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UNIT-1
INTRODUCTION TO ADVERTISING

1. ADVERTISING – DEFINITION

The word advertising came from the Latin word' *advertere' means "to turn the mind toward".* The **American Marketing Association (AMA)** recommends the definition,
"Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".
The concept of advertising involves a strategic process of identifying target audiences, defining the brand message, selecting appropriate media channels, creating compelling content and visuals, and measuring the effectiveness of the campaign. The goal of advertising is to create awareness, generate interest, and stimulate demand for the product or service being advertised.

1.1 FEATURES OF ADVERTISING

The definition reveals the following features of advertising:

1. **It is a paid form of communication**. Advertisements appear in newspapers, magazines, television or cinema screens because the advertiser has purchased some space or time to communicate information to the prospective customers.
2. **It is non-personal presentation of message**. There is no face-to-face direct contact with the customers. That is why, it is described as non-personal salesmanship. It; is a non-personal form of presenting products and promoting ideas and is complementary to personal selling. It simplifies the task of sales-force by creating awareness in the minds of potential customers
3. **The purpose of advertising is to promote idea** about the products and service, of a business. It is directed towards increasing the sale of the products and services of a business unit.
4. **Advertisement a issued by an identified sponsor.** Non disclosure of the name of the sponsor in propaganda may lead to distortion, deception and manipulation. Advertisement should disclose or identify the sources of opinions and ideas it presents.

1.2 FUNCTIONS OF ADVERTISING

Advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. It performs the following functions:

- **Promotion of Sales**. It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as wet] as in the international markets.
- **Introduction of New Product**. It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.
- **Creation of Good Public Image**. It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.
- **Mass Production**. Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.
- **Research**. Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.
- **Education of People**. Advertising educate the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.
- **Support to Press**. Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network.

1.3 ROLE OF ADVERTISING IN MARKETING PROCESS

Advertising plays a **crucial role** in each stage of the marketing process:

1. Market Research

- Helps identify customer needs, preferences, and market trends.
- Advertising campaigns are often designed based on these insights.

2. *Product Development*

- Communicates product benefits and unique selling propositions (USPs).
- Feedback from ads helps improve product features.

3. *Pricing*

- Advertising can justify higher prices by highlighting value and quality.
- Promotional pricing strategies are communicated through ads.

4. *Distribution*

- Ads can promote availability at specific outlets or platforms.
- Encourages demand across different regions.

5. *Promotion*

- Advertising is a **core element of the promotional mix**, alongside sales promotion, personal selling, public relations, and direct marketing.
- It drives brand visibility and customer engagement.

6. *Customer Relationship*

- Regular advertising helps build and maintain long-term customer relationships.
- Engaging ads foster brand loyalty and trust.

1.4 LEGAL, ETHICAL AND SOCIAL ASPECTS OF ADVERTISING

1. Legal Aspects of Marketing

Legal aspects refer to the **rules and laws** that govern how marketing activities should be conducted. These ensure that businesses operate **fairly, transparently**, and **do not harm** consumers or competitors.

a. **False or Misleading Advertising:** Companies must not give **false claims** or **deceive consumers** through advertisements.
Example: If a weight-loss pill claims "lose 10 kg in 1 week" without scientific proof, it is considered **false advertising**, which is illegal.

b. **Consumer Protection Laws:** These laws protect the rights of consumers, such as the **right to safety, information, choice, and redressal**.

Example: If a consumer buys a defective electronic item, the seller must offer a **refund or replacement**. Denying this can be a legal violation.

c. Trademark and Copyright Law: Businesses must respect **intellectual property rights**. They cannot copy or misuse brand names, logos, or content.

Example: A local shoe brand using the **Nike "swoosh" logo** without permission is a violation of trademark law.

d. Fair Pricing and Competition: Businesses should not engage in **price fixing**, **predatory pricing**, or **discriminatory pricing**.
Example: If two petrol companies agree to **fix prices**, it is illegal and violates competition law.

e. Data Protection and Privacy Laws: Companies must protect customer data and **seek permission** before using it for marketing.
Example: A company that **shares customer phone numbers** with third-party advertisers **without consent** is breaking data privacy laws like GDPR.

2. ETHICAL ASPECTS OF MARKETING

Ethical marketing means doing marketing in a way that is **morally right**, fair to customers, and respects human dignity.

a. Honesty in Advertising Ads should be truthful and not misleading**. Companies should avoid exaggerating product features.**
Example: **An energy drink that** truthfully says **it "helps boost energy for a few hours" is ethical, while one claiming "gives superpowers" is unethical.**

b. Respecting Consumer Privacy: Ethical marketers must ask permission **before collecting or using consumer data.**
Example: **A mobile app that** asks for permission **before accessing contacts or sending promotions is acting ethically.**

c. Targeting the Right Audience: It's unethical to exploit vulnerable groups **like children or the elderly.**
Example: **An ad for sugary cereal shown during** children's cartoons**, using cartoon characters to manipulate kids, is unethical.**

d. Avoiding Green washing: Companies must not falsely claim to be eco-friendly **just for marketing.**
Example:
A brand saying "100% eco-friendly" while using plastic packaging **is guilty of green washing.**

e. Avoiding Stereotypes in Ads: Ethical marketing promotes equality **and avoids** racist, sexist, or cultural stereotypes**.**
Example:
A detergent ad that shows both men and women doing household chores **promotes gender equality.**

3. SOCIAL ASPECTS OF MARKETING

Social aspects involve how a company's marketing impacts **society at large**, and how it can be used for **social good**.

a. Corporate Social Responsibility (CSR): Businesses contribute to society by supporting education, health, or environmental causes.
Example: **Tata Group invests in** rural education and healthcare **through its CSR programs.**

b. Cause-Related Marketing: Companies link marketing to social issues **to create awareness and support causes.**
Example: **A clothing brand donates ₹50 for every T-shirt sold to** breast cancer awareness **campaigns.**

c. Sustainable Marketing: Promoting products in a way that supports environmental sustainability.
Example: **A cosmetics brand uses** refillable packaging **and** cruelty-free products **to promote sustainability.**

d. Cultural Sensitivity: Marketing should be respectful to different cultures, religions, and traditions.
Example: **An ad celebrating** diwali in India **should show the festival's significance respectfully, not just use it for selling products.**

e. Promoting Social Inclusion: Ads should promote diversity and equality**, showing people of different** races, genders, and abilities.
Example: **A fashion brand showcasing** models of all body sizes and skin tones **promotes social inclusiveness.**

1.5. RURAL ADVERTISING

1.5.1 Definition

Rural Advertising **refers to the process of promoting goods and services to consumers living in** rural markets—**areas with low population density, limited infrastructure, and typically lower per capita income.**
It involves the use of customized communication strategies **suited to the** socio-economic profile **of rural consumers.**

Factor	Economic Explanation
• **Market Size**	Rural India accounts for over **65% of the population**, creating a large potential consumer base.
• **Rising Disposable Income**	Government schemes like **MNREGA**, **PM-KISAN**, and increased agricultural productivity have led to higher **purchasing power** in rural areas.

Factor	Economic Explanation
• **Untapped Demand**	Many rural consumers are **first-time buyers**, offering **scope for market penetration**.

1.5.2 Characteristics of Rural Consumers

- **Price Elasticity of Demand:** High – Consumers are sensitive to price changes.
- **Low Brand Loyalty:** Rural consumers may switch brands based on **availability or price**.
- **Word-of-Mouth Influence:** High reliance on **informal networks** and **opinion leaders**.
- **Limited Access to Mass Media:** Leads to a preference for **traditional or localized** media**.**

1.5.3 FEATURES OF RURAL MARKETING

Feature	Explanation
Localization	Use of **regional languages**, cultural symbols, and local festivals.
Non-Mass Media Focus	Greater use of **Below-the-Line (BTL)** activities like van campaigns, wall paintings.
Seasonality	Advertising peaks during **harvest seasons** when liquidity increases.
Informal Communication	Preference for **oral and visual communication** over print due to lower literacy levels.

1.5.4. Media Strategies in Rural Advertising

A. Traditional Media

1. **Wall Paintings**
   - Cost-effective and long-lasting.
   - Used for advertising FMCG products.
2. **Puppet Shows / Street Plays (Nukkad Natak)**
   - Used for **social marketing** and **health awareness campaigns**.
3. **Posters and Leaflets**
   - Distributed at **mandis**, **panchayat offices**, and **health camps**.

B. Modern Media

1. **Radio Advertising**
   - High penetration in rural areas due to **low opportunity cost** and affordability.
2. **Television and Regional Channels**
   - Channels like **DD Kisan** target agricultural and rural content.
3. **Mobile and Digital Platforms**
   - Use of **IVR**, **WhatsApp**, and SMS campaigns in semi-literate regions.

C. Non-Conventional Channels

1. **Haats & Melas**
   - Weekly markets where companies engage in **direct selling** and **experiential marketing**.
2. **Van Campaigns (Audio-Visual Vans)**
   - Mobile vans with **public address systems**, screens, and sample distribution.
3. **Opinion Leaders/Influencers**
   - Involvement of teachers, health workers, or local leaders to **build trust** and reduce **information asymmetry**.

1.5.5 SUCCESSFUL CASE STUDIES

Company	Strategy Used
Hindustan Unilever – Project Shakti	Empowered rural women (Shakti Ammas) as distributors – leveraged **self-help groups (SHGs)**.
Coca-Cola India	"Chhota Coke" at ₹5 for **affordable consumption**.
Godrej Appliances	Launched **battery-operated refrigerators** for power-deficient villages.

Conclusion

Rural advertising plays a **strategic role** in expanding business reach in emerging markets. With rising rural incomes and aspirations, companies must adopt **economically viable**, **culturally sensitive**, and **targeted promotional methods** to succeed in rural areas.

1.6 INTEGRATED MARKET COMMUNICATION - role and importance

- Integrated marketing communication (IMC) is a strategic approach that integrates various marketing channels to create a consistent brand message.
- It involves coordinating efforts across digital media, direct marketing, public relations, sales promotion, and advertising.
- IMC aims to reinforce brand characteristics and values, establish enduring relationships with target markets, and enhance customer experiences.
- It uses analytics and data-driven insights to enhance communication plans, improve ROI, and achieve marketing goals.

1.6.1 Approaches to Integrated Marketing Communication (IMC)

To ensure a seamless and consistent brand message across all platforms, IMC adopts several key strategies:

1. **Consistent Communication**
   Ensures all marketing elements—PR, advertising, social media, and sales promotions—deliver a unified brand message, reinforcing brand identity and awareness.
2. **Cross-Channel Integration**
   Coordinates efforts across multiple marketing channels (online, offline, social, etc.) to deliver a cohesive and synchronized brand experience.
3. **Consumer-Focused Approach**
   Uses customer insights to tailor messaging based on audience needs and preferences, improving engagement and response rates.
4. **Data-Driven Insights**
   Leverages consumer data and analytics to guide campaign decisions, optimize strategies, and enhance message effectiveness.
5. **Integrated Campaign Planning**
   Develops comprehensive marketing strategies by aligning goals, resources, and messaging across departments to achieve unified objectives.
6. **Technology Integration**
   Uses tools like CRM systems, marketing automation, and analytics platforms to streamline communication, track performance, and improve coordination.

1.6.2 Integrated Marketing Communication (IMC) Tools

1. **Marketing Automation Platforms**
   Automate repetitive tasks like email marketing, social media posting, and lead nurturing. Help with campaign tracking, targeting, and segmentation.
2. **Customer Relationship Management (CRM) Systems**
   Manage customer data and interactions. Improve personalization, lead tracking, and campaign targeting.
3. **Content Management Systems (CMS)**
   Enable creation, editing, and scheduling of website and blog content. Ensure consistent digital presence.
4. **Social Media Management Tools**
   Schedule posts, track engagement, and analyze audience behavior. Include features like social listening and advertising.
5. **Analytics and Reporting Tools**
   Track campaign performance (traffic, ROI, conversions). Help optimize campaigns using data-driven insights.
6. **Email Marketing Software**
   Design, automate, and analyze email campaigns. Support segmentation and personalization for targeted communication.
7. **SEO Tools**
   Improve website visibility and rankings. Offer keyword research, site audits, and competitor analysis to boost organic traffic.
8. **Advertising Platforms**
   Manage paid campaigns across Google, Facebook, LinkedIn, etc. Allow audience targeting, budgeting, and performance tracking.
9. **Public Relations (PR) Software**
   Manage media outreach, press releases, and reputation. Includes journalist databases and media monitoring.
10. **Project Management Tools**
   Plan and coordinate marketing campaigns. Enhance team collaboration and ensure timely project execution.

1.6.3 Integrated Marketing Communications Examples

1. Coca-Cola's "Share a Coke" Campaign: The Coca-Cola "Share a Coke" campaign is a great illustration of integrated marketing communications (IMC). Customers' names were printed on bespoke packaging, and they were urged to use the hashtag #ShareACoke when posting pictures and narratives on social media. In order to produce a cohesive message that connected with customers all across the world, this campaign skillfully combined public relations, experiential marketing, social media marketing, and advertising.

2. Nike's "Just Do It" Campaign: The famous "Just Do It" campaign by Nike is another illustration of IMC at its finest. Nike successfully spread their brand message of inspiration and empowerment to athletes and fitness fanatics worldwide using a combination of print ads, social media campaigns, athlete endorsements, and experiential marketing events.

3. Product Launch Events at Apple: Apple carefully plans its product launch events, using aspects of digital marketing, experiential marketing, public relations, and advertising. Through teaser ads, media invites, live streaming, and social media coverage, these events create hype and expectation that culminates in a unified brand experience that upholds Apple's reputation for innovation and cutting edge.

4. Dove's Real Beauty Campaign: This campaign, which uses social media, content marketing, public relations, and advertising to dispel beauty stereotypes and advance body acceptance, is a potent illustration of integrated marketing communications (IMC). Dove consistently conveys an inspiring message to customers throughout the globe through thought-provoking ads, social media campaigns, influencer collaborations, and user-generated content.

1.6.4 Benefits of Integrated Marketing Communications (IMC)

1. **Consistency**
   delivers a uniform brand message across all channels, reinforcing brand identity.
2. **Greater Brand Exposure**
   Combines multiple media (digital, PR, advertising) to reach a wider audience.
3. **Improved Customer Engagement**
   Provides personalized, relevant communication across touch points, boosting loyalty.
4. **Cost Efficiency**
   Reduces duplication and waste, optimizing resources and maximizing ROI.
5. **Higher Marketing Effectiveness**
   Integrated campaigns drive better consumer response and conversion rates.
6. **Competitive Advantage**
   creates a strong, unified brand presence that stands out in the market.

UNIT – 2

THEORIES AND CONTEXT OF ADVERTISING

2.1 THEORY OF COGNITIVE DISSONANCE

Definition:
Cognitive dissonance is a psychological theory developed by **Leon Festinger** in 1957. It refers to the uncomfortable feeling or mental stress that arises when a person holds two or more conflicting beliefs, attitudes, or behaviors at the same time.

Cognitive Dissonance in Consumer Behavior

- Occurs after making a purchase, especially for expensive, complex, or high-involvement products.
- Known as post-purchase dissonance or buyer's remorse.
- Consumers may question:
  - "Did I choose the best product?"
  - "Was the price fair?"
  - "Will it perform as expected?"
- This mental discomfort motivates consumers to reduce dissonance by justifying their purchase or seeking reassurance.

Importance of Cognitive Dissonance in Advertising

- Advertisers aim to reduce or eliminate consumers' post-purchase dissonance.
- Reducing dissonance increases:
  - Customer satisfaction
  - Brand loyalty
  - Positive word-of-mouth
- Prevents negative outcomes like product returns, complaints, or loss of future sales.

How Advertising Uses Cognitive Dissonance Theory

a. Reinforcement of Purchase Decision

- Ads emphasize **product benefits**, quality, and features to confirm the consumer's choice was wise.
- Example: Highlighting durability, advanced technology, or unique selling points.

b. Use of Social Proof

- **Testimonials, customer reviews, and expert endorsements** help validate the purchase decision.
- Seeing others' positive experiences reassures consumers.

c. Risk Reduction through Guarantees

- Offering **money-back guarantees, warranties, or free trials** minimizes perceived risk and reassures buyers.
- Provides a safety net in case the product does not meet expectations.

d. Post-Purchase Communication

- Follow-up emails, thank-you notes, and usage tips keep consumers engaged and confident about their purchase.
- Encourages positive feelings and ongoing relationship with the brand.

e. Comparative Advertising

- Advertisements showing superiority over competitors help consumers feel confident they made the right choice.

Examples of Cognitive Dissonance in Advertising

- A car company sends personalized emails emphasizing safety ratings and reliability after purchase.
- A Smartphone brand shares user testimonials and offers a 30-day money-back guarantee.
- A luxury brand highlights craftsmanship and exclusivity to justify the high price.

Summary

- Cognitive dissonance creates mental discomfort after purchase decisions.
- Advertising strategies target this discomfort to reassure consumers and strengthen their confidence.
- Effective use of cognitive dissonance theory leads to satisfied customers and brand loyalty.

2.2 STIMULATION OF PRIMARY AND SELECTIVE DEMAND

Advertising plays a key role in stimulating consumer demand**. It can focus on creating demand for a** product category (primary demand) **or for a** specific brand (selective demand)**.**

1. Primary Demand Stimulation

Definition:

- Creating demand for a **product category**, not just a single brand.
- Aimed at **new products**, **innovative categories**, or when entering **new markets**.

Goal:

To create a desire for a general product category, not a specific brand, often during the introductory phase of a product's life cycle.

Focus:

Educating consumers about the benefits of the product category and increasing overall market awareness.

Examples:

- Initial advertisements for a new technology, like color television, or for a new product category, like electric vehicles.

- Industry trade associations promoting a product category, such as cotton fabrics or milk, to expand the overall market.

Benefits:

Leads to market expansion, greater product awareness, and a more informed customer base.

2. Selective Demand Stimulation

- ### Goal:

To increase interest in a specific brand, often in the growth and maturity stages of the product life cycle.

- ### Focus:

Convincing consumers that a particular brand offers superior benefits or is the most suitable choice within its product category.

- *Examples:*
- Competitive advertisements highlighting a specific brand's features, quality, or service.
- A specific cotton fabric brand running ads to showcase its unique quality compared to generic cotton.
  Benefits:
  Focuses on gaining market share, acquiring customers from competitors, and retaining existing customers.

2.3 DAGMAR APPROACH TO SETTING ADVERTISING OBJECTIVES

DAGMAR (*Defining Advertising Goals for Measured Advertising Results*)
refers to the collection of objectives for measuring an advertisement's effectiveness. It serves the purpose of enhancing the advertising campaign to build better customer relations

DAGMAR approach helps the advertisers to decide clear advertising objectives, track & analyze results, and achieve target audience and concrete goals.

Core Idea:

- Advertising should move a potential customer through **four key stages**:

**Awareness → Comprehension → Conviction → Action**

This is often referred to as the **ACC-A model** under DAGMAR.

Key Takeaways

- The DAGMAR meaning implies a marketing model that helps set advertising goals and measure effectiveness. Its primary objective lies in building customer relations rather than sales.
- Russell Colley published this method in a book called "Defining advertising goals for measured advertising results" in 1961. Later, Solomon Dutka revised this edition in 1995.
- The two phases of this approach include defining the advertising goals and measuring their performance.

- Four objectives of the DAGMAR approach include awareness, comprehension, conviction, and action.

DAGMAR Approach Explained
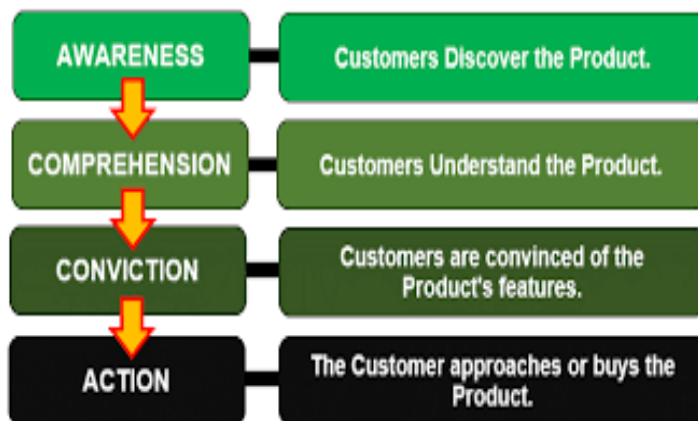
The Four Stages of DAGMAR

1. Awareness

- Consumer must first **know** that the brand or product exists.
- Goal: Make the target audience **aware** of the brand name or message.
- Example: "Have you heard of Brand X?"

2. Comprehension

- After awareness, the audience should **understand** what the product is and what it offers.
- Goal: Provide information about features, benefits, usage.
- Example: "What does Brand X do?"

3. Conviction

- The consumer must be **convinced** about the product's value.
- Goal: Build a **positive attitude** or preference toward the brand.
- Example: "Why should I choose Brand X over others?"

4. Action

- Finally, the ad should motivate the consumer to **take action** – such as buying, signing up, or trying the product.
- Example: "Buy now", "Visit our store", "Subscribe today"

Main Objectives of the DAGMAR Model

- Set **clear and measurable communication goals**
- Focus on **consumer response** instead of just sales
- Track progress through stages of **consumer readiness**
- Help marketers plan and **evaluate ad effectiveness**

Characteristics of a good DAGMAR model

Characteristic	Description
Concrete	Clearly defined communication goal
Measurable	Can be evaluated (e.g., % awareness increase)
Targeted	Aimed at a specific audience
Time-Bound	Achievable within a set time period

Advantages of DAGMAR

- Clear structure for setting and evaluating ad goals
- Helps in budgeting and media planning
- Encourages communication-focused thinking
- Useful in tracking consumer mindset over time.

Limitations of DAGMAR

- Difficult to set accurate benchmarks for awareness/comprehension.
- May not link directly to sales outcomes.
- More suitable for large campaigns (may be complex for small businesses).

Summary

- The **DAGMAR Model** is a communication-based framework for setting **advertising objectives**.
- It follows the sequence:
  Awareness → Comprehension → Conviction → Action
- Focuses on what the ad should achieve in the **consumer's mind**, rather than just sales.

- It emphasizes **measurable, specific goals** for better campaign planning and evaluation.
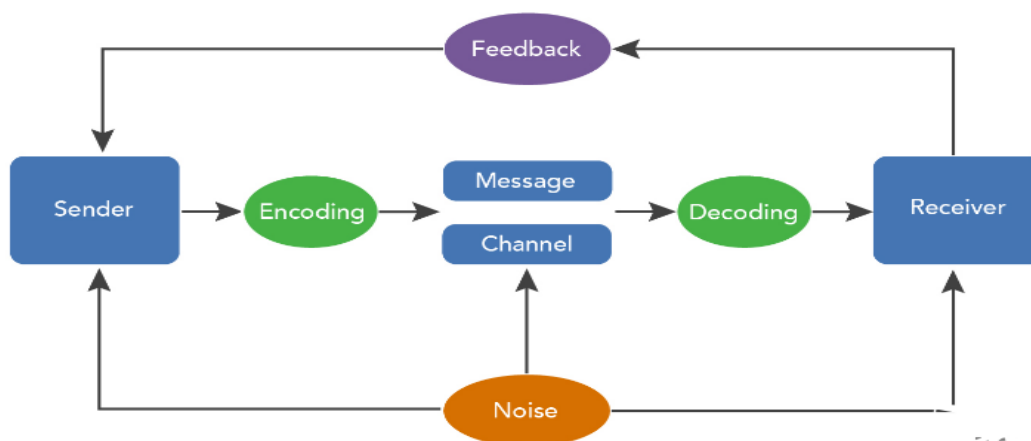

2.4 ADVERTISING AND COMMUNICATION

2.4.1 COMMUNICATION AND ITS PROCESS

Communication is the process of **transmitting information** from one person (or group) to another.
In advertising, this means delivering a **message** from the **brand (sender)** to the **consumer (receiver)**.

PROCESS

The process of communication involves a sender who develops and encodes a message, transmits it through a chosen channel, which is then received by a receiver who decodes it. The receiver provides feedback to the sender, creating a two-way interaction. Key elements include the sender, encoder, message, channel, receiver, decoder, feedback, and noise, which can hinder effective communication. A diagram visually illustrates these sequential steps, showing the flow of information and potential interruptions

The Eight Elements of the Communication Process

1. **Sender/Source:** The individual who initiates the communication process by conceiving an idea to share.

2. **Encoding:** The process by which the sender converts their idea into a transmissible message, such as words, gestures, or symbols.

3. **Message:** The idea or information that the sender wants to convey to the receiver.

4. **Channel:** The medium through which the message is sent, including verbal, written, or visual channels.

5. **Noise:** Any interference that can distort or block the message, such as environmental sounds, internal distractions, or misunderstandings.

6. **Receiver:** The individual to whom the message is directed.

7. **Decoding:** The process by which the receiver interprets and understands the message, assigning meaning to the symbols and signs used by the sender.

8. **Feedback:** The receiver's response to the message, which indicates whether the message was received and understood as intended, allowing for two-way communication.

2.5 WILBUR SCHRAMM MODEL OF COMMUNICATION

Introduction

- Proposed by: *Wilbur Schramm* – known as the "Father of Communication Studies."
- Developed in: 1954
- Purpose: To explain how communication works as a two-way process involving both sender and receiver.

Unlike earlier models (like Shannon and Weaver), Schramm's model added the idea of feedback and shared understanding.

Elements of Schramm's model of communication
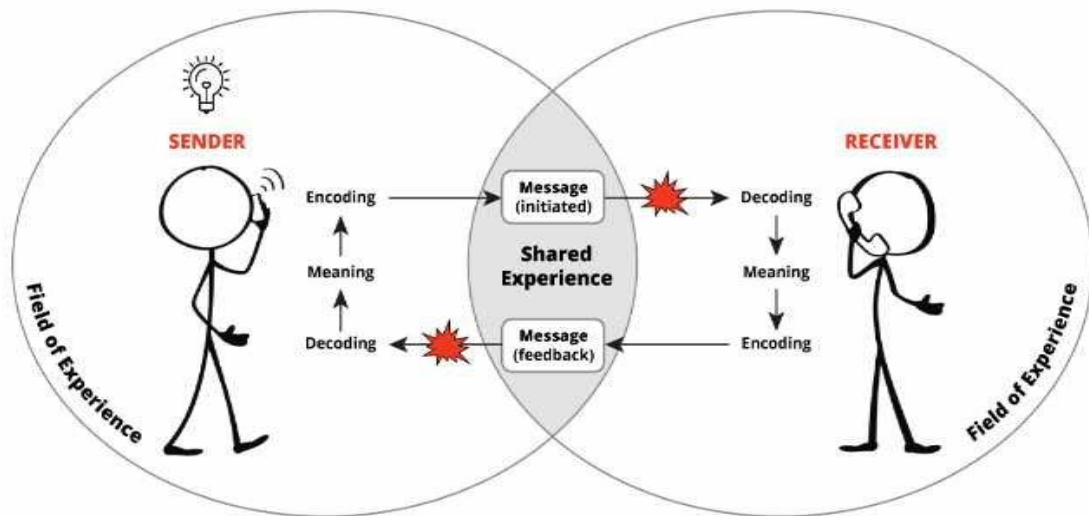
= Distraction/Perceptual Difference
Words • Culture • Judgments • Values • Emotions • Personalities

1. Source/Encoder

2. Message

3. Encoder

4. Channel

5. Decoder

6. Receiver

7. Feedback

8. Field of Experience

Source/Encoder

The source is the originator of the message. In Schramm's Model, the source serves as the encoder, transforming thoughts into messages that can be communicated.

For instance, a news anchor serves as the source and encoder while delivering news.

Message

The message is the information or idea being communicated.

Government announcements about new policies or initiatives are a message.

Encoder

The encoder translates the message into a form that can be transmitted through the chosen channel.

Example: A journalist writing an article for The Hindu converts information into written text.

Channel

The medium through which the message is transmitted.

Example: All India Radio (AIR) uses radio waves to broadcast programs.

Decoder

The process by which the receiver interprets and makes sense of the message.

Example: A viewer interpreting a Bollywood film's storyline and themes.

Receiver

The person or group for whom the message is intended.

Example: The audience is watching a cricket match on Star Sports.

Feedback

The receiver's response completes the circular nature of communication in Schramm's model.

Example: Viewers calling in to express opinions during a live TV debate.

Field of Experience

The sender and receiver's backgrounds, cultures, and experiences influence how messages are encoded and decoded.

Example: The shared cultural understanding that allows Indian audiences to appreciate nuances in Bollywood films.

Feature	Description
Two-way process	Both sender and receiver exchange roles
Feedback included	Ensures message was understood
Field of experience	Shared knowledge helps effective communication
Circular model	Continuous communication, not one-way or linear
More realistic	Reflects actual human communication better than earlier models

Strengths of Schramm's Model

1. Circular Nature: Recognizes communication as an ongoing process rather than a linear event.

2. Emphasis on Feedback: Highlights the importance of audience response in shaping communication.

3. Field of Experience: Acknowledges the role of cultural and personal context in communication.

4. Versatility: Can be applied to various forms of communication, from interpersonal to mass media.

Limitations of Schramm's Model

1. Simplification: May oversimplify complex communication processes.

2. Shared Experience Assumption: This assumption assumes that there is a certain level of commonality between the sender and receiver, which may not always be the case.

3. Limited Focus on Noise: This model doesn't explicitly address external factors that might interfere with communication.

4. Lack of Specificity: It doesn't provide detailed insights into how each component of the model functions.

Significance of the Model

- **Circular Nature:**

It highlights that communication is not a one-way street but a dynamic, circular process where roles are exchanged.

- **Emphasis on Feedback:**

The inclusion of feedback is vital, showing how communication partners ensure understanding and adjust their messages.

- **Role of Shared Experience:**
Schramm emphasized that communication is most effective when the sender's and receiver's "fields of experience" overlap, leading to more shared meaning.

2.6 TWO-STEP FLOW OF COMMUNICATION

The two-step flow of communication is defined as a model where the flow of information from mass media to the public occurs in two stages:

- first**, from the media to opinion leaders**, and
- second, **from opinion leaders to the general audience.**

How it works:

1. **Step 1: Media to Opinion Leaders**
   Opinion leaders actively consume media content. These people are usually more informed, more interested in the topic, and more socially connected.
2. **Step 2: Opinion Leaders to the Wider Public**
   Opinion leaders pass their interpretations, opinions, or recommendations to others (their followers, friends, or social groups), who rely on these trusted intermediaries rather than the media itself.

Why it matters:

- It challenges the idea that mass media has a direct, immediate effect on large audiences.
- Highlights the role of social influence and interpersonal communication.
- Useful for understanding how information spreads, especially in marketing, political campaigns, and social movements.

EXAMPLE:
A new technology product is advertised on TV (mass media). Opinion leaders in tech

communities watch the ads, try the product, and then recommend it to their friends, who trust their opinion more than the ads themselves

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