

# DOWNLOAD PDF CAMPAIGN ORATORY AND THE COMMUNICATION PROCESS

## Chapter 1 : Oratory | rhetoric | [www.nxgvision.com](http://www.nxgvision.com)

*The is the first political communication text to address the significance of campaign websites to campaign main messages, fundraising, and volunteerism. In addition, extensive coverage of new media (blogs, etc.) illustrates the intersection between traditional news sources and new media outlets.*

About Key steps in designing a communications strategy Effective communication is driven by the purpose of the campaign: Within the overall campaign strategy, the communication strategy defines how to capture the attention of the target audiences and convey a compelling campaign message. During the campaign planning process, the problem has been identified, the situation analyzed, the stakeholders and target audiences identified, and the campaign objectives or intended outcomes set. This forms the basis to begin crafting a communications strategy. The following are the main steps involved in developing a communications strategy:

Set the communication goal and objectives: In some campaigns for behaviour-change, communication goals and objectives may be identical to the overall campaign goals and objectives e. More commonly, communication goals vary according to different target audiences. This is the norm in advocacy campaigns as primary and secondary target audiences need to be reached differently and will likely take different types of action. CEDAW and the Convention on the Rights of the Child , and ii stimulate voters to demonstrate their support for a new national law incorporating international standards, e. Develop key messages that effectively speak to target audiences: Messages should be tailored to resonate with the target audience s “ various versions of the message may need to be prepared to reach different audiences. It may need to be adjusted “ while maintaining the essence of the meaning “ to be better understood. It is also important to consider who will deliver the messages, i. For example, behaviour-change messages resonate better from peer groups of the target audience, but awareness and advocacy messages might resonate better from celebrities and politicians. See also *Crafting the Campaign Message*. Read the campaign case study. Mauritania “ A project started by midwives in Mauritania to assist survivors of sexual violence benefited immensely from the participation of local imams. AMSME provides a variety of programs for women and girls, but one of their key strategies in working to change public opinion was to bring imams on board with the project. Project founders targeted progressive imams and gained their support. Imams attended local sensitization workshops and justified the project as a humanitarian program that would benefit the suffering and vulnerable. Imams ultimately developed religious rationales for project activities such as counseling and providing medical care to rape victims. Imams gathered evidence from the Koran and took it to police, magistrates, and government officials to garner support for assistance to rape survivors. Identify effective communication channels, techniques and tools: What are the techniques and tools that are most likely to effectively reach the audience s through these different channels? WITNESS is a human rights organization that focuses on educating activists and campaigners on the use of video as a tool for change, and using the internet as a powerful channel to disseminate films and images. See *digital video* for more information and guidance. Evaluations suggest that behavior change campaigns are most effective when they keep repeating the message a technique and combine different channels, including person-to-person contact. Map accessible communication resources: These include for example, media production skills, access to free air-time or pro bono work by experts, and availability of suitable materials from other e. Set and monitor time-lines, milestones and indicators in action plans: As described in *Action Planning and Monitoring and Evaluation* in this module, a communications action plan helps to translate the strategy into specific guidance for its activities, while monitoring helps to verify, at regular intervals, whether the strategy is progressing as planned, and whether context changes call for adjustments, e. Write up a communication strategy document: This is essential to clearly define, layout and track all the key steps mentioned above. Issues to bear in mind: A communications strategy may need to be adapted during the campaign to respond to new challenges and opportunities. For example, a counter-campaign by actors opposing your goal may prompt you to target new

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audiences; or sudden, externally imposed restrictions on campaign activism may require adjustments in planned activities. Specific communication activities or materials may turn out to work more effectively than others, which may prompt you to increase successful activities and reduce those that do not seem to work. New partners may emerge with offers of support that may require adjustments in the strategy. For marginalized groups, particularly those experiencing multiple discriminations, mass media may not necessarily be the best way to reach them especially if this is not in a language they understand, or via a channel they have access to. Some rural minority communities for example, may not understand the national, mainstream language, and they may not have proper access to radio, TV or the internet, making print materials more useful in this case including pictorials for illiterate communities. In some contexts, specialized media that targets marginalized groups may exist – such as print media in Braille; radio or TV stations that broadcast in minority languages. It is useful to research how effectively these can be utilized in campaign activities. In addition, community-level work, e. Please refer to the section on Community Mobilization for more guidance.

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## Chapter 2 : Communication Courses - Communication - Missouri State University

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The intensity of political debate in Paris during the Revolution, whether in clubs, in the National Assembly, or before tribunals, threw into prominence the arts of oratory. Speaking in the name of reason, virtue, and liberty and using the Roman Republic as a model. Among the great forensic orators of later times was the 18th- and 19th-century English advocate Thomas Erskine, who contributed to the cause of English liberties and the humane application of the legal system. Demosthenes, the Athenian lawyer, soldier, and statesman, was a great deliberative orator. The third division of persuasive speaking, epideictic, or ceremonial, oratory was panegyric, declamatory, and demonstrative. Its aim was to eulogize an individual, a cause, occasion, movement, city, or state, or to condemn them. Prominent in ancient Greece were the funeral orations in honour of those killed in battle. The outstanding example of these is one by Pericles, perhaps the most finished orator of the 5th century bc, in honour of those killed in the first year of the Peloponnesian War. The 19th-century American speaker Daniel Webster excelled in all three major divisions—forensic, deliberative, and epideictic oratory. He brought more than 100 pleas before the U. S. Supreme Court; he debated in the U. S. Senate. Another major type of persuasive speaking that developed later than ancient Greek and Roman rhetoric was religious oratory. For more than 1,000 years after Cicero the important orators were churchmen rather than politicians, lawyers, or military spokesmen. This tradition derived from the Judaean prophets, such as Jeremiah and Isaiah, and in the Christian Era, from the Apostle Paul, his evangelistic colleagues, and such later fathers of the church as Tertullian, Chrysostom, and St. Augustine. Ecclesiastical speaking became vigorously polemical. The rhetorical principles of Aristotle and Cicero were adopted by ecclesiastical leaders who challenged rival doctrines and attacked the sins of the communities. The Second Crusade was urged on with great eloquence by St. Bernard, abbot of Clairvaux. In the 15th and 16th centuries the revolt against the papacy and the Reformation movement stimulated the eloquence of Huldrych Zwingli, John Calvin, Hugh Latimer, and, most notably, Martin Luther. At the Diet of Worms, as elsewhere, Luther spoke with courage, sincerity, and well-butressed logic. Religious controversies in the 17th century engaged such great oratorical skills as those of Richard Baxter, the English Puritan, and Catholic bishop John Henry Cardinal Newman. Because the orator intuitively expresses the fears, hopes, and attitudes of his audience, a great oration is to a large extent a reflection of those to whom it is addressed. These citizens were sophisticated in the arts, politics, and philosophy. Directing their own affairs in their Assembly, they were at once deliberative, administrative, and judicial. Speaker and audience were identified in their loyalty to Athens. Similarly, the senatorial and forum audience of Cicero in ancient Rome was an even smaller elite among the hundreds of thousands of slaves and aliens who thronged the Roman world. In the Forum the citizens, long trained in law, and with military, literary, and political experience, debated and settled the problems. In the Christian Era, however, the religious orator often found himself addressing an alien audience that he hoped to convert. To communicate with them, the Christian often appealed to ancient Greek and Roman thought, which had achieved widespread authority, and to Judaean thought and method, which had the sanction of scripture. By the time of the Reformation, however, Christian dogma had become so codified that most of the disputation could be carried on in terms of doctrine that had become well known to all. The history of the British Parliament reveals a continuing trend toward common speech and away from the allusions to ancient Greek and Roman thought that abounded when the members consisted largely of classically educated aristocrats. In the golden age of British political oratory of the late 18th century, greater parliamentary freedom and the opportunity to defend and extend popular rights gave political oratory tremendous energy, personified by such brilliant orators as both the elder and the younger William Pitt, John Wilkes, Charles James Fox, Richard Sheridan, Edmund Burke, and William Wilberforce. Parliamentary reforms of the 19th century, initiated and promoted by Macaulay, Disraeli, Gladstone, and others of the century, led to more and more direct political speaking on the hustings with the rank and file outside

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Parliament. Burke and his contemporaries had spoken almost entirely in the Commons or Lords, or to limited electors in their borough homes, but later political leaders appealed directly to the population. With the rise of the Labour Party in the 20th century and the further adaptation of government to the people, delivery became less declamatory and studied. The dramatic stances of the 18th-century parliamentary debaters disappeared as a more direct, spontaneous style prevailed. As delivery habits changed, so did the oratorical language. Alliteration, antithesis, parallelism, and other rhetorical figures of thought and of language had sometimes been carried to extremes, in speeches addressed to those highly trained in Latin- and Greek-language traditions. These devices gave way, however, to a clearness of style and vividness consonant with the idiom of the common man and later with the vocabulary of radio and television. Similarly, American speech inherited and then gradually discarded British oratorical techniques for its own speaking vernacular. John Calhoun, in his addresses to Congress on behalf of the South, absorbed much of the Greek political philosophy and methods of oral composition and presentation, and his principal opponent in debate, Daniel Webster, too, had the marks of British communicative tradition. This inheritance was absorbed into the speaking adjustments indigenous to those later peoples of New England, the West, and the South. Lincoln, on the same platform, had address born of his native Middle West yet expressed with authentic eloquence. The 20th century saw the development of two leaders of World War II who applied oratorical techniques in vastly different ways with equal effect. It was primarily through his oratory that Adolf Hitler whipped the defeated and divided Germans into a frenzy of conquest, while Winston Churchill used his no less remarkable powers to summon up in the English people their deepest historical reserves of strength against the onslaught. Subsequently, though the importance of persuasive speech in no way diminished, radio and television so reshaped the method of delivery that much of the theory of traditional oratory often seemed no longer to apply. The radio fireside chats of Pres. Franklin Roosevelt were the most successful of his persuasions. In the televised debates of John F. Kennedy and Richard Nixon during the U. Nonetheless, even conventional oratory persisted as peoples in newly developing nations were swept up into national and international political struggles. A good general collection is H.

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## Chapter 3 : Evaluate Your Communications Efforts Â« Pell Institute

*Introduction to political communication --The players in the process --Campaign oratory and the communication process --Methods for deconstructing political oratory --Political campaign speech examples --Introduction to political debates --Negotiations, tactics and strategies for political debates --Political communication and mass media --How.*

Email Last Updated May 2, 6: This is true whether the campaign is designed to communicate product benefits or to support an event. In order to achieve these objectives, a campaign requires careful planning. There are eight main stages to consider, from defining the target market to setting a budget and schedule. What You Need to Know Does my business really need to engage in an advertising campaign? Often the term "advertising campaign" is used when the more general term "communications campaign" is more appropriate. Typically, advertising refers to purchased space or time in media such as newspapers or radio. On the other hand, a variety of communications toolsâ€”such as direct mail, sales promotions, exhibitions, etc. Before undertaking a communications campaign, make sure that you have chosen the right solution to the problem you are addressing. For example, finding new customers or prospects may best be accomplished by an advertising or direct mail campaign, but converting information-seekers into customers may be better handled by sales representatives in person. Is the client or the advertising agency responsible for planning a campaign? Actually, both parties are. The client sets the overall marketing objectives and the specific communications campaign objectives. The advertising agency develops a strategy based on those objectives, but may also provide useful feedback on the campaign objectives. Why is it necessary to plan in such detail? To be successful, advertising and communications must meet specific measurable objectives. The objectives affect choice of media, creative strategy, overall budget, and lead times. Overlooking any of the necessary details will weaken the impact and effectiveness of the campaign. Should planning be applied to a creative process? There is an assumption that creative work takes place in a vacuumâ€”this, however, is rarely the case. Like any other marketing activity, creative work must be directed toward a specific and detailed set of objectives. The more information a creative team is given, the more it can focus and direct its work. What to Do Set Objectives Advertising campaigns require clear objectives. Determine the communications objective and how it contributes to the wider marketing objectives. For example, you may strive to raise product awareness within a new region, in order to enable a specific increase in sales volume. To insure a cost-effective campaign that delivers results, advertising objectives should be translated into precise, measurable targets. Define the Target Market At whom is your campaign aimed? An understanding of the audience will influence the media selection and the creative treatment. To define the target market of a particular region, consider questions like these: Who buys your type of product or service? Who influences the purchasing decision? In business buying, who are the important decision makers? Who do you need to reach with your messageâ€”the actual buyers or those who influence the purchasing decision? How many customers currently buy your product or service and what is your market share? How many potential buyers are there? Which prospects do you want to reach with the campaign, and where are they located? What are the characteristics of these people for example, age, sex, income, job title , and what are their primary considerations in choosing a brand or a supplier? How do they currently receive information about your products or services? What is the role of advertising in reaching the target audience? Select Media Once you have defined the audience for an advertising campaign, careful selection of the right media is a critical next step. There are four important factors to consider in selecting campaign media: Plan Campaign Timing As they say, timing is everything. When should your campaign run? You must consider a number of factors in relation to the purchasing pattern of your product or service: When do your customers make their buying decisions? If you are launching a new product, when will the product be available? With which other marketing activities does your advertising campaign have to integrateâ€”for example, an exhibition, direct marketing campaign, or product launch? What kind of campaign follow-up will be required, and when will you be prepared to perform it? You also have to take into account production and

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media lead times: What is the next available publication or broadcasting date? How long will it take to produce the advertisement? Can you meet required submission and production deadlines? Decide Frequency Advertising messages raise levels of awareness each time they are communicated. They also move individuals further along the decision-making process, and can serve to maintain contact during an extended process. Campaigns reinforce the impact of the message by repetition, and also provide an opportunity to communicate multiple or complex messages about the company or the product range. Advertising frequency is often inherent in the type of media. For example, print ads in some publications are released quarterly, radio or television commercials can be broadcast many times during the same day, and Internet-based ads can appear thousands of times in a period of hours. Factors that contribute to the optimal frequency of an advertisement include: Prepare Comprehensive Creative Brief To achieve optimal results, you must develop a comprehensive creative brief. This topic is covered in detail in another passage, but the main elements include: Develop the Response Mechanism Action is a critical ingredient of any advertising campaign and it is essential that you make it easy for your audience to respond. First, decide the action you wish them to take as result of your campaign.

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## Chapter 4 : Political communication in American campaigns in SearchWorks catalog

*Political Communication provides a comprehensive, clear, and accessible treatment of American campaign rhetoric. This book's triangulated approach to political communication includes (1) all forms of campaign speech and oratory, (2) the rhetorical dimensions of campaign debates, and (3) candidate/campaign interaction with mass media.*

Contact Course Descriptions The following is a list of both the Undergraduate level and Graduate level courses in Communication. Survey of communication topics, research, and contexts of communicative practice; overview of communication from both humanities and social science perspectives. Training in speeches of social and technical interest designed to teach students to develop and illustrate ideas and information and to inform, stimulate, and persuade their audiences. Design and presentation of oral reports for technical professions; incorporation of visual and graphic materials into presentation required; written reports required. Group Communication and Discussion. Definition, structure, and functions of groups; group productivity, codes in verbal and nonverbal communication; problem-solving, role-playing, decision-making; leadership and organization; interview principles and techniques. Theory and practice of methods in selected interview settings; emphasis on communication between two persons, questioning techniques, and the logical and psychological bases of interpersonal persuasion. Introduction to interactive media and media literacy skills in the digital domain; survey of technology histories, standards and markets for industries such as multichannel TV, digital radio, video games, streaming media, epublishing, teleconferencing and social networking. Principles and practice of the analysis of speeches and other forms of public discourse; compares systems of rhetorical criticism, such as neo-classical analysis, mythic analysis, rhetorical genres and close textual analysis. Principles of argumentation and skills of debate, including reasoning, evidence, refutation, and briefing. Examination of new media as independent voices for cultural and political movements; principles governing the design, presentation, and evaluation of blogs as a persuasive medium in society. Individual supervision of readings or assigned projects in communication. May be taken two times for credit. Approval of instructor and department head. May be repeated for credit. Research conducted under the direction of faculty member in the department of communication. May be repeated 3 times for credit. Historical and critical evaluation of rhetorical theory from the classical era to the contemporary period—from Aristotle to Kenneth Burke. Major theories of communication and persuasion developed in Europe and America. Junior or senior classification. Theoretical approaches to human communication, including selected theories of language behavior, interpersonal and small group interaction, and persuasion. Any lower-division communication course, or junior classification, or approval of instructor. Mass media as social institutions; social responsibility and ethics of the press; history, constitutional development, and law of the First Amendment. Survey of methods used in communication research including quantitative, interpretive and rhetorical methods; formulating research questions, determining the appropriate method, planning and designing the research, data collection, and data analysis and interpretation. Speech interaction in person-to-person settings; concepts of perception, attraction, self-disclosure, listening, and conflict management through communication; speech interaction patterns and stages in the development of interpersonal communication. Speech communication behavior and networks within organizations; recent research on speech communication systems, communication climate, and communication barriers in organizational settings. Strategic communication practice; application of skills including communication research, media writing and advanced media writing, visual media and public speaking; service-learning as not-for-fee consultant to a community organization. COMM and junior or senior classification or approval of instructor. Examination of strategic use of communication tactics; analysis of new and digital media in organizational and public communication; skill development in strategic use of communication tactics including writing for new media, researching, planning, integrating and evaluation effectiveness of traditional and new media tactics in strategic public communication. Application of strategic communication tools to

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create and influence policy, to improve profit and non-profit strategic communication planning. Communication perspective of leadership, of conflict, of management of conflict in interpersonal, group and societal contexts; models of leadership as communication phenomenon; use of symbols by leaders to foster collaboration, systemic constructionist approach. Theory of effective persuasive communication in interpersonal, small group, and public settings; audience analysis, ethics of persuasion, motivational factors, psychological and rhetorical principles, source credibility, and theories of attitude change. Survey of significant American oratory; critical analysis of important speeches in their historical, political, social, and philosophical contexts. Nontechnical survey of how modern technologies influence human communication including an introduction to communication technologies; the influence of technology on interpersonal communication, group decision-making and public communication; an analysis of argumentation and persuasion in technological issues. Communication variables in intercultural contexts including culture and meaning, nonverbal styles across cultures, patterns of symbolic transfer, culture shock and communication, values in intercultural dialogue. Survey of theories and concepts of popular culture; dynamic relationships between pop culture and television, film, sports, politics and leisure. Survey of the business organization, economic structures and processes, and regulations of the media industry. Survey of different theories of mediated communication processes and effects; functions of theories in social scientific research on media and mediated processes. Survey of the political economy of the telecommunication industries both at the national and global level, including regulations and policies, global infrastructure and types of networks. Origins and development of the mass media; their influence on social, political, and cultural change; history of mass communication from historical, sociological, and cultural perspectives. Mass media, international, and cross-cultural audiences; theoretical, pragmatic, political and ethical issues; including cultural differences, comparative media systems, development communication, patterns of world news flow, political propaganda, impact of international advertising and other issues. Survey of theory and research in health communication, including interaction between patients and providers, communication in health care organizations, health care campaigns, and cultural meanings of health and illness. Critical analysis of popular culture and mass media issues related to children and adolescents; deconstruction of media created by, for and about children and youth. Junior or senior classification or approval of instructor. The contributions of women and ethnic groups to the evolution of the media; the portrayal of women and ethnic groups in the mass media; issues resulting from the recognition of women and ethnic groups as media audiences. Junior or senior classification and approval of instructor. Majors only or approval of program coordinator. Advanced research methods in communication including experimental, survey, interpretive, and critical methods; emphasis on research design, data collection, analysis, interpretation, and presentation. Junior or senior classification; COMM History of radio and record industries; communication technology and media industries related to American popular music; interaction of communication technologies, media industries, social and cultural processes in evolution of popular music. Critical analysis of new media technologies, civic participation, and social capital in democratic, non-democratic, and nascent civil societies around the world. Survey of the role of gender in communication processes; focus on communication differences between men and women in contexts such as the family, school and work organizations; discussion of media influence in gender stereotypes. Rhetorical evaluation of theoretical literature and pragmatic episodes that shaped the U. Civil Rights Movement; examination of significant speeches, documents, and protest activities in their historical, political, and social contexts. Survey of events and rhetorical documents of major U. COMM ; junior or senior classification. Application of rhetorical theories and concepts to rhetorical problems and methods; emphasis on the relationship between theory and practice. Critical analysis of television and film; close readings of such mediated texts; special attention to writing television and film criticism. Critical analysis of visual communication including photographs, advertising, memorials, tattoos, comics, public protest. Examination of common propaganda strategies in contemporary mass mediated environments. Rhetorical analysis of messages, media and speakers in political campaigns, institutions and movements. Communication principles

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for addressing conflict situations through such practices as negotiation, mediation and arbitration: Communicative processes through which organizations influence and are influenced by the societies from which they draw their members. Communication processes in teamwork including collaboration in dyads, teams, and group processes that contribute to or detract from team effectiveness. Examination of communicative behaviors used by individuals, grassroots, and established organizations in strategic ways to advocate on behalf of issues, groups, or actions perceived as pro-social or for the betterment of society. Principles of designing media campaigns as applied to commercial advertising, political advertising and health campaigns; processes that drive the planning and execution of these campaigns. Business and industry aspects of video games; cultural and social aspects of gaming. Telecommunication policy, including intellectual property, first amendment protections, privacy, universal service, government support, national information policy, standard setting and deregulation; implications for managers and consumers of telecommunication. Study of globalization through media ownership; content, flow, cultural values, political power and technological impact; implications of globalization for local economies and audiences. Rhetorical and other critical approaches to study how communication practices influence the construction of social issues. May be taken two times. Principles of health communication applied in situations ranging from physician-patient communication to public health campaign theory, design, implementation and evaluation. Analysis and evaluation of representations of health in media; examination of gender, class and race as they intersect with health issues. Examination of how media e. May be taken two times for credit with a focus on different medium. The role of religious communication as manifested in speeches, sermons, debates, campaigns, and social movements throughout history. Cumulative GPR of 2. Directed individual study of identified topics in communication; may include specific research, readings or other approved project in any area of communication; written report is required. May be taken four times for credit. Directed independent studies for upper division Honors students, regardless of academic major, in select aspects of communication. Junior or senior classification either as Honors student or with GPR of 3. Social Science Methods in Communication Research Quantitative research methods in communication, including design, measurement and analysis for descriptive and experimental research; practice in evaluating and conducting research projects. Interpretive Methods in Communication Research Introduction to interpretive and qualitative methods in communication research. Underlying epistemologies, design issues, and explanation of knowledge claims. Methods including participant observation and interviewing COMM Communication Theory The nature and role of communication theory, systems of ontology and epistemology in theory development; critical review of current theories concerning communication codes, function and processes in various contexts. Interpersonal Communication Major theories in interpersonal communication; critical examination of current research programs on communication in interpersonal influence, relational development and conflict management. Group Communication Major concepts and theories of communicative processes in task-oriented groups from a social scientific perspective; the role of group communication in 1 group decision processes 2 decision development, 3 decision-making agendas and 4 conflict and performance quality. Communication and Conflict Elements and central features of conflict theories and different approaches to communication in conflict management. Communication and Gender Gender considered as a complex phenomenon constituted through communication. Topics include femininities, masculinities, language, power, nonverbal behavior, gender in media, organizations, interpersonal relationships and social movements. Survey of Organizational Communication Theoretical and empirical literature on human communication and complex organizations; the study of messages, interaction, and meaning in the process of organizing; topics include superior-subordinate communication, communication networks and technologies, language, message flow, symbols and organizational culture, negotiation and conflict, and power and politics. Organizational Communication Seminar Investigation of a subject important to the understanding of organizational communication, such as communication and organizational decision-making, group communication within organizations, communication and organizational culture, and organizational rhetoric and issue management. May be

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repeated for credit with a different content up to a total of three times. Rhetorical Theory Close reading of classical and contemporary systems of rhetoric; survey of principal applications to communication theory and research. Rhetorical and Textual Methods in Communication Research Comparative study of traditional and contemporary perspectives on the description, interpretation, and evaluation of public discourse, including textual analysis, neo-classical analysis, Burkean criticism, quantitative and qualitative approaches to content analysis, fantasy theme analysis, and semiotic analysis. American Public Discourse to Public discourse and political rhetoric in America in colonial and pre-Civil War years. Historical, conceptual, and practical examination of political campaign rhetoric, legislative rhetoric, judicial rhetoric, and advocacy group rhetoric. Historical, conceptual and practical examination of political campaign rhetoric, legislative rhetoric, judicial rhetoric and advocacy group rhetoric.

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## Chapter 5 : Graduate Courses

*Contents Introduction: Bobby Kennedy and me Chapter One: Introduction to Political Communication Elections as Contests Election as a Process of Communication Political Communication as Process Chapter Two: The Players in the Process Political Parties Impact of Third Parties The Two Major Parties: Democrats and Republicans Political Consultants Political Surrogates The Media: Reporters and.*

So, it seems like a smart idea to refresh your memory about the five steps in the communications process, so that you can sharpen your skills. His ideas live on, blended with some contemporary challenges, that small business owners often face in the workplace. Formulate an Idea For many business owners, formulating an idea for a message is the easiest step in the five-step process, because there is an impetus. It can be trickier than many small business owners think. Challenge for the small business owner: Choose your words carefully, selecting clear, direct words and terms. Eschew rhetorical questions, which may confuse the recipient of your message. Message Travels Over a Medium First, you need to decide which medium is best suited for your message before you send it. Most communication occurs over visual or auditory media. Consider a face-to-face meeting to be a combination of the two, which may be ideal for your purposes, since you can bolster your words with nonverbal cues. Challenge for the business owner: Consider the environment in which the medium resides. It could interfere with an accurate decoding of your message. If, for example, an environment is excessively hot, noisy or otherwise distracting, reconsider your choice. Recipient Receives and Decodes Message There is no doubt that this can be the most precarious step in the communication process. Remember to place the focus where it belongs: He may ask questions as he tries to interpret, analyze and understand message, but not always. Give him a little time to do so. Feedback from Recipient Concludes the Process Feedback is crucial to the five-step communication process because it helps ensure that a message was properly understood. In face-to-face encounters, feedback can be rendered immediately, which offers an advantage. A written communication and response such as in an email may be preferred by small business owners who plead the press of time. Even if your recipient is nodding in agreement “always a good sign” take the extra step of asking him to rephrase it for your benefit. This is an active listening skill, which is touted, because it can mitigate communication breakdowns.

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## Chapter 6 : Key steps in designing a communications strategy

*Oratory: Oratory, the rationale and practice of persuasive public speaking. It is immediate in its audience relationships and reactions, but it may also have broad historical repercussions.*

**Determine Method for Engaging Stakeholders and Partners** There are several ways to engage stakeholders and partners in developing a communication strategy. This step is important not only to have valuable, wider input, but also to ensure that stakeholders and partners feel consulted and have ownership of the strategy. One of the most common methods is to hold a participatory stakeholder workshop where program staff and stakeholders jointly develop each piece of the strategy. See the stakeholder workshop guide for detailed guidance on how to carry out a workshop. Other methods include conducting stakeholder interviews, establishing core working groups that consult with stakeholders after key pieces are developed, or engaging stakeholders to review and approve the strategy post-development. See the Resources section for guidance on other engagement methods. Whatever method the team chooses, the following steps outline the content that should be developed for the strategy.

**Write a Brief Summary of Analyses** For a communication strategy to be effective, the team needs to have a firm understanding of all of the factors that may have an impact on communication efforts. Review the situation, audience and program analyses the team conducted and write a brief summary of their findings. Nature and extent of the problem extent and severity, desired behaviors Potential audiences characteristics, barriers and facilitators to change Available resources financial, human capital, Communication environment availability and use of communication channels, what other organizations are doing Areas for programmatic improvement if program already exists or focus if program is just beginning This summary will form the foundation of the strategy and guide all communication efforts. Give copies of the summary to all of the stakeholders involved in the strategy development. It is helpful to do this before holding a workshop so that everybody has a similar understanding of the context. Select a Theory SBCC programs are more effective when they are based on social and behavioral science theories. A program theory provides a map for looking at the problem, designing interventions and evaluating program success. Based on results from the analyses, select a theory that will guide the strategy development. There are many theories used in social and behavior change. Review the theories included in the Resources section to gain an in-depth understanding of the common theories. Then, consider the type of change the program is promoting. Narrow the list of possible theories by the type of change the program will promote. The figure below shows where four commonly used behavior and social change theories fall on the individual to structural continuum. Continue narrowing the list by considering audience and contextual factors, such as: Factor Is the change a single or repeated event? Getting a vasectomy is a one-time event, while exercising regularly is a repeated event Are there special circumstances like emergencies? Epidemics like avian influenza or disasters like an earthquake How does the audience view the change? The audience agrees that reducing the number of sexual partners is desirable; the audience believes that sleeping under bed nets is a hassle How easy is the change? Trying a condom once may be easy while using a condom every time one has sexual intercourse is difficult Does the change require support or social approval? Do not be afraid to combine theories to predict how the intended audience will change through exposure to the SBCC program. Select Audiences While the situation and audience analyses identified potential audiences for the program, it is during the development of the communication strategy that final decisions are made as to the priority and influencing audiences. Review the situation and audience analyses, paying particular attention to the audience characteristics and barriers to change described in the summary Step 2. Next, segment those potential audiences into groups with similar needs, preferences and characteristics. See the audience segmentation guide for more detailed instruction on segmenting the potential audiences. From these segments, determine the priority audience. To select the priority audience, it can be helpful to ask the questions in the table below. Generally, the group with the highest rank is the best choice for a primary audience. How many people are in this group? Is addressing this

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group crucial to achieving program objectives? To select influencing audiences, ask which audiences strongly influence the priority audience, both directly and indirectly. Once the strategy team has decided on a priority audience and its influencing audiences, develop audience profiles for each. The profiles should bring the selected audiences to life by telling the story of an imagined individual from the audience. See the audience analysis guide for more guidance on developing profiles. Develop Communication Objectives Communication objectives clearly and concisely state the intended impact of communication efforts. Communication objectives should focus on addressing the key constraint, or biggest communication challenges, the team identified refer to the Brief Summary of Analyses the team prepared. Review the vision or overall objective set for the campaign for example, an increase in family planning FP uptake to be sure communication objectives contribute to that vision. Then, based on the key constraint for each audience segment, determine what needs to change. The program may need to change behaviors, skills, knowledge, policies, norms or attitudes. In the communication objectives worksheet, fill in each audience segment, their key constraints and the desired change.

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## Chapter 7 : Obama Is America's Third Greatest Presidential Orator in Modern Era | HuffPost

*Within the overall campaign strategy, the communication strategy defines how to capture the attention of the target audiences and convey a compelling campaign message. During the campaign planning process, the problem has been identified, the situation analyzed, the stakeholders and target audiences identified, and the campaign objectives or.*

Examination of social science research methods in communication, including design, measurement and analysis for descriptive and experimental research; practice in evaluating and conducting research projects. Graduate classification or approval of instructor. In-depth exploration of the philosophical underpinnings of quantitative research, research design and statistical analysis of quantitative data in communication research; examination of regression-based modeling and its extensions, including ordinary least squares OLS , analysis of categorical dependent variables, interactive effects, statistical mediation; introduction to structural equation modeling. Introduction to interpretive and qualitative methods in communication research; underlying epistemologies, design issues, and explanation of knowledge claims; methods including participant observation and interviewing. Focused and in-depth examination on theory and practice of single method in communication research; includes surveys, interviewing, focus groups, ethnography, digital methods, rhetorical field methods, engage scholarship, historiography and experimental design. May be repeated for credit up to 12 hours. The nature and role of communication theory; systems of ontology and epistemology in theory development; critical review of current theories concerning communication codes, functions and processes in various contexts. Exploration of the intersections of culture, media and communication; emphasis on the role of communication in public diplomacy; examination of global media, international relations and globalization and media technologies on issues of cultural identity and geopolitics and the policy discussions emerging from that impact. Foundations of law and policy as the context for all communication, online or off; issues such as free speech, privacy and surveillance, intellectual property rights, access to information, extreme speech, public diplomacy, cybersecurity and network neutrality; mechanisms and effects of policy-making by governments, international and global organizations and via technical standard-setting and algorithms; roles of civil society and corporations in policy-making and implementation; methods for legal research and for law and society research. Major theories in interpersonal communication; critical examination of current research programs on communication in interpersonal influence, relational development and conflict management. Major concepts and theories of communicative processes in task-oriented groups from a social scientific perspective; the role of group communication in 1 group decision processes, 2 decision development, 3 decision-making agendas, and 4 conflict and performance quality. Gender considered as a complex phenomenon constituted through communication; topics include femininities, masculinities, language, power, nonverbal behavior, gender in media, organizations, interpersonal relationships, and social movements. Theoretical and empirical literature on human communication and complex organizations; the study of messages, interaction, and meaning in the process of organizing; topics include superior-subordinate communication, communication networks, and technologies, language, message flow, symbols and organizational culture, negotiation and conflict, and power and politics. Investigation of a subject important to the understanding of organizational communication, such as communication and organizational decision-making, group communication within organizations, communication and organizational culture, and organizational rhetoric and issue management. May be repeated for credit with different content up to a total of four times. Focuses on crisis communication theory and research as it applies to organizations; differentiation between the various crisis communication theories; application of various crisis communication theories to crisis cases; understanding the relationship between crisis and risk communication. Close reading of classical and contemporary systems of rhetoric; survey of principal applications to communication theory and research. Comparative study of traditional and contemporary perspectives on the description, interpretation, and evaluation of public discourse, including textual analysis, neo-classical analysis, Burkean

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criticism, quantitative and qualitative approaches to content analysis, fantasy theme analysis, and semiotic analysis. Public discourse and political rhetoric in America in colonial and pre-Civil War years; historical, conceptual, and practical examination of political campaign rhetoric, legislative rhetoric, judicial rhetoric, and advocacy group rhetoric. Public discourse and political rhetoric in America in post-Civil War years; historical, conceptual, and practical examination of political campaign rhetoric, legislative rhetoric, judicial rhetoric, and advocacy group rhetoric. Examination of discourse of, about and from American presidents, including principal genres of presidential communication, speechwriting and media strategies; case studies of presidential communication ranging from campaigns, oratory, to crisis rhetoric and ceremonial address. Analysis of persuasive strategies used to build social identities and collectively agitate for social change; exploration of the history of social movements in the United States and abroad. Examination of how artifacts of public culture function rhetorically to transform public attitudes, opinion and memory; analysis of documents, artworks, images and histories from a humanities and social science perspective. Origins of rhetoric in classical Greece and Rome; exploration of the relationship between philosophy, rhetoric and democratic political culture; the contemporary relevance of classical thought to contemporary problems. Investigation of the major figures in rhetorical theory in the 20th and 21st centuries; analysis of the relationship between rhetoric and power; identifying new challenges for rhetoric in global, multicultural, technological age. May be repeated for credit. Historical development of the ideology, theory and rhetorical practices of U. Investigation of the ways that culture, religion, identity, gender, popular culture, community, history, and related ideas are shaped through communication in order to understand the development of social norms, political values, and the human experience. May be repeated for credit with different content up to a total of three times. Theoretical examination of communication within democratic, republican, and liberal conceptions of citizenship; consideration of the ideal of the public sphere, and communication in global civil society; specific attention to the practices of American citizenship within the global civil society. Intensive work on selected topics of research in media studies; may address work in the areas of audience studies, media effects, industries, policy, international issues, media and culture, media history or theory. Investigation of processes through which mediated messages influence our everyday lives; examination of social scientific approaches; understanding how viewers select, interpret and respond to mediated messages; includes media representations, mediated inter-group processes, news framing, political advertising, persuasive messages, entertainment media, popular culture, health campaigns, positive media psychology, new media technologies, pro-social media effects and critical media literacy. Examines the relationships between human communication and technology, investigating the social effects of communication technologies, the quality of messages, communicative practices, and rhetorical norms that typify effective communication in technological society. May be taken three times for credit. Theories and research in health communication considering functions and outcomes of communication processes in various health contexts, ranging from interpersonal settings to public campaigns; emphasis on providing a framework for synthesizing and critically evaluating health communication research. Investigation of a subject important to the understanding of health communication, such as persuasion and public health campaigns, physician-patient communication, or communication in health care organizations. Graduate classification and approval of instructor. Contemporary research programs that represent the interdisciplinary field of prevention science; strengths and limitations of diverse theoretical and conceptual bases of research in prevention science; application of research findings to issues related to the prevention of mental, emotional, and physical health problems and the promotion of well-being. May be taken 3 times for credit. Graduate standing and enrollment in the interdisciplinary graduate certificate in prevention science or approval of instructor. May be repeated up to three times. Directed studies in specific problem areas in communication. Student may take up to two sections of directed studies in communication in the same semester, with a maximum of 6 credits. Approval of department head. Credits 1 to 4. Selected topics in an identified area of communication. Credits 1 to

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## Chapter 8 : Table of contents for Political communication in American campaigns

*galas and communication was carried out only by handbill, newspaper, or oratory from the stump (and, of course, the irrepressible buttons, banners, and bangles of infinite design and uncertain impact).*

The basic process of marketing communication in International Promotion are as follows: The basic process of marketing communication, as depicted in figure 9. It refers to the marketing firm which is conveying the message. Before a message can be sent, it has to be encoded. Putting thoughts, ideas, or information into a symbolic form is termed as encoding. Encoding ensures the correct interpretation of message by the receiver, who is often the ultimate customer. A message may be verbal or non-verbal, oral, written, or symbolic. A message contains all the information or meaning that the sender aims to convey. A message is put into a transmittable form depending upon the channels of communication. The channel used to convey the encoded message to the intended receiver is termed as medium. The medium can be categorized in the following manner: It involves direct interpersonal face-to-face contact with the target group. These are channels which convey message without any interpersonal contact between the sender and the receiver. The non-personal channels of communication may further be broadly classified as follows: Newspapers, magazines, direct mails, etc. It is the target audience or customers who receive the message by way of reading, hearing, or seeing. A number of factors influence how the message is received. These include the clarity of message, the interest generated, the translation, the sound of words, and the visuals used in the message. In order to assess the effectiveness of the marketing communication process, feedback from the customers is crucial. The time needed to assess the communication impact depends upon the type of promotion used. For instance, an immediate feedback can be obtained by personal selling, whereas it takes much longer time to assess the communication effectiveness in case of advertisements.

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## Chapter 9 : How to Develop a Communication Strategy | The Compass for SBC

*At its foundation, Communication focuses on how people use messages to generate meanings within and across various contexts, and is the discipline that studies all forms, modes, media, and consequences of communication through humanistic, social scientific, and aesthetic inquiry.*

Bush The bar has been very high since the extraordinary first inaugural address of Franklin Delano Roosevelt in "The only thing to fear is fear itself" and "fireside chats" that mesmerized a nation of families huddled about their radio boxes. The conviction, confidence, passion, intelligence and wit of FDR pulled our country out of the Depression, through the 2nd World War and into a "New Deal" between government and the people. But on January 20, , a very young new president stepped up to that high bar and jumped over it with a speech that has been voted the second greatest American speech of The 20th Century by leading scholars -- his "Ask Not" inaugural address. Kennedy went on to similarly light up Europe and the world with his "Ich Bin Ein Berliner" speech to a crowd of a million in Germany, a profound foreign policy address at American University and many others in addition to exhibiting levels of charm, wit and personality at press conferences and elsewhere that redefined the concept of charisma in politics. From the Inaugural addressing a new vision for America and the world, to his challenging Congress and the American people to unite to send a man to the moon by the end of the decade, JFK truly dreamt things that never were and said "why not". Barack Obama, at his best, in some ways is an even better orator than FDR or JFK and more accomplished than "The Great Communicator" Ronald Reagan, a trained actor and Bill Clinton, by far the greatest one-on-one communicator in politics, if not the history of mankind. Barack Obama clearly and fully "owns" his words. It is evident to me that on the most important speeches, his DNC Keynote, his race speech, the Tucson speech Obama either writes them entirely or has worked on every single word. There is no replacement for this and even the greatest delivery skills can not compensate for words that were birthed from within the very gut of a speaker. Barack Obama knows how to work an audience. No president has ever been able to use rhythm, body language, pauses and punctuation and nuances in voice tone to "sing" a speech like Dr. He has the capacity to play an audience as if it were part of his own personal orchestra and that is a level of mastery that few ever reach 3. Barack Obama uses all "4 Languages" of human communication to deliver his best speeches. This is very rare and one of the biggest things that separates the top 5 from the second tier and great speakers from good ones. Many speakers "Perform at" their audiences or "Present to" their audiences. Obama, "has a Conversation WITH" his audiences, a quality that, like using the 4 languages, is seen only amongst the greatest political and business speakers. Barack Obama understands that the speech on the page or Tele Prompter is not as important as the audience in the seats. His ability to respond to reactions from the audience, verbal and non-verbal, to insert humor and add or adjust his own words, voice tone and body language to the moment, is a supremely high art practiced well by only the very best speakers. But what about Ronald Reagan? His Challenger Speech, his "Mr. Gorbachev, tear down this wall" speech, his warm, affable, charm at press conferences, his strong, fatherly presence and great delivery for all his speeches are legendary. Ronald Reagan was a tremendous communicator and a great speaker and more consistently good than Barack Obama. But he was never as good, in his speeches as President, as Barack Obama at his best. And, what about Bill Clinton? Bill Clinton is a phenomenal communicator, a really talented speaker and, as noted above, the most extraordinary one-on-one communicator ever. But, by his own choice, according to one of his speech writers that I interviewed, President Clinton purposely chose to simplify his speeches and make them less formal without the soaring oratorical flourishes that work audiences up to another level. And the second tier? Lyndon Johnson - His civil rights speeches were among the best in American history but as a speaker, and a president, LBJ never dropped down his guard to really ever "connect" with the American people 7. Richard Nixon - We recall the personal flaws, but we often forget the broadcast quality voice, the big smile and the sense of reassuring conviction that Nixon often displayed 8. Bush - People who know Bush 42 personally always comment on his charisma.

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Sadly that force of personality seemed to have been replaced by the robotic, unnatural body language so famously spoofed on "Saturday Night Live". He would never have made it into the First Tier, but had he shown some of that personal charisma in his speeches, HW would have ranked higher. A great, healing president for the time, but could not display enough leadership skills to even beat a sub-par contender in the general election Bush - Like his dad, people who know W go on and on about his extraordinary charisma and force of personality in person. With few exceptions, this never translated into his speeches as president.