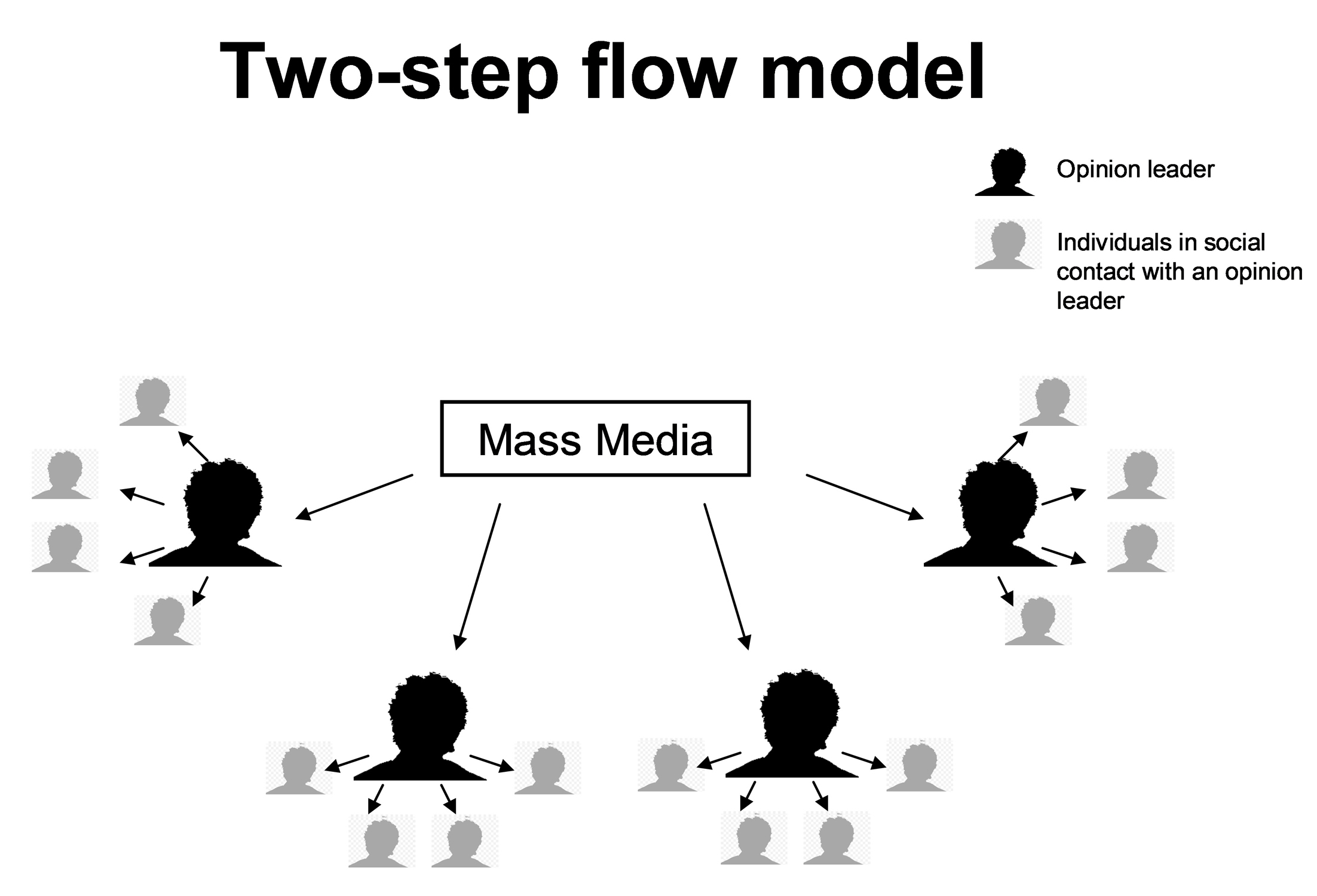


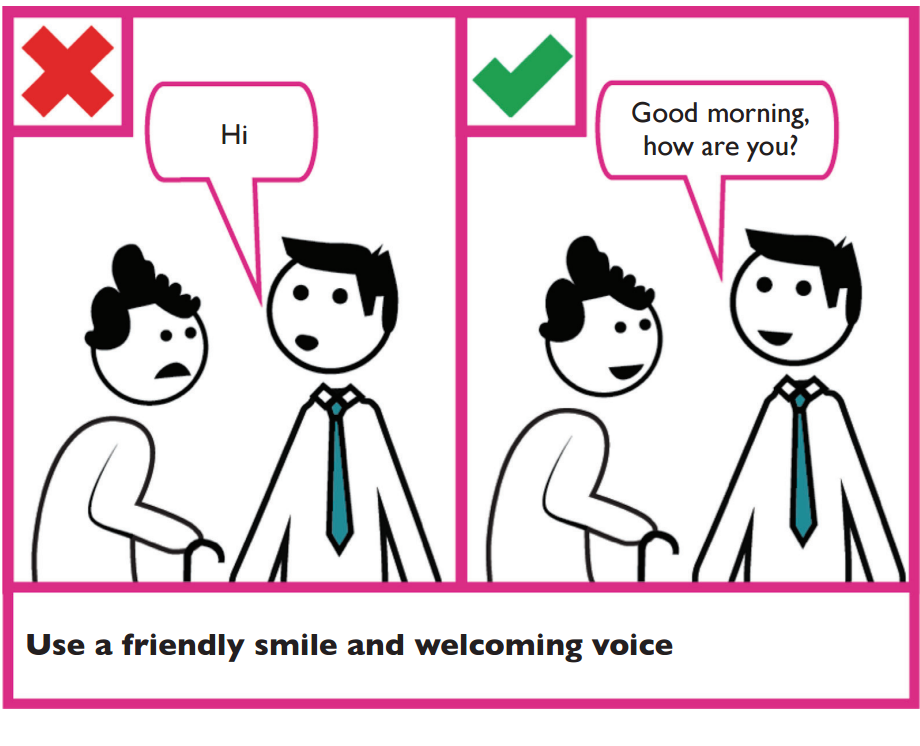
**EXAMPLE OF PROPOGANDA COMMUNICATION**

**COMMUNICATION USING THE TWO STEP FLOW STRATEGY**

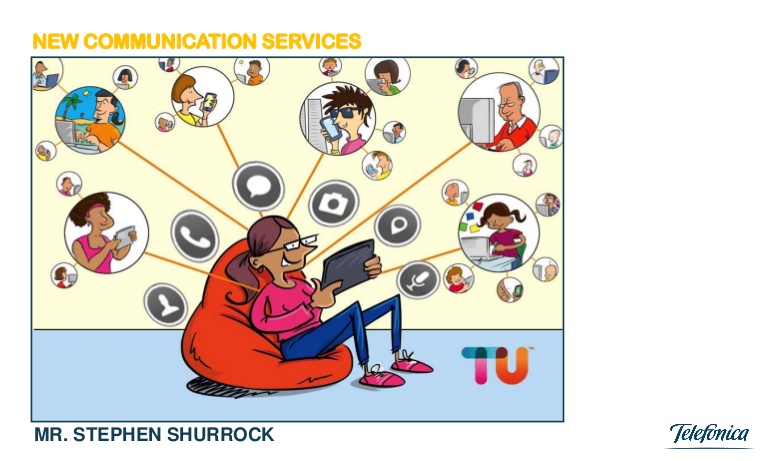
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**EXAMPLE OF COMMUNICATION TARGETING YOUNG MEN**





**EXAMPLE OF PUBLIC SERVICE COMMUNICATION**



**EXAMPLE OF COMMUNICATION TARGETING YOUNG WOMEN**