

Guess Who Communicates?

- Students will guess which **professional or practitioner** the description is referring to.
- After the guess, give real-life examples on who their audiences or clienteles will be.

1. I take on roles both false and real. To make you laugh, or help you heal.
2. I polish images both bright and clear. I help companies earn your cheer.
3. I capture moments, quick and fast. Making sure memories will last.
4. I post and share for all to see. Online I build community.
5. I push you hard to reach your best. In every game, I set the test.





6. I search for facts both near and far.
With pen or mic, I tell who you are.
7. I make you want things you've never
tried. With catchy lines, I turn the
tide.
8. I open doors to worlds unseen.
Guiding minds both young and keen.
9. I listen to your heart and check your
breath. My mission is to guard from
death.
10. I speak for justice, bold and true. In
court, I fight to defend you.

Objectives:

- Understand and identify professionals and practitioners in communication, their career opportunities, and responsibilities.
- Identify and describe the needs and settings of their clienteles.
- Illustrate the different theories in communication.

Professionals and Practitioners in Communication

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Maslog (2014) defines **communication** as the fabric that holds society together. It is through communication that a consensus among members of the society is formed.



Areas of Specialization

- **Performance Studies** – an interdisciplinary specialization that includes dance, music, performance art, and theater training.
- **Mass Communication and Media Literacy** – this looks at the impact of mass media on local, regional, and national levels, as well as the changes it can cause in how people think and react to stimuli.
- **Electronic and Digital Media Production** – this covers a wide range of media production topics such as cinematography, audio production, and post-production, among others.

- **Public Relations** – this use intimate and deep knowledge of communication to establish, maintain, and sometimes, save an individual, organization, or company's reputation and social standing.
- **Game Development** – this includes game audio, game art, narrative design, and other areas where a strong understanding of media and communications as both a technical practice and liberal arts form is required.

Career Opportunities

- Reporter and Broadcaster
- Educator
- Writers and Editors
- Author
- Publisher
- Graphic Designer
- Public Relations Specialist
- Social Media Specialist



Roles of Communicators and Journalists

- **Surveillance** –
 - 1) warning surveillance – associated with news and media as information about military attacks, depressed economic conditions, etc.
 - 2) instrumental surveillance – related to both news and popular media
- **Interpretation** – it provides a context for new information and commentary about its significance and meaning.
- **Socialization** – it provides transmission of values within the society.
- **Entertainment** – it diverts the audience from the real world through film, television, and the like. It facilitates audience relaxation.
- **Education** – it is fulfilled when new information is added to human knowledge through various methods.

Competencies of Communicators and Journalists

- Appropriate
- Effective (self-presentation, instrumental, relationship)
- Ethical



Ethical Duties

- Duty to Self
- Duty to Audience
- Duty to the Employer
- Duty to the Profession
- Duty to Promise Holders
- Duty to Society



Responsibilities



- Organized
- Clear
- Concise and Punctual
- Egalitarian
- Respectful
- Trustworthy



SOME COMMON ETHICAL ISSUES IN BROADCAST MEDIA

- Depiction of violence and sex, and the presence of strong language
- Product placement
- Stereotyping
- Taboos and sensitive content



SOME COMMON ETHICAL ISSUES IN FILM/CINEMA

- The welfare of those involved in the production of the film
- The welfare of the subjects of the film
- Making clear to the audience the purpose of the film
- Accurate representations and reflections of reality



SOME COMMON ETHICAL ISSUES IN ADVERTISING

- False advertising
- Fraudulent use of propaganda techniques
- Stealth advertising
- Targeting the children
- Resorting to stereotyping and gratuitous sexual content



SOME COMMON ETHICAL ISSUES IN PUBLIC RELATIONS

- Bending or twisting the truth in favor of a good image
- Preoccupation on facts and compromising context
- Transparency in reporting the background of the PR client
- Crossing over to advertising



SOME COMMON ETHICAL ISSUES IN SOCIAL RESEARCH

- Voluntary participation
- Informed consent
- Privacy through confidentiality
- Privacy through anonymity
- Person's right to service

HANDLING COMMUNICATION-RELATED COMPLAINTS

- These people who audit communication and address audience complaints are called ***ombudsmen***.
- The Australian Communications and Media Authority defined ***telecommunications industry ombudsman*** as someone who resolves disputes that have something to do with telecommunication.
- Ideally, an ombudsman makes sure that the audiences have a transparent access to information regarding activities of media organizations.

Clientele and Audiences in Communication

AUDIENCE ANALYSIS & AUDIENCE RESEARCH

- **Audience Analysis** is an audience-centered approach which involves identifying the target audience, assessing their needs and objectives, and planning for subgroup within the audience.
- **Audience Research** is conducted to gather information about the attitude, knowledge, interests, preferences, or behaviors of specific audience segments.

Mass Audience

- These are individuals who consume popular content targeted at large groups of people. Thus, they represent the dominant majority of society, practically almost all community segments.



Mass Audience can also be understood as:

- Heterogeneous – includes different types of people.
- Assorted – these are usually various and spread out.
- Anonymous – they are nameless and unspecified.

Niche Audience

- These are groups of people drawn together by a common interest or set of interests. They are small in size, they tend to be organized – in technology to serve their necessities, and time needed for service.
- In Journalism, these are specific group of people who want information on a subject. This audience does not want to be burdened with the information they find unnecessary, thus giving the journalist a specific “niche” to develop his own set of loyal readers who want to read the particular area they write.

Niche Audience can also be understood as:

- Primary Audience – these are intended audience or receiver of the message.
- Secondary Audience – these can be considered an indirect audience.
- Hidden Audience – these are also called as unanticipated audience.

Settings for Communicators and Journalists

- **Government** is one of the settings where communication is vital.
 - Informing the public
 - Explaining and supporting decisions
 - Defending values and promoting responsible behaviors
 - Facilitating dialogue between institutions and citizens
- Political journalists may be involved in documenting a report on a city or province, a branch of government like the courts or the legislature, or a specialized policy issue like healthcare or immigration.

- **Private companies** recognize that communication and employee engagement are foundational requirements for performance.
- **School** is another setting where communication is frequently conducted. School communication is traditionally performed using signs and bulletin boards in classrooms and hallways within the campus.

Communication Media Channels

- **Social Media**

- Social networks
- Media networks
- Discussion networks
- Review networks

- **Mass Media**

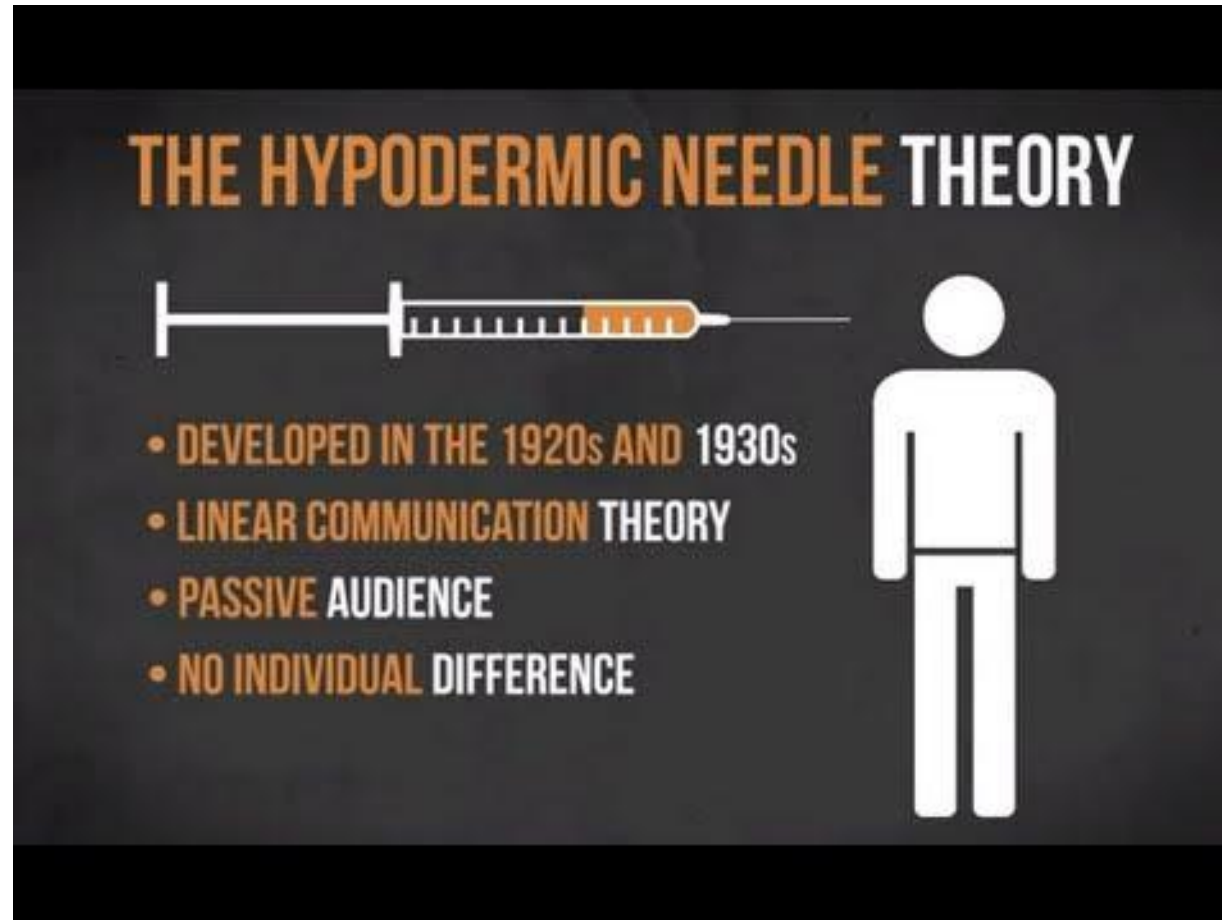
- Traditional media
- Print media
- Electronic broadcast media

- **Telecommunications**

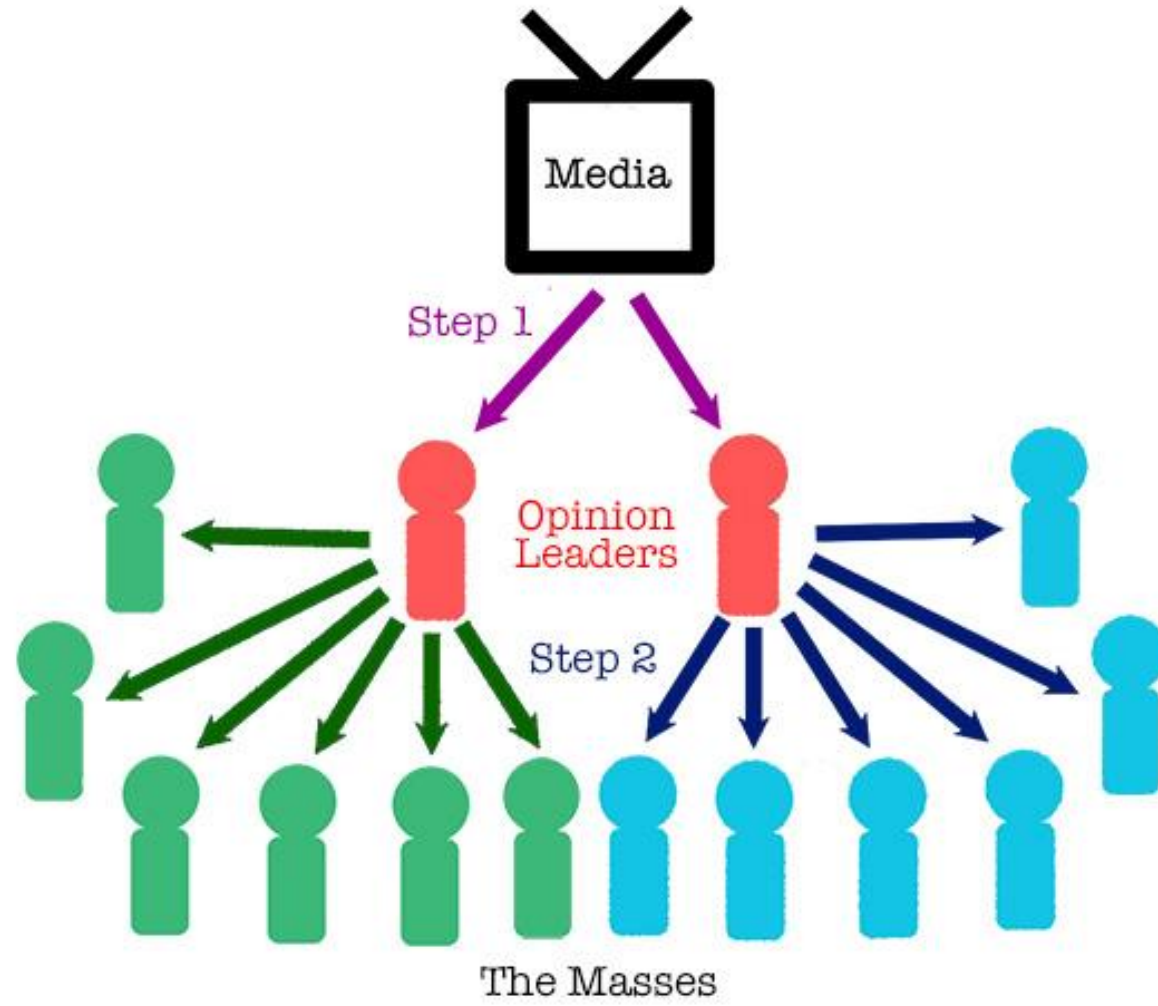
- Transmission media
- Telecommunications network
- Telecommunications system

Theories on Media Audience

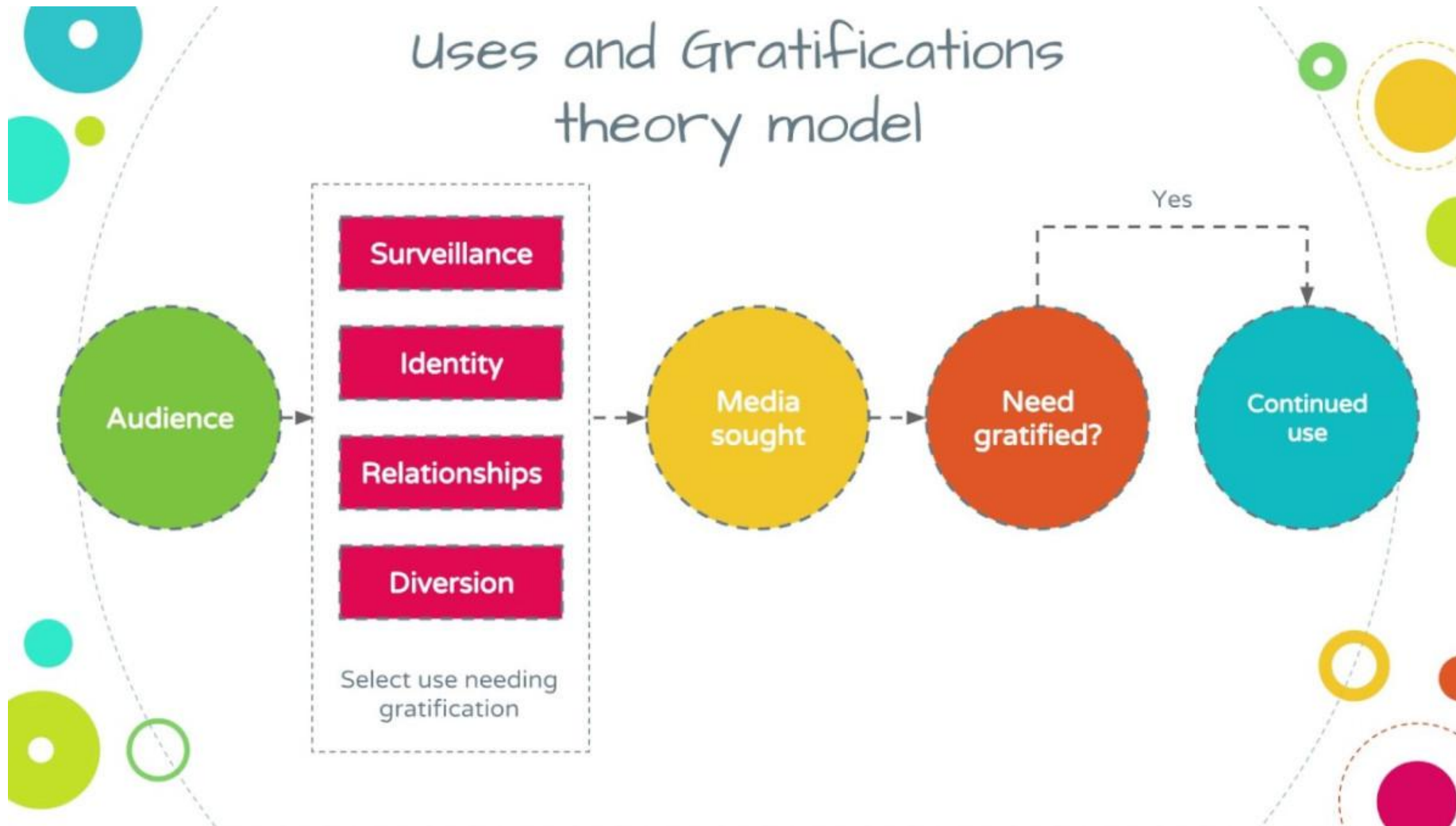
Hypodermic Needle Theory or Magic Bullet Theory



Two-Step Flow Model



Uses and Gratifications Theory



SURVEILLANCE • Information • Cognitive benefit • Education • Learning • Guidance and advice	PERSONAL IDENTITY • Identify formation and confirmation • Value reinforcement • Lifestyle expression • Cultural selection • Social learning • Security
DIVERSION • Entertainment • Mood improvement • Relaxation • Engrossment in a different world • Escape • Emotional release • Passing time • Filling time • Regulative • Environmental • Habit • Routine	PERSONAL RELATIONSHIPS • Affiliation/avoidance • Companionship • Social interaction • Social grease • Social utility • Communication facilitation • Competence/dominance

Reception Model

