

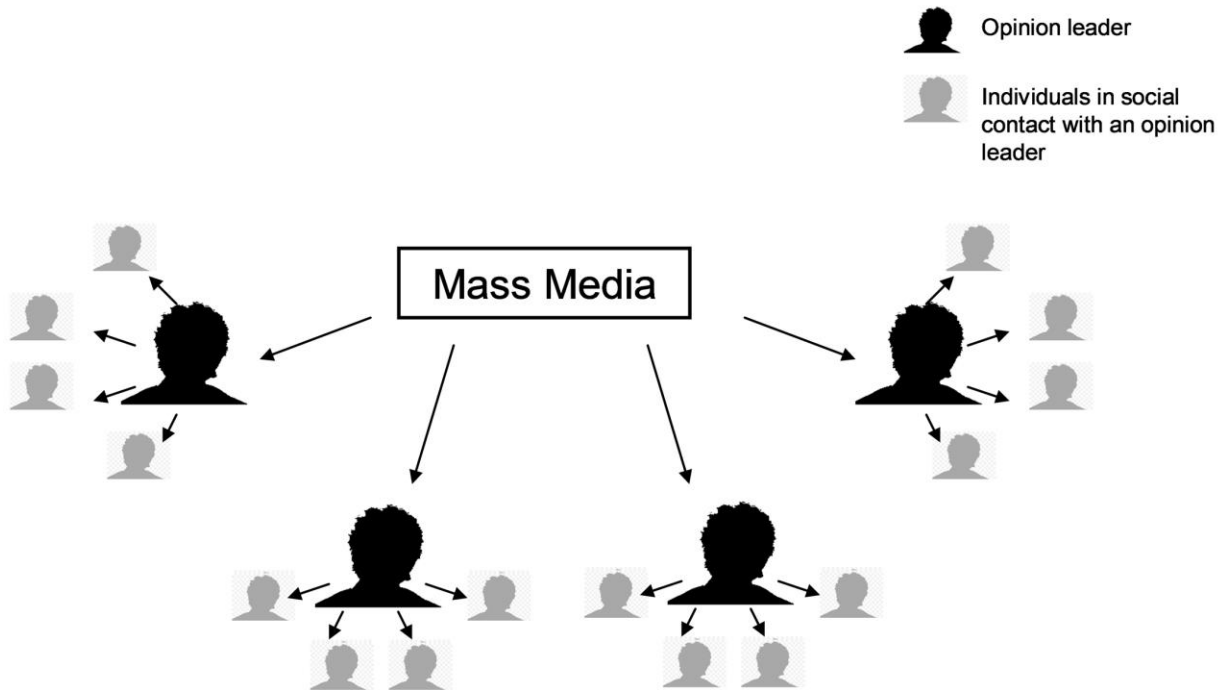
# ASSIGNMENT 1

Example of propaganda communication



Example of communication using the two step flow strategy

## Two-step flow model



# Example of communication targeting young men



## Steve

### HOW HE FINDS US

- He was referred onto by someone he trusts.
- He comes to the website at the beginning of his buying journey.
- He isn't interested in using the information on the site beyond research.

### PAIN POINTS

- The size of the service team is very important to him.
- There are 5 other people involved in the buying decision.
- He wants a competitive price with strong experience.

### HE...

Wants latest projects, testimonials, expertise, awards. He is looking for a partner-led approach.  
Doesn't want to pay large fees. Value for money is important.

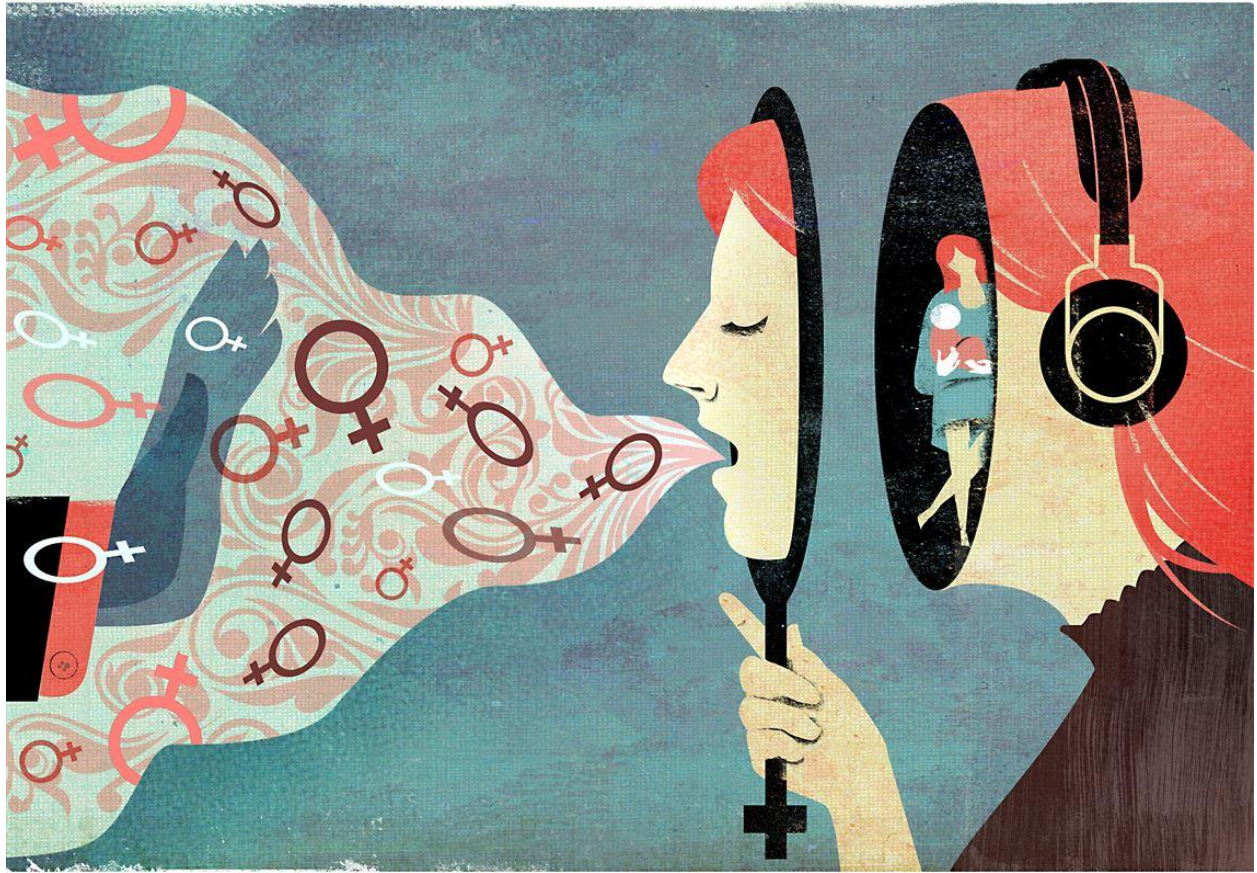
### WHY HE BUYS FROM US?

Price and expertise.

### DEMOGRAPHICS

47-year-old CEO of large financial company worth 85M.  
Has been in this role for 10 years. He's an innovator and isn't afraid to take risks. He likes to communicate via email or face-to-face.  
He's on LinkedIn and Twitter. He reads financial and economic publications and attends financial conferences.

## Example of communication targeting young women





## Example of public service communication



# First Public Services



## Communication skills

- **non-verbal** – your body language and sign language
- **verbal** – an order from one person to another or direct speech using equipment such as a radio
- **visual** – writing or drawing pictures are good examples

