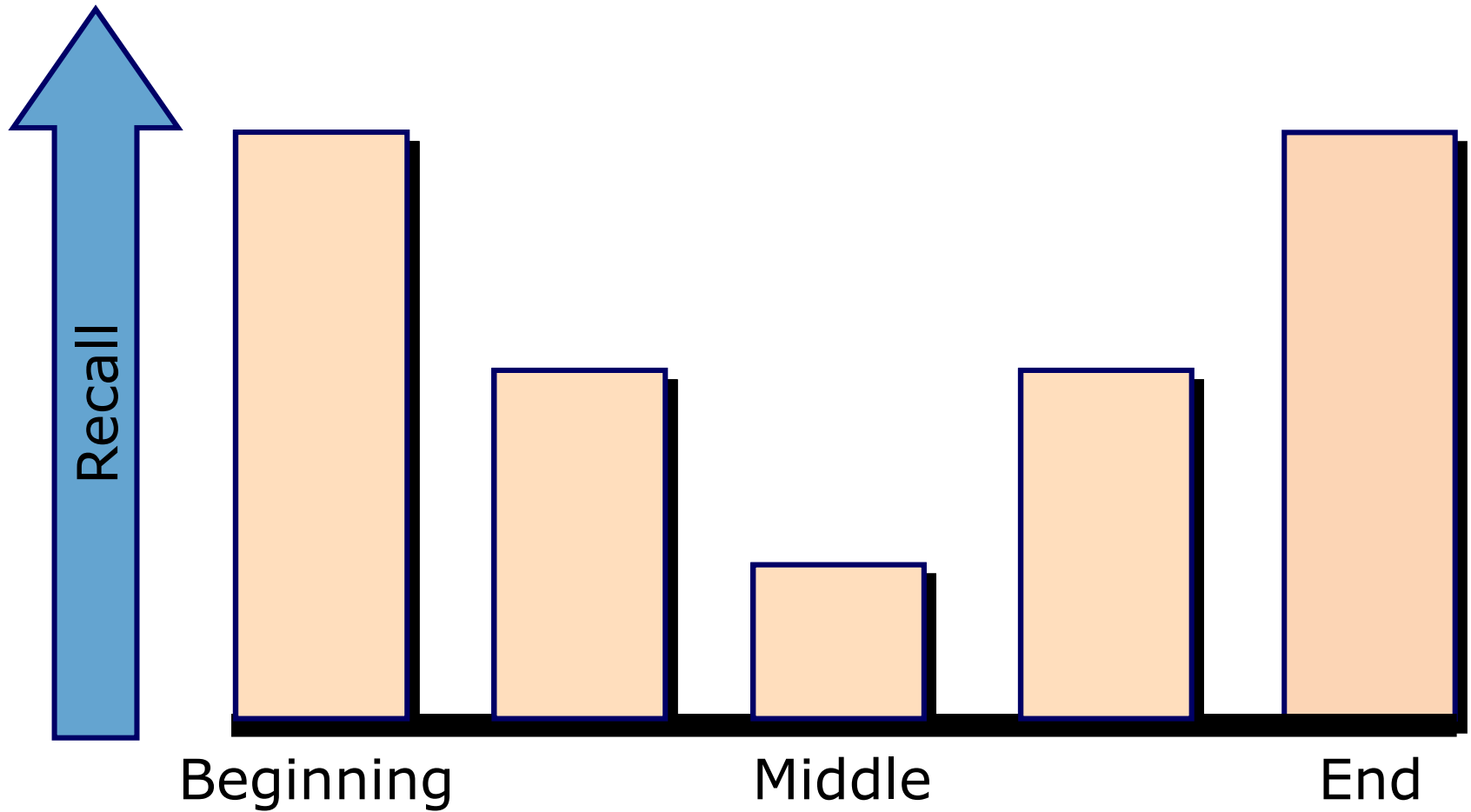
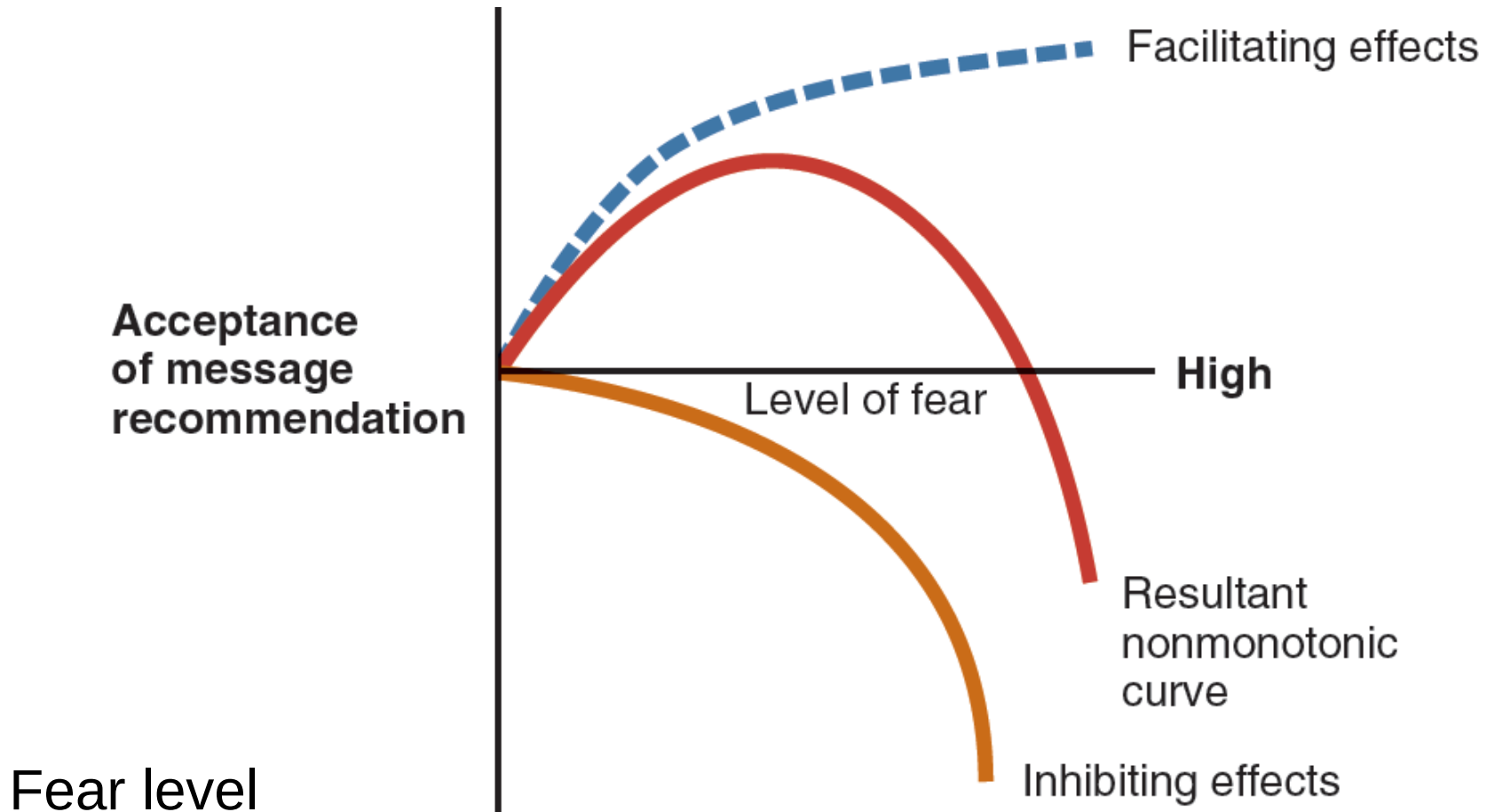


Figure 6.5 - Relationship between Fear Levels and Message Acceptance



Fear level

- Low-medium: facilitating effects
- Too low: not effective
- Too high: emotional block

CHANNEL

Communication Channel

Personal Channels



Word of
Mouth/
Buzz



Personal
Selling

Nonpersonal Channels

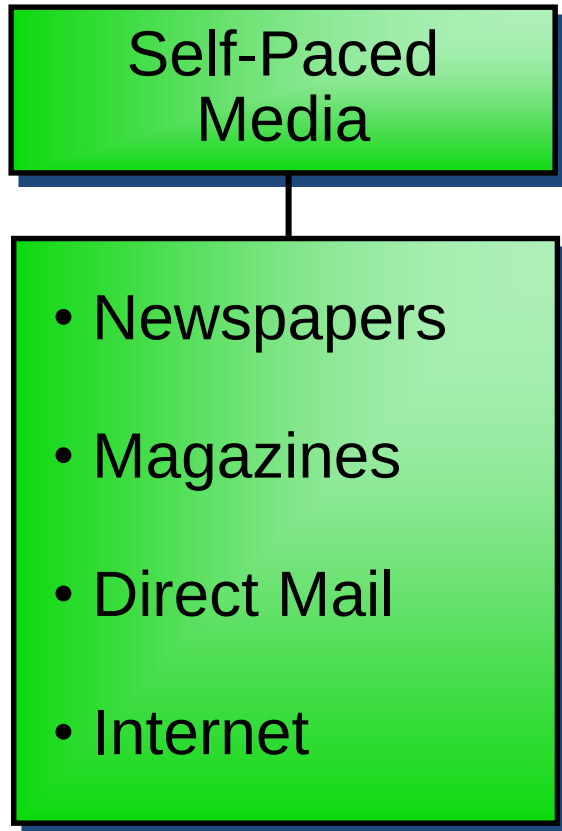


Print
Media



Broadcast
Media

Differences in Processing Information from Nonpersonal channel



VS.

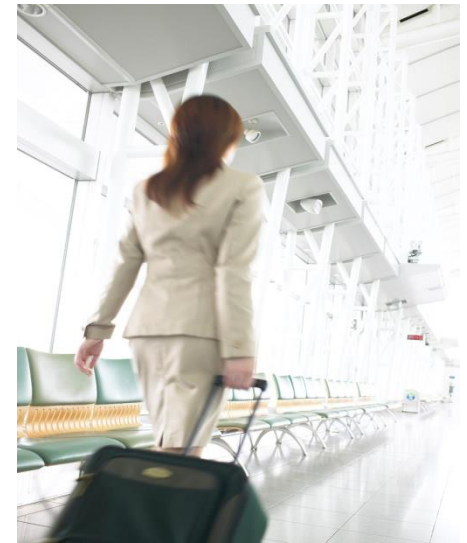


Is MBA advertisement in
Travel magazine
a good idea?

Context and Environment



The “Clutter” Challenge



RECEIVER

Why does a consumer response?

The Response Process

	Models			
Stages	AIDA model ^a	Hierarchy of effects model ^b	Innovation adoption model ^c	Information processing model ^d
Cognitive stage	Attention	Awareness	Awareness	Presentation
				Attention
Affective stage	Interest	Knowledge		Comprehension
		Liking	Interest	Yielding
Behavioral stage	Desire	Preference	Evaluation	Retention
		Conviction	Trial	
	Action	Purchase	Adoption	Behavior

The NEW Response Process

STAGES	AISAS
COGNITIVE	Attention
AFFECTIVE	Interest
BEHAVIORAL	Search
	Action
	Share

Source: Dentsu

Does the Response Process
always come in
“Think → Feel → Do”
sequence?

Figure 5.5 - Alternative Response Hierarchies –The Three-Orders Model of Information Processing

Exercise: Match the product category with the matrix below

- Computer
- Visa Card
- Battery

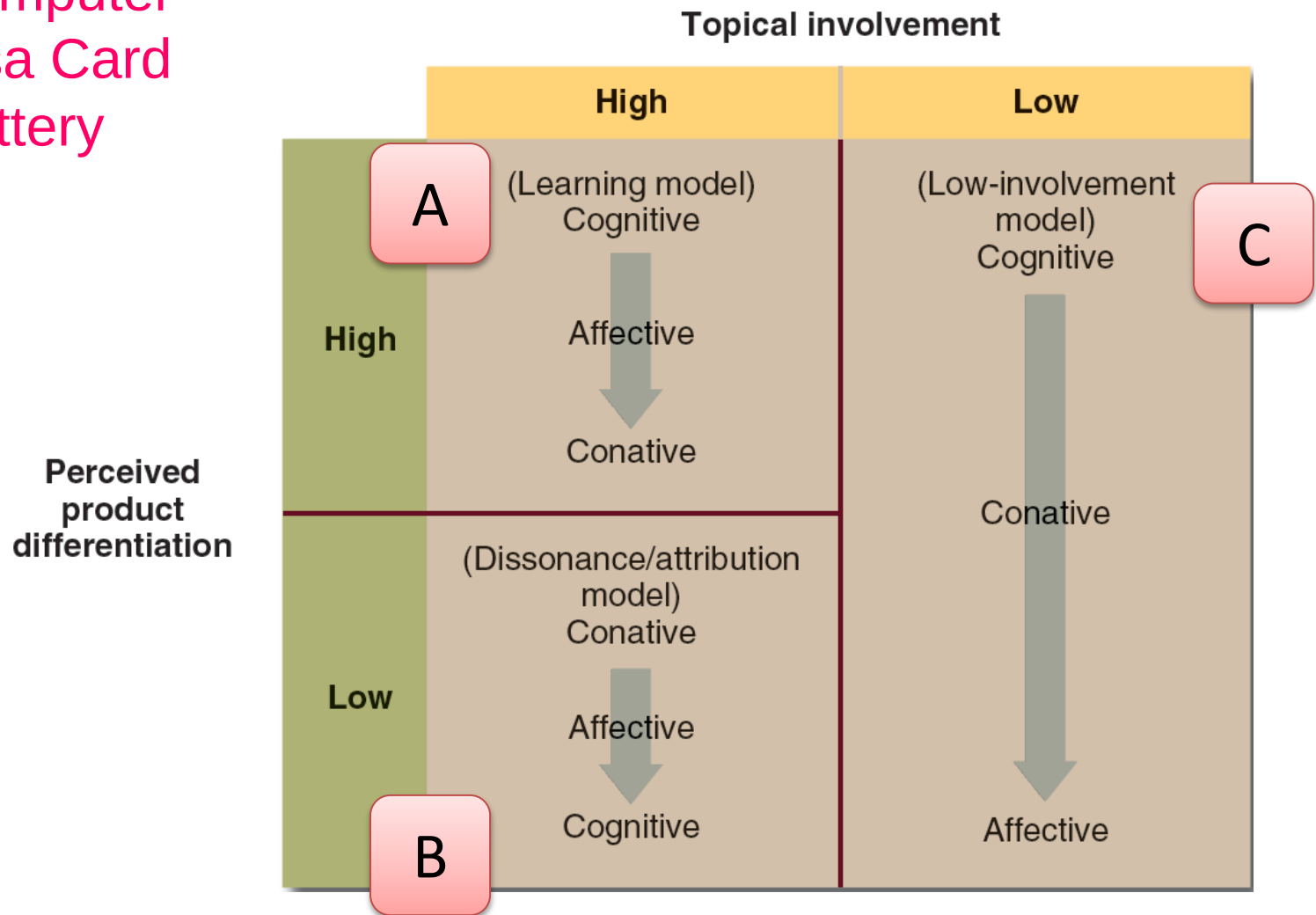
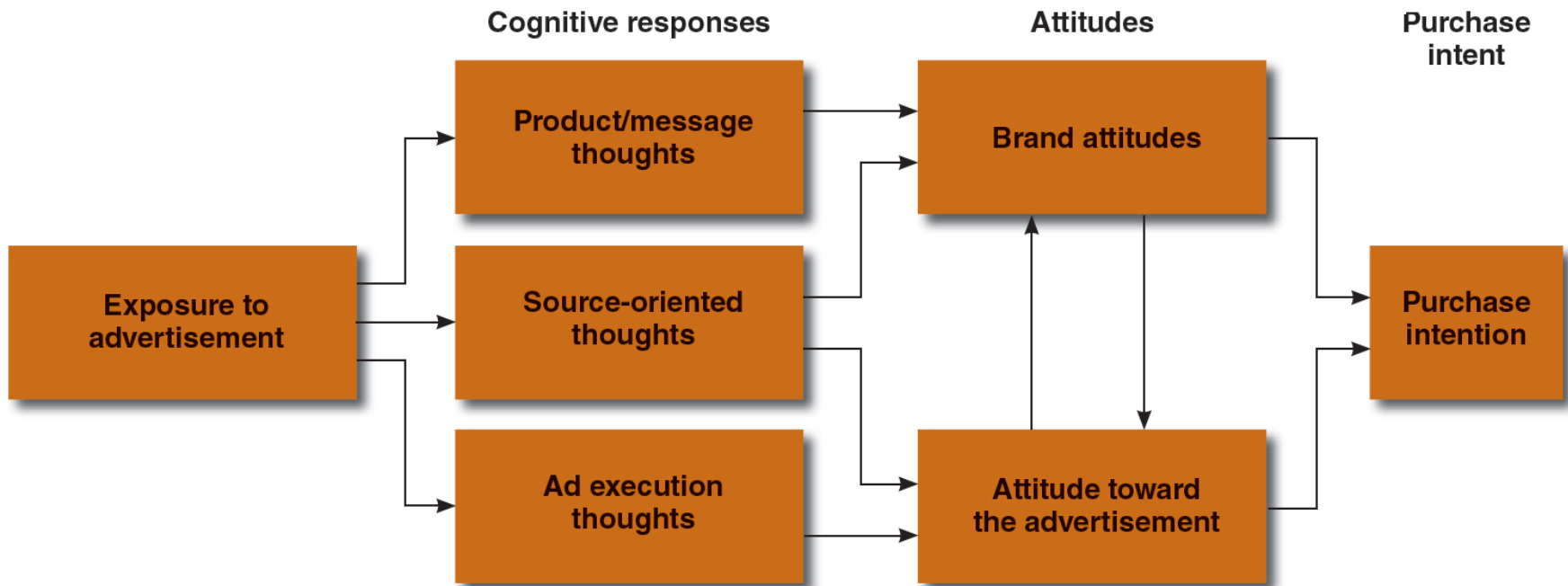


Figure 5.7 - A Model of Cognitive Response



Elaboration Likelihood Model (ELM)

Motivation & Ability

Yes

No

Central Route to
persuasion

Therefore, marketers
give information.

Peripheral Route to
persuasion

Therefore, marketers
use cue e.g. celebrity.



Conclusion

What did we cover today?

- Review and admin
- Budget
- Communication Process: SMCR



APPENDIX

SMCR

Basic Model of Communication

Source

- Person or organization that has information to share with another person or group of people

Encoding

- Putting thoughts, ideas, or information into a symbolic form

Message

- Contains the information or meaning the source hopes to convey
- 

Basic Model of Communication

- **Channel:** Facilitates communication between sender and receiver
 - Non-personal channel or **mass media**
 - Lacks direct, interpersonal contact between the sender and receiver
 - Personal channel - Direct communication between two or more persons
 - **Word-of-mouth (WOM):** Informal communication among consumers about products and services
 - **Buzz marketing:** Generating positive word-of-mouth discussion

Basic Model of Communication

- **Receiver:** Person with whom the sender shares thoughts or information
- **Decoding:** Transforming the sender's message into thought
 - Heavily influenced by the receiver's field of experience
 - **Field of experience:** The experiences, perceptions, attitudes, and values a person brings to the communication situation

Basic Model of Communication

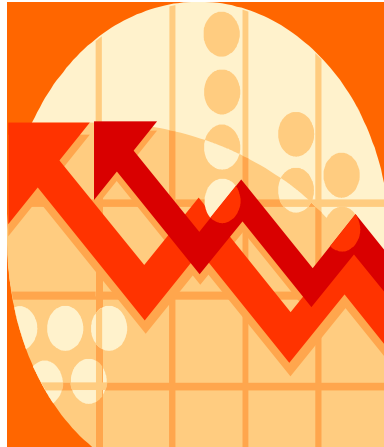
- **Noise:** Unplanned distortion in the communication process
 - Occurs because the fields of experience of the sender and receiver don't overlap
- **Response:** Receiver's set of reactions after seeing, hearing, or reading the message
- **Feedback:** Receiver's response that is communicated back to the sender

Forms of Encoding



Verbal

- Spoken Word
- Written Word
- Song Lyrics



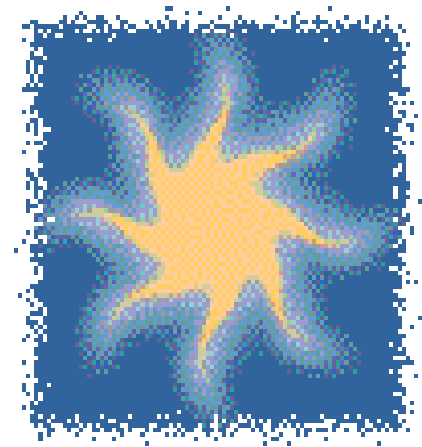
Graphic

- Pictures
- Drawings
- Charts



Musical

- Arrange-ment
- Instrum-entation
- Voices



Animation

- Action/ Motion
- Pace/ Speed
- Shape/ Form

SOURCE

Source Credibility

- Extent to which the recipient:
 - Sees the source as having relevant knowledge, skill, or experience
 - Trusts the source to give unbiased, objective information
- **Internalization:** Adopting the opinion of a credible communicator and the belief that information from this source is accurate

Source Credibility

- Enhanced by:
 - Applying expertise and trustworthiness
 - Using corporate leaders as spokespeople
- Limitations
 - High- and low-credibility sources are equally effective when arguing for a position opposing their own best interest
 - **Sleeper effect:** Persuasiveness of a message increases with the passage of time

Source Attractiveness

- **Attractiveness:** Characteristic that encompasses similarity, familiarity, and likability
- **Identification:** Receiver is motivated to seek some type of relationship with the source
 - Adopts similar beliefs, attitudes, preferences, or behavior

Source Attractiveness

- Enhanced by:
 - Applying similarity
 - Using celebrities as spokespeople
 - Understanding the meaning of celebrity endorsers
- Limitations of celebrities as spokespeople
 - Overshadow the product
 - Overexposure
 - Target audiences' receptivity
 - Risk to the advertiser

Yao Ming (Basketball star) is a Popular Endorser in China



Source Power

- Source is capable of administering rewards and punishments to the receiver
- Depends on a source's perceived control, concern, and scrutiny
- **Compliance:** Receiver accepts a source's persuasive influence and acquiesces to his or her position
 - To obtain a favorable reaction or to avoid punishment

MESSAGE

Message Structure

- Order of presentation - Strongest arguments should be presented early or late in the message but never in the middle
 - **Primacy effect:** Information presented first is most effective
 - **Recency effect:** Last arguments presented are most persuasive
 - Depends on:
 - Target audience's receptivity to the message
 - Length of the message
 - Medium used to communicate the message

Message Structure

- Conclusion drawing - Messages with explicit conclusions are more easily understood and effective in influencing attitudes
 - Depends on:
 - Target audience
 - Type of issue or topic
 - Nature of the situation

Message Structure

- **One-sided message:** Mentions only positive attributes or benefits, effective if target audience:
 - Already holds a favorable opinion about the topic
 - Is less educated
- **Two-sided message:** Presents both good and bad points, effective when the target audience:
 - Holds an opposing opinion
 - Is highly educated

Message Structure

- **Refutational appeal:** Communicator presents both sides of an issue and then refutes the opposing viewpoint
- Verbal versus visual messages - When verbal information is:
 - Low in imagery value, use of pictures increase immediate and delayed recall
 - High in imagery value, addition of pictures do not increase recall

Message Appeal Options

Comparative Ads

- May be especially useful for new brands
- Often used for brands with small market share
- Frequently use in political advertising

Fear Appeals

- May stress physical danger or threats to health
- May identify social threats: disapproval or rejection
- May backfire if the level of threat is too high

Humor Appeals

- They can attract and hold attention
- They are often the best remembered
- They put the consumer in a positive mood

Message Appeals

- **Comparative advertising:** Directly or indirectly naming competitors in an ad and comparing one or more attributes
- **Fear appeals:** Evoke an emotional response to a threat and arouse individuals to take steps to remove the threat
 - Effective when the recipient is:
 - Self-confident and prefers to cope with dangers
 - A nonuser of the product

Message Appeals

- Protection motivation model - States that ads using fear appeals should give the target audience information on the:
 - Severity of the threat
 - Probability of its occurrence
 - Effectiveness of a coping response
 - Ease with which the response can be implemented

Message Appeals

- Humor appeals - Humorous ads:
 - Attract and hold consumers' attention
 - Put consumers in a positive mood
 - Increase consumers' liking of the ad and their feeling toward the product
 - Distract the consumer from counter arguing against the message
 - May wear out faster than serious appeals
 - **Wearout:** Tendency of a commercial to lose effectiveness when seen or heard repeatedly

Humor Appeals Advantages and Disadvantages

Advantages

- Aid with awareness and attention
- Aid name and simple copy registration
- Aid retention
- Aid persuasion to switch brands
- Create a positive mood that enhances persuasion

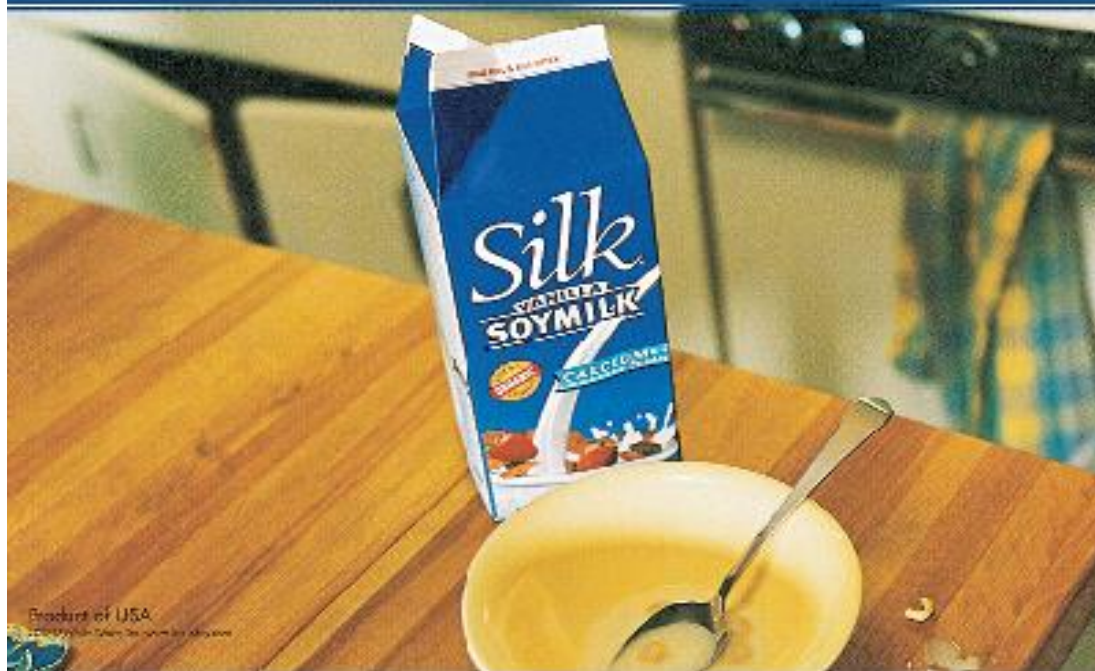
Disadvantages

- Harm recall and comprehension
- Harm complex copy registration
- Do not aid persuasion in general
- Do not aid source credibility
- Not very effective in bringing about sales

Conclusion Drawing

How did you know you liked
water before you tried it?

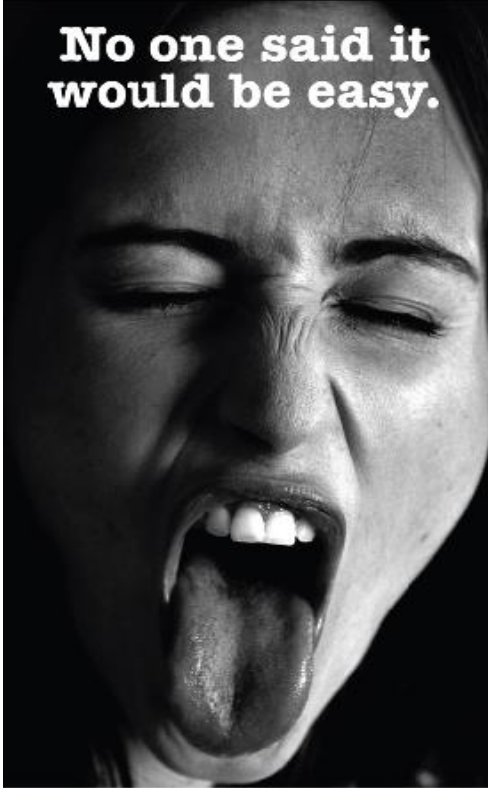
100% natural, lactose free, high in protein, with a surprisingly good taste. Don't be so stubborn.



Product of USA
©2009 Silk Soybean Products, Inc.

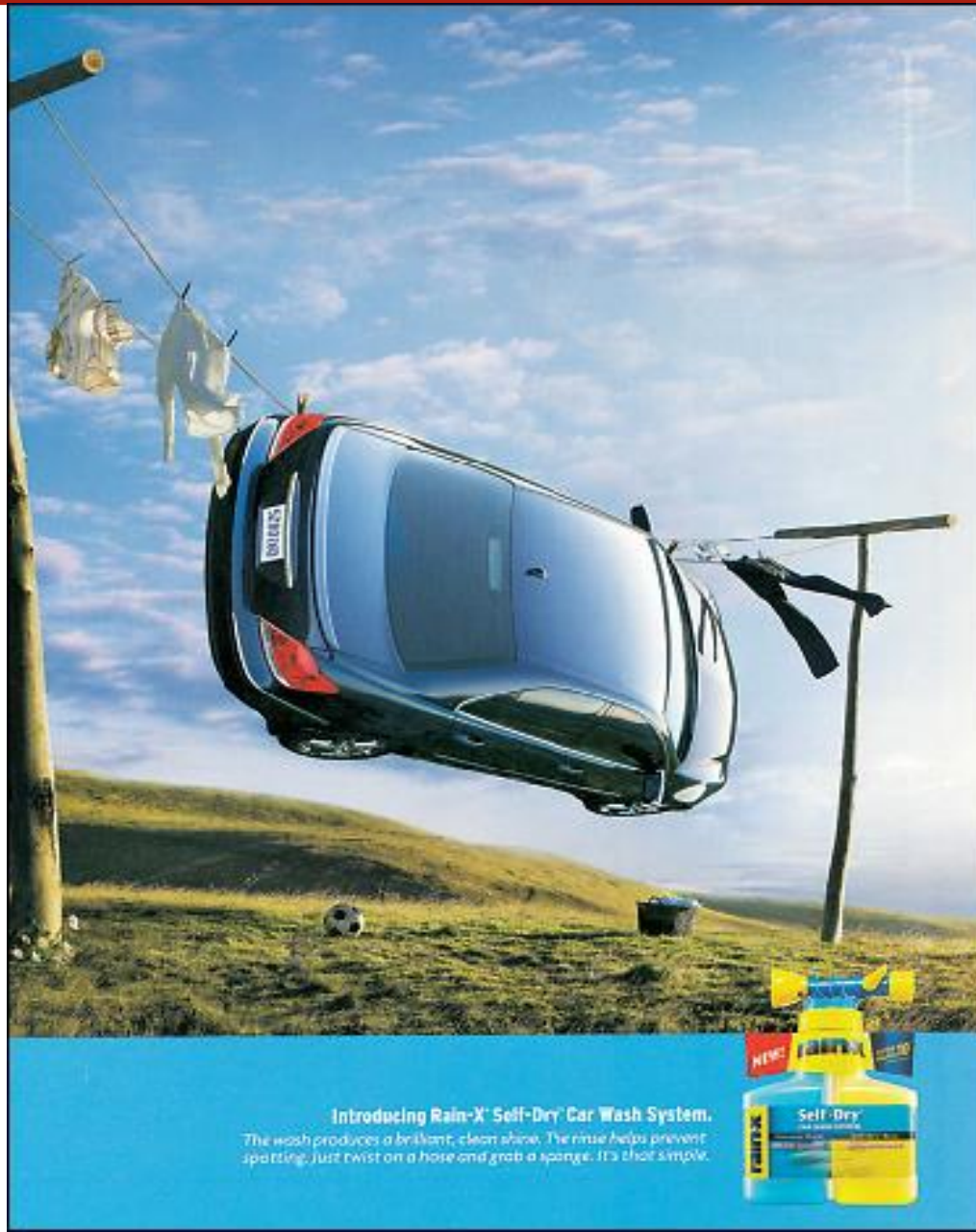
Message Sidedness (two-sided message)

**No one said it
would be easy.**



It tastes awful. And it works.

Verbal vs. Visual Messages



Introducing Rain-X® Self-Dry® Car Wash System.
The wash produces a brilliant, clear shine. The rinse helps prevent spotting. Just twist on a hose and grab a sponge. It's that simple.

Miller Lite's Comparative Advertising

ALL TOGETHER NOW...
"MORE TASTE THAN BUD LIGHT
WITH HALF THE CARBS."



Great Taste. Less Filling.

Miller
Good call.

Like Responsibility

©2000 Miller Brewing Co., Milwaukee, WI
Miller Lite has 96 carbs, 2.2g protein, 10g fat, 10g protein, 30g fat per 12 oz serving. Bud Light has 42 carbs, 2g protein, 10g fat per 12 oz serving.

Humor in Print Media



CHANNEL

Channel Factors

- Personal versus nonpersonal channels - Information received from personal channels is more persuasive than that received from the mass media
- Effects of alternative mass media
 - Differences in information processing
 - Self-paced - Readers process the ad at their own rate and study it as long as they desire
 - Externally paced - Transmission rate is controlled by the medium

Channel Factors

- Effects of context and environment
 - **Qualitative media effect:** Influence the medium has on a message
 - Image of the media vehicle affect reactions to the message
- **Clutter:** Amount of advertising in a medium
 - All the nonprogram material that appears in the broadcast environment