

Factors impacting selection of mass media communication strategy channel

The following slide highlights various factors useful in determining appropriate mass media communication channel to achieve desired results. It also includes elements such as budget, campaign objectives, target audience, product, selling appeal etc.

Media selection



1. Budget

- Evaluate advertising cost with actual budget allocated
- Add text here



2. Campaign Objectives

- Select communication channel keeping in mind the type of campaign
- Add text here



3. Target Audience

- Determine media characteristics such as direct customers, retailers, trade dealers etc.
- Add text here



4. Product

- Assess product personality such as, durable, consumer, luxury, industrial etc.
- Add text here



5. Selling Appeal

- Assess characteristics of message, meaningful, distinctive, believable etc.
- Add text here



Readingsplus With Weblinks Issues In Mass Media And Communication

LL Leslie



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Readings Plus with Weblinks Linda Stonecipher, Richard Blonna, 1998 **News and the Net** Barrie Gunter, Emeritus Professor in Media and Communication Barrie Gunter, 2003-04-02 First Published in 2003 Routledge is an imprint of Taylor Francis an informa company **The Media of Mass Communication** John Vivian, 2001 Designed for courses in introduction to mass communication introduction to mass media and media and society In this updated online edition John Vivian provides a cost effective and accessible version of the original text taking the phrase using the media to teach the media literally with an extensive PIN coded web site While the printed book is the core content the web site provides the energy and excitement of the media There is up to date coverage of industries and issues along with a thoughtful recounting of key events in media history to give students the insight they need to understand the complexity and impact of the media in the 21st century *Media and Masculinities in Contemporary Russia* Olga Andreevskikh, 2023-12-01 Based on extensive original research this book examines the extent to which media in Russia upholds the Russian government's stance on sexuality It considers the Russian government's policies designed to uphold traditional sexuality reveals the strategies of resistance used by Russian media outlets to create positive portrayals of non heteronormative people and circumvent the restrictive 2013 legislation banning positive representations of non traditional sexual relations and highlights particular examples of subversive media practices Overall the book challenges the prevailing view that media in authoritarian regimes are completely compliant with their government's position **A Dictionary of Journalism** Tony Harcup, 2014-05-08 A Dictionary of Journalism is an accessible and authoritative quick reference dictionary It covers over 1 400 wide ranging entries on the terms that are likely to be encountered by students of the subject and aims to offer a broad accessible point of reference on an ever topical and constantly changing field that affects everyone's knowledge and perception of the world Assuming little or no prior knowledge of the subject it covers terminology relating to the practice business and technology of journalism as well as its concepts and theories organizations and institutions publications and key events Related topic areas are covered where they impact on or offer explanations of journalism for example in law where legislation affects journalistic activity and where sociological studies seek to aid the understanding of journalism Appendices include a timeline of journalistic developments contextualising the ever evolving nature of journalism as well as an index of significant individuals in the field It is an essential companion to all students taking courses in Journalism and Journalism Studies as well as related subjects such as Communications Studies Media Studies and Television and Radio Production *Resources in Education*, 1997-10 *Psychology for Nurses* Devinder Rana, Dominic Upton, 2013-09-13 This text aims to be useful and relevant for student nurses from all backgrounds with a range of professional aspirations It demonstrates the importance of psychology in both the nursing role and in health care in general **Books In Print 2004-2005** Ed Bowker Staff, Staff Bowker, Ed, 2004 **The Working Press of the Nation**, 2001 V 1 Newspaper directory v 2 Magazine directory v 3 TV and radio directory v

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