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Principles and Ethics of Corporate Communications

Even Semester 2020-2021

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Session 3. Communications

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Theories of Communications

TRADITIONAL

- The two-step flow theory
- The concentric-circle theory,
- Systematic investigation
- S-E-M-D-R communications process
- Confirmation bias
- Silent" theories



CONTEMPORARY

- Constructivism
- Coordinated management of meaning
- The Grunig-Hunt public relations models
  1. Press agentry/publicity
  2. Public information
  3. Two-way asymmetric
  4. Two-way symmetric

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Receiver's Bias

How a receiver decodes a message depends greatly on that person's perception. How an individual comprehends a message is a key to effective communications. Everyone is biased; no two people perceive a message identically. Personal biases are nurtured by many factors

Stereotypes

Everyone lives in a world of stereotypical figures. Gen Xers, policy wonks, feminists, bankers, blue-collar workers, bluebloods, PR types and thousands of other characterizations cause people to think of specific images. Public figures, for example, are typecast regularly

Symbols

The clenched-fist salute, the swastika, and the thumbs-up sign all leave distinct impressions on most people. Marshaled properly, symbols can be used as effective persuasive elements. The Statue of Liberty, the Red Cross, the Star of David, and many other symbols have been used traditionally for positive persuasion



Semantics

Public relations professionals make their living largely by knowing how to use words effectively to communicate desired meanings. Occasionally, this is tricky because the same words may hold contrasting meanings for different people

Peer Groups

how peer pressure prevails in terms of influencing personal bias. Public relations professionals, intent on framing persuasive communications messages, must understand the importance of peer group influences on attitudes and actions.

Media

The power of the media—particularly as an agenda setter—is substantial. Agendasetting is the creation of public awareness by the media—the ability to tell us what issues are important

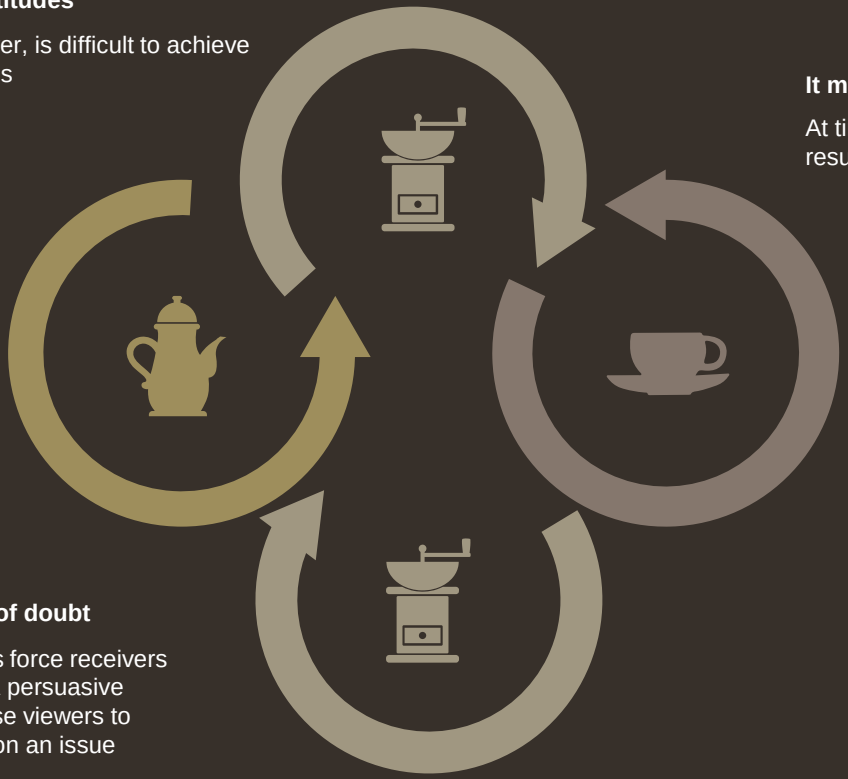
Feedback

It may change attitudes

This result, however, is difficult to achieve and rarely happens

It may do nothing

At times, the best laid communication plans result in no action at all



It may crystallize attitudes

This outcome is much more common. Often a message will influence receivers to take actions they might already have been thinking about taking but needed an extra push to accomplish



It may create a wedge of doubt

Communication can sometimes force receivers to modify their points of view. A persuasive message on cable TV can cause viewers to question their original thinking on an issue

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Thank you

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