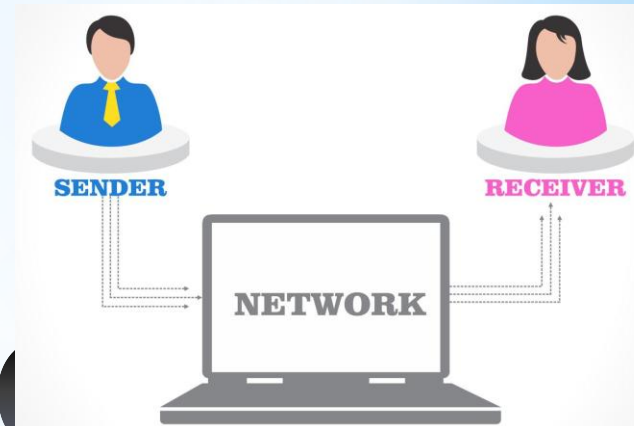




COMMUNICATION PROCESS

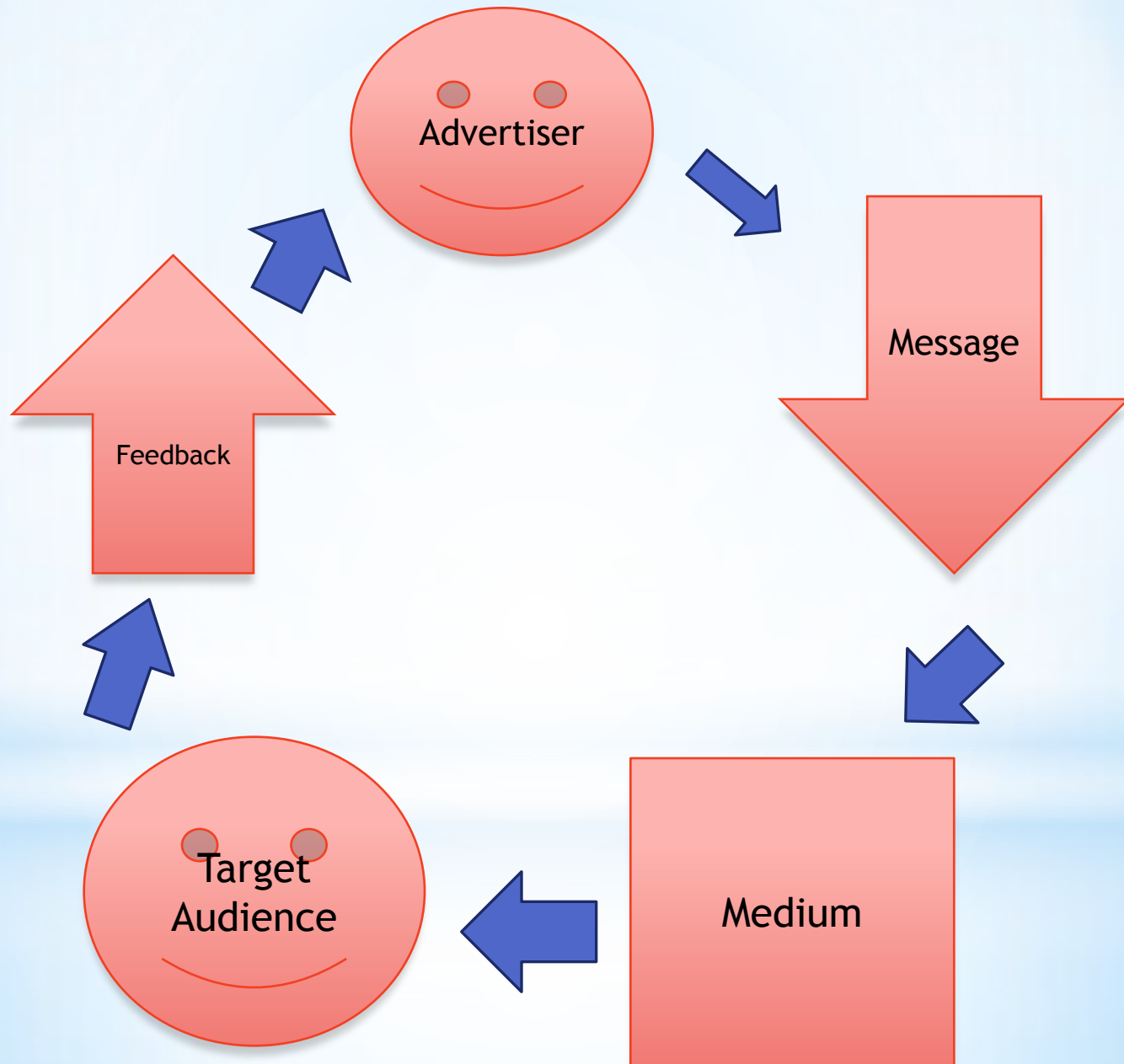


Communication is simply the act of transferring information from advertiser to target audience. It is a process of exchanging verbal and non verbal messages.

The Advertiser

The Message

The Target Audience



Sender:

The advertiser is the sender of the message. The advertiser could be the manufacturing, the retailer. The advertiser encodes ad messages.

Message:

The message is the idea or the them which the advertiser wants to convey to target audience i.e. the receiver.

Media:

Advertising media refers to the channel of communication. It is the means by which the advertising messages communicated. The advertiser uses the following media;

Print media

TV

News paper

Target audience:

The receiver of the advertising message is the consumer or the prospect i.e. the potential buyer of the product(target audience).Advertising messages are directed towards mass audience or class audience.

Feedback:

Feedback is the part of the target audience response that is communicated back to the advertiser and takes a variety of forms .Feedback provides the advertiser with the way of monitoring how the message is being decoded and received by the target audience.