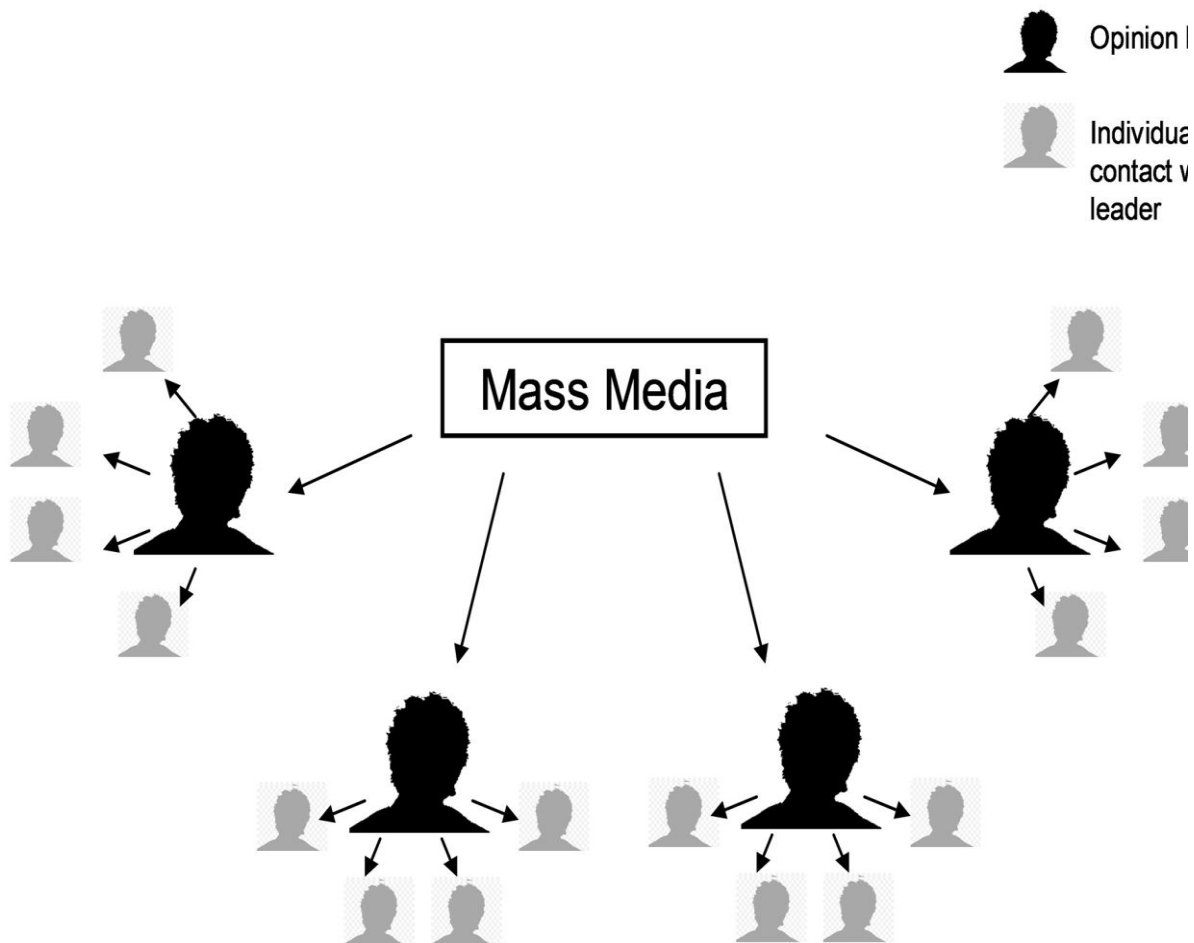


# EXAMPLE OF PROPOGANDA COMMUNICATION



# COMMUNICATION USING THE TWO STEP FLOW STRATEGY

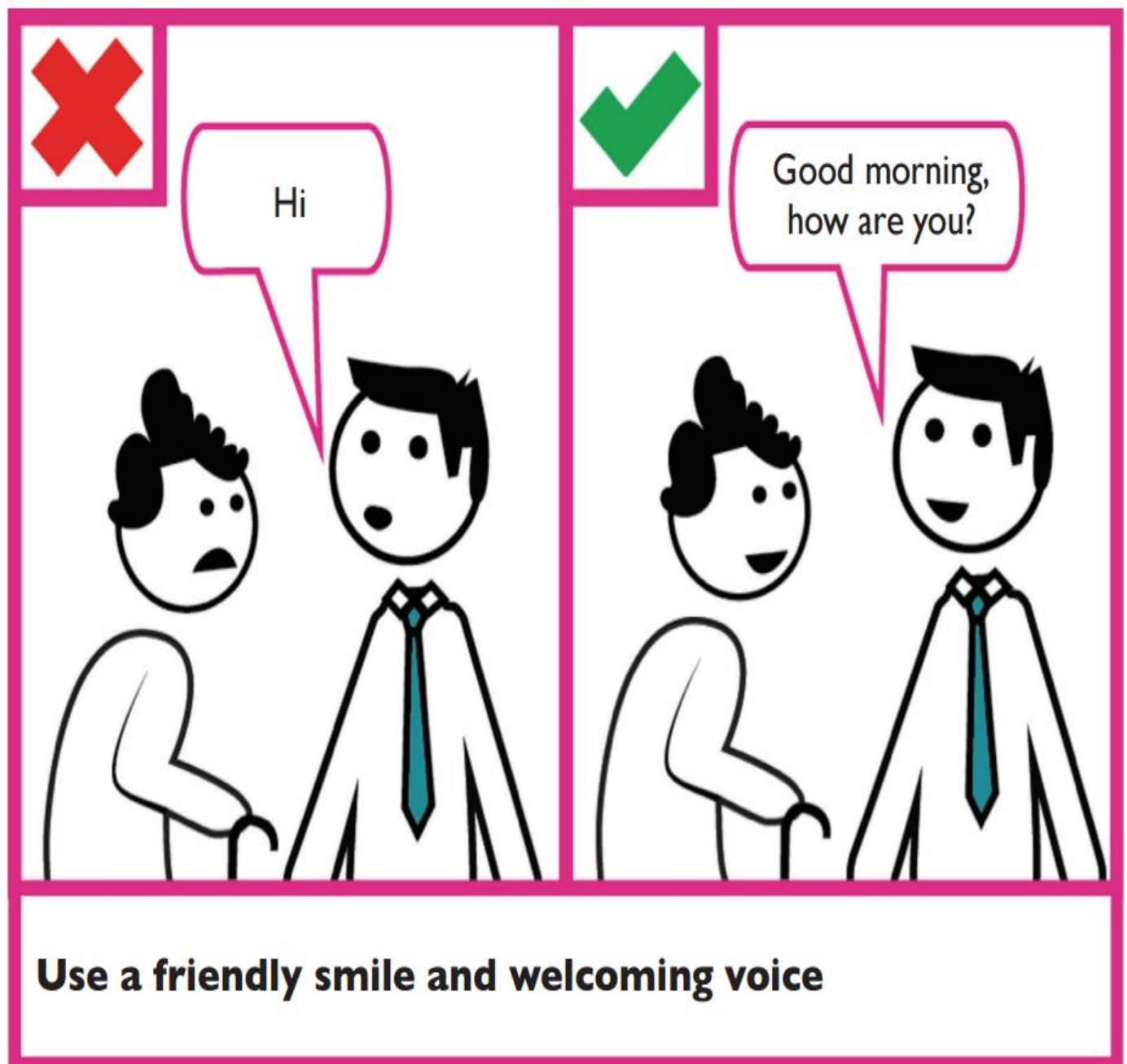
## Two-step flow model



# EXAMPLE OF COMMUNICATION TARGETING YOUNG MEN

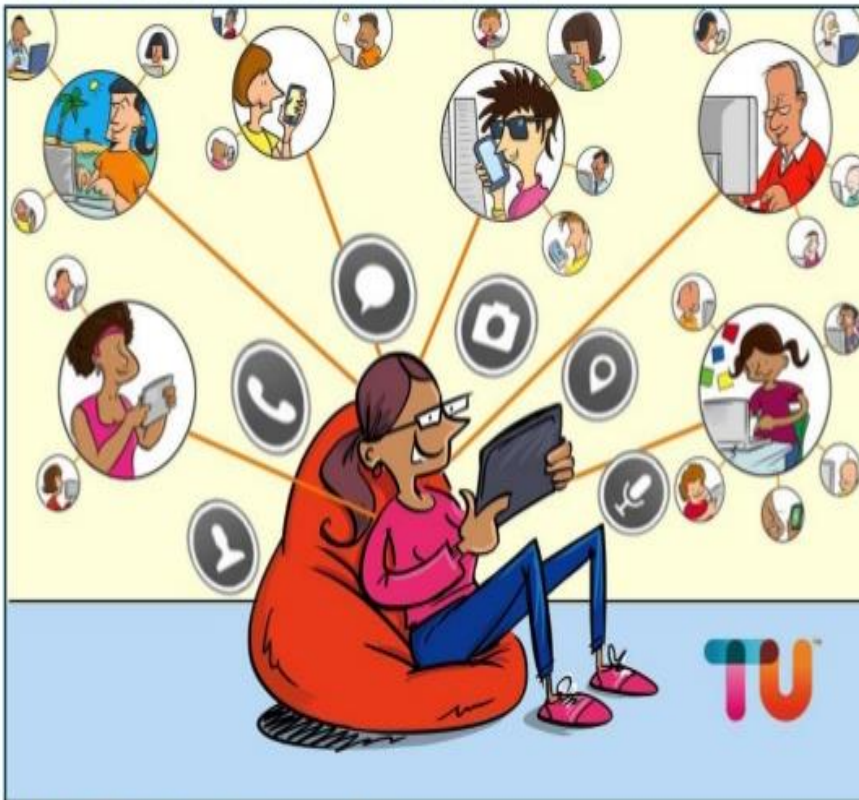


## EXAMPLE OF PUBLIC SERVICE COMMUNICATION



# EXAMPLE OF COMMUNICATION TARGETING YOUNG WOMEN

## NEW COMMUNICATION SERVICES



MR. STEPHEN SHURROCK

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