

### **Step three: Communication:**

Communications is the oldest activity which raised from the need of information exchange, communication defined as the —the art of expressing ideas|| or —science of transmitting information —.

In the business environment communicating considered the vital process of carrying meaning between various interacting sides, in P.R. field communication|| means to contact with people and deliver our message||

The communication process consists of four main parts showed in below:

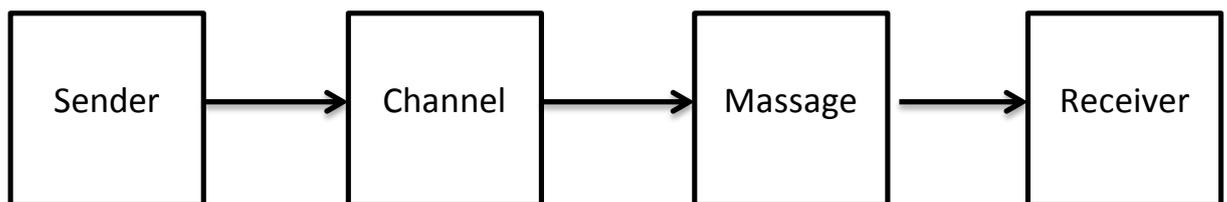


Figure -2- the communication process

- 1- Sender: represent the organization that the P.R management trying to announce it for the public.
- 2- Channel: represent a tool or medium adapted by the sender to deliver the message.
- 3- Message (mission task): represent the information, expressions, events and the offers given by the sender to receiver.

In the business fields the messages plays vital role for organizations success the administrative approach deals with some terms in this aspect include:

- a- Message (mission) : is written statement that provides the purpose of the organization existence and its goals and objectives (business ,product, consumer ,market ,activities).

- b- Vision: imagination of the business mission and the future picture for the organization.
- 4- Receiver: represents the public that the organization trying to communicate with.

Example: McDonald communication message

**(We are offering fast food services to the middle and low income consumers with the best quality and reasonable price).**

Offering ----- purpose

Fast food----- business

Services -----product

Middle and low ----- market and consumer

- Kinds of Communications**
- a- Face to face communication ( direct communications) when the sender and the receiver meeting together face to face such as lectures, debates, exhibitions, festivals and speeches .
  - b- Mass communication when the receiver takes the message through one of the mass media tools like radio, T.V, newspapers, magazines.

Figure 3 – shows a Comparison between face to face communication and Mass communication

	Advantage	Disadvantage
Face to face communication	1- More effective. 2- Highly prestige. 3- Mutual process. 4- Rapid 5- Immediate feedback.	1- Limited 2- Expensive 3- Slow
Mass communication	1- Wide spread 2- Cheap. 3- Quick	1- Less effective 2- Lower prestige 3- One side process 4- Late response 5- Missing immediate feedback

**Channel:**

One of the most important elements of the communication strategy is identifying your channel or medium through which you can reach target publics. The channels can be mass media, such as newspapers or television or radio programming. Now days they can be transmitted by other mediated channels such as e-mail, blogs, or Twitter. They can also be town hall meetings, mediated slide shows, and face-to-face (interpersonal) communication. Sometimes in the tourism and hotels sector the channel is a group of people, usually opinion leaders, such as stars, scientists, doctors, or other experts. For example, if we wanted to promote sea trips and holidays in our community the P.R. communication process start with provide information about different events could be sent to different groups in the community to use. The messages found in these kits could be supported with billboards and radio public service announcements, reaching public while they are

driving. Usually the target audience is reached through multiple points of contact to reinforce the message.

The most creative element in the strategic planning stage is the tactic. Tactics are the specific communication tools and tasks that are used to execute the strategy. In the case of the sea trips campaign, the tactics would be the elements found in the entertainment kit, such as posters, coloring books, or interactive games. They would also be public service announcements, Internet Web sites, social media applications, and other materials. The challenge is to create tactics that cut through the clutter of all the messages competing for the audience's attention. A great deal of brainstorming takes place during this stage to develop the most creative and clever messages, designs, and activities