The Communications Process
Creating Effective Communications

Schram's Basic Model of Communication

Sender
↓
Encodes Message
↓
Channel
↓
Receiver
(decodes message and has a response)

Symbolism in Advertising
- Message is encoded into a symbolic form
- Symbols → Shared Meaning
- Symbols → Helps you to relate to something on a visual, emotional, and more meaningful level

Great White

Chapter 1: Union Camp Corp,
Great White Business Papers

Response Process
Traditional Response Models:
Cognitive → Affective → Behavioral
- AIDA
  Attention→Interest→Desire→Action
- Hierarchy of Effects Model
  Awareness→Knowledge→Liking→
  Preference→Conviction→Purchase
- Innovation-Adoption Model
- Information Processing Model
Alternative Response Models

- Standard Learning Hierarchy
  \[\text{learn} \rightarrow \text{feel} \rightarrow \text{do}\]
- Dissonance/Attribution
  \[\text{do} \rightarrow \text{feel} \rightarrow \text{learn}\]
- Low Involvement Hierarchy
  \[\text{learn} \rightarrow \text{do} \rightarrow \text{feel}\]

Foote, Cone & Belding Planning Model

<table>
<thead>
<tr>
<th>High Involvement</th>
<th>Thinking</th>
<th>Feeling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategy</td>
<td>Information</td>
<td>Affective Strategy</td>
</tr>
<tr>
<td>Learning Theory</td>
<td>Reality</td>
<td>Self-Satisfaction</td>
</tr>
<tr>
<td>Rational Appeal</td>
<td>Analysis</td>
<td>Enjoyment</td>
</tr>
<tr>
<td>Emotional Appeal</td>
<td>opinion</td>
<td>Induced Purchase</td>
</tr>
</tbody>
</table>

- You can classify products in each quadrant to determine the most effective strategy.
- Consider: Raise brand awareness, Betty Crocker garlic mashed potatoes, Michelle tires vs. Firestone tires, Sony digital camera, cosmetics/perfume, jewelry.

Elaboration Likelihood Model

Shows two routes to persuasion:

- Central Route
  (where consumers are given factual information – a rational ad appeal)
- Peripheral Route
  (where consumers are given peripheral cues to help them attend to and process an ad)

- Which route should be followed depends on consumer's ability and motivation to process information in the ad.

- If consumers have the ability and motivation to process message information, you can follow a central route to persuasion.
- If consumers lack ability or motivation, a peripheral route to persuasion will be more effective.

Campaign Theme:

“As far from the everyday as a ship can take you. That’s the Norwegian Way.”
Message Factors

Message Structure:
- **Ordering of Information**
  - Primacy vs Recency Effect
- **Drawing Conclusions**
- **One-sided vs Two-sided messages**
- **Verbal vs Visual**

Message Appeals:
- **Rational vs Emotional**
- **Comparative Ads or not**
- **Fear Appeals**
- **Humor Appeals**
Source Factors

- **Credibility**
  - *Expertise and trustworthiness*

- **Source Attractiveness**
  - *Similarity, familiarity, likeability*