

- 1 Example of propaganda communication.



- 2 Example of a communication using the two steps flow strategy.



3 Example of communication targeting young men.

## It's Fun to be Fooled..

**TODAY'S FEATURE:**  
The Vanishing Bird Cage...Done With Live Canary!

HOW IN THE WORLD DID THE MAGICIAN MAKE THAT BIRD CAGE VANISH IN THE MIDDLE OF THE TRICK TONIGHT?

Here's what they saw

PRESTO!

EXPLAIN THAT IF YOU CAN! IT'S TOO EASY!

THE CAGE WAS COLLAPSIBLE, AND ATTACHED TO A STRING WHICH WAS JUST LONG ENOUGH TO GO UP ONE SLEEVE, ACROSS THE SHOULDER AND DOWN TO THE OTHER WAIST. WHEN HE MADE THE TWIRLING MOTION THE CAGE FOLDED UP AND WAS DRAWN INTO HIS SLEEVE — BIRD AND ALL.

THE CAGE AS SHOWN TO AUDIENCE

COLLAPSED BIRD CAGE UP SLEEVE

YOU ALWAYS KNOW EVERYTHING! DIDN'T A CIGARETTE?

THANKS, I'M GLAD TO SEE THAT YOU ENJOY CAMELS, MAY

I'VE FOUND OUT THAT IT'S MORE FUN TO KNOW ABOUT CIGARETTES, TOO.

THERE'S THE GIRL THERE ARE NO TRICKS IN CAMELS... JUST MORE ENJOYING TOBACCO.

IT'S MORE FUN TO KNOW

Camels are made from finer, more expensive tobaccos than any other popular brand. That's why they give you more pleasure. It's the tobacco that counts!

Camel

MATCHLESS BLEND

**NO TRICKS IN CAMELS — JUST COSTLIER TOBACCO'S**

Copyright, 1933, R. J. Reynolds Tobacco Company

36

## The national joy\* smoke

● Here is a sure recipe for peace and contentment: just pack your pipe with Prince Albert and light up!

Prince Albert is cool, fragrant and slow-burning. Once a man tries good old P. A. he is usually converted, right on the spot. Try P. A. and see if you don't say... "O.K."

\*More joy because P. A.'s special process takes out the bite.

PRINCE ALBERT

CRIMP CUT

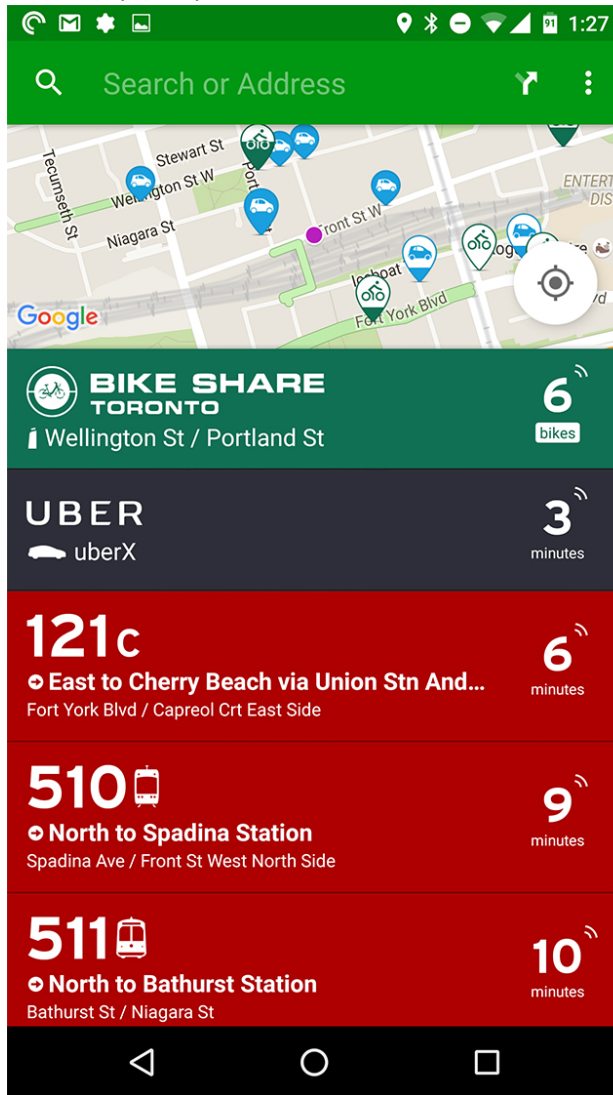
LONG BURNING PIPE AND CIGARETTE TOBACCO

- 4 Example of communication targeting young women .





5 Example of public service communication.



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### What is Bike Share Toronto?

Bike Share Toronto is a system that offers riders a fun and affordable way of getting around the city. There are hundreds