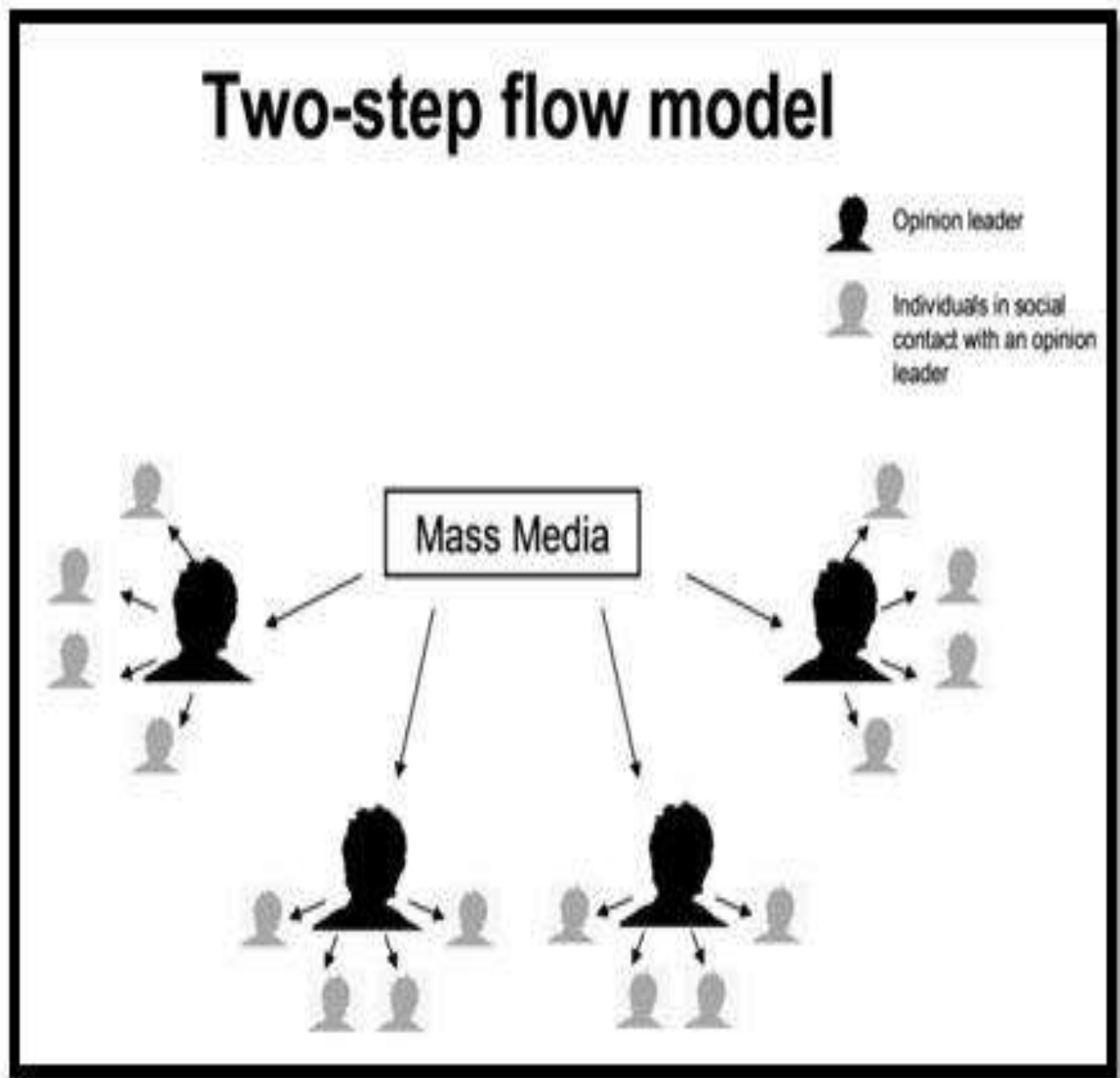


1. PROPAGANDA COMMUNICATION



2.TWO STEPS FLOW STRATEGY



3.EXAMPLE OF COMMUNICATION TARGETING YOUNG MEN



4.EXAMPLE OF COMMUNICATION TARGETING YOUNG WOMEN



5.EXAMPLE OF PUBLIC SERVICE COMMUNICATION

