

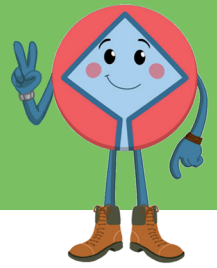
PASSING THE CULTURAL MESSAGE

World Heritage Communication and Media Training Workshop

Session 2: Communication /Developing Message presentation

Date: Monday, 9 December 2013

Time: 14:45-15:45



OVERVIEW: Communication Planning & Message development

Introduction to Communication Planning

1. What is communication?
2. Types of communication
3. The communication model
4. Detracting from your message

Exercise: Message Development

- A. Identifying a project in groups
- B. Determine Target Audience
- C. Develop Primary and Secondary Messages

1. WHAT IS COMMUNICATION?

Communication is how people use messages to generate meanings across various contexts, cultures, channels, and media. It is:

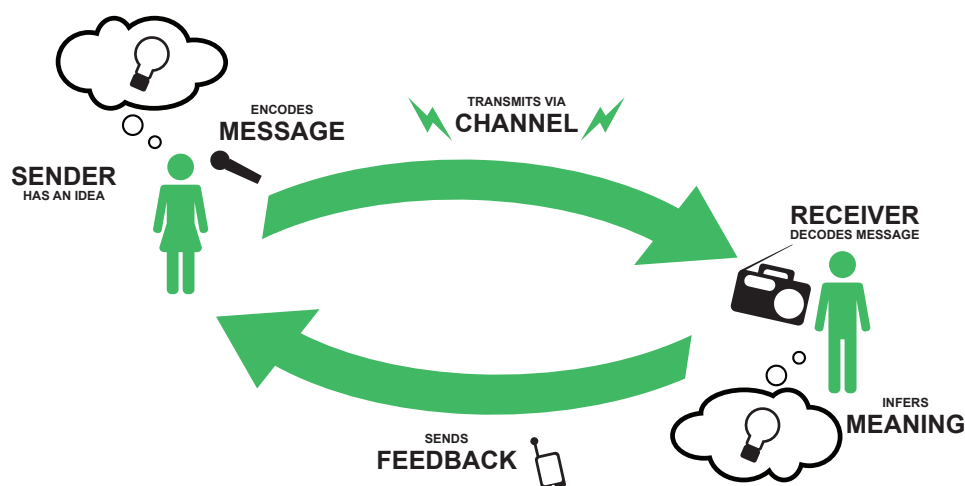
- Transferring information from one place to another.
- Transmitting and understanding an idea or message with a specific purpose.
- Exchanging ideas between sender and receiver, using channel and code.

2. TYPES OF COMMUNICATION

The communication can be:

- Spoken/Verbal: Interpersonal (one to one, one to many, many to one) or broadcast (TV, film video etc.)
- Non-Verbal: (Conveying meaning using gestures, body language, facial expressions etc.)
- Written: Using a set of symbols and rules to convey a message (language, alphabets, grammar)
- Visual: Use of drawings, pictograms, video or animation etc. to convey a message
- Auditory: Use of sound to convey a message, express an idea or a sentiment

3. THE COMMUNICATION MODEL



SENDER: conveys an idea and encodes it in a message (written, sound recording, interpretive dance)
CHANNEL: How the message is transferred (tweet, letter, soundcloud file, video etc.)
RECEIVER: Interprets or decodes the message for meaning

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4. DETRACTING FROM YOUR MESSAGE

NOISE: Anything that can interfere with encoding, transmission, reception and decoding the message, creating misunderstanding.

- **PSYCHOLOGICAL:** Bias, stereotypes assumptions that the **SENDER** and/or **RECEIVER** brings to an exchange.
- **PHYSICAL:** External stimulus that distracts from the message. Background music, message overload from social media channels etc.
- **SEMANTIC:** Caused by the **SENDER** encoding the message in a way the **RECEIVER** does not understand. This could be an issue with language, channel, shared experience/concepts
- **TECHNICAL:** Barriers to transmitting the message such as signal reception/interference; technological disconnect; choice of channel.

MISUNDERSTANDING CAN OCCUR AT ANY STAGE OF THE COMMUNICATION PROCESS.

Avoid this by **KNOWING YOUR TARGET AUDIENCE** and choosing the **BEST CHANNEL** to reach them.

THE RESULT: An effective message that is understood and results in action or a new view on a subject

EXERCISES

TASK A: IDENTIFYING A PROJECT IN GROUPS

In your working group, identify an activity for a communication plan. This could be an event, product, announcement related to the Weimar World Heritage site.

(10 Minutes)

TASK B: DETERMINE TARGET AUDIENCE

For which **RECEIVER(S)** are you designing your message?

Tip: You can avoid **PSYCHOLOGICAL NOISE** by researching your audience.
Do not make assumptions / Identify your own biases / Rely on empirical evidence.

Profile your audience by:

- Basic demographics: (e.g., gender, age, income level etc.)
- Geography: (e.g., local, regional, national or international audience.)
- Profession/interests: (e.g., students, educators, youth, children, tourists, community leaders etc.)
- Behaviour that you want to influence/modify. (i.e., Get involved in world heritage activities, Visit world heritage sites, Share your story about world cultural heritage via social media etc.)

Think about the following:

1. Where do they live?
2. What age group do they belong to?
3. What are their day-to-day activities?
4. How they communicate among themselves and with other people?
5. Which kind of activity would they like to do during their free time?
6. Why the project should be oriented towards this specific public?

(15 Minutes)

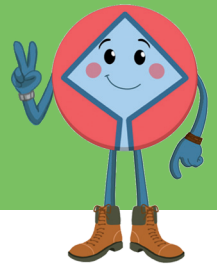
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TASK C: DEVELOP PRIMARY AND SECONDARY MESSAGES

Your **MESSAGE** is designed to create **CHANGE**.

It is at the core of your communications plan.

It should **EDUCATE**, create **DISCUSSION**, promote **IDEAS** or advocate **ACTION**.

Your **MESSAGE** should be **CLEAR** and should resonate with your **TARGET AUDIENCE**

Primary and Secondary Messages

Primary message: Your main idea

- A short message or slogan that you want your audience to remember or react to
- Includes the issue that you want to discuss
- Is directed directly at your target audience
(Smoking kills, Cultural Heritage Rocks, Women deserve equal airtime on radio)

Secondary Message: reinforces your primary message

- They state why the issue is important.
- They provide information that the audience can retain or act upon.
- They add weight to your core messages by providing examples to reinforce what you are promoting.

(15 Minutes)