

Integrated Marketing Communication
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Module No # 03

Lecture No # 11

Communication Process and Reflexivity in IMC

Welcome back to this session on integrated marketing communication. After visiting the element of the effectiveness of communication, let us now look into the communication process. Many a times we do not tend to talk about the communication process because it is so much into our lives you know it happens with us. So, what to talk about communication process actually? And if you look into the picture associated with the process, such a common thing.

You just Google; in that you will type communication process, and the picture which I will show you here will appear in front of you. There is a sender, a receiver, and there is a whole story around that. So, you would wonder what is so special about it? There are so many books that talk about this. There is so much text associated with that. And it is very fundamental to us.

But let us look at this with reference to whatever we have been building upon in due course of time. And since we are talking about effective communication we are talking about the impact of communication. There are several elements of how communication gets lost and gets distorted? And remember, I think two sessions back, we talked about that there is a specific reason of cost associated with if communication goes base then how to recover that cost?

Plus, that lost communication has contributed to the less of, I should say positioning or lesser establishment of positioning I should say, in the minds of the customer. It is not the product is not positioned so effectively in the minds of the customer. We have seen that in many cases. The customer wonders. He knows the product's name, but the image does not come there. It has happened with many two-wheelers. I would not name it this time again. Maybe we talked about a few of them earlier as well.

And it has happened with several food products. If I remember, it has happened with a detergent powder long back, and then you can talk about those. So, that was just because the positioning which was supposed to be there could not come up. And that is where the relevance of this process comes in. So, the sender sends a message, and we talked about words and pictures, storyboard emphasis, and projection of those kinds of things. So, he crafts a message, and through media, it gets to the receiver.

Now, this will become interesting actually. In due course of time, not just because of media but because of the effectiveness of the message and the words we used. The non-focused interconnectedness of those words and the inability of those words to not generate an associative chord. Not supported in priming us towards something not having an element of Rhyme. So, because of that, a lot of media clutter, but I will talk about it at length in due course of time.

So, lots of media clutter, comparisons, other comparative messages, and intensity from all sides, and every 30 seconds or so, you are getting something in front of you. So that particular message gets distorted. It's a part that at least gets lost somewhere, and not just to mention here that our memory also has a specific retention part. Many times, we deliberately want to lose upon such kinds of messages.

Because at that particular time, we do not need that particular product or do not want that around us. Or we are watching one of our favorite programs, and it is an intruder from some side. And we do not want to remember that Intruder somehow. Many reasons we will keep on talking about those and that kind of wherein. So, noise represents all the distortions that get in the way of our message reaching effectively to the receiver.

Noise can also be because of our receiver's interpretation because of a different perspective; he may carry in about something and so on. There is a beautiful article by Daniel Kahneman called as noise again, and you must read it. That is a beautiful article that elaborates upon how distortions come in, although it is a different kind of context, not precisely about advertising.

It talks about how two salespeople from the same organization selling the same kind of a product might end up selling it differently to the same customer. If I remember correctly, it is an interesting article you just read, giving you an excellent idea of a perspective of noise. And then it reaches the receiver, and the receiver responds to it, but the response is a function of what?

The message that comes back to you is whether I did well, did not, or partially did well. But most of the time, it is. It partially did well on a scale on a dig at or a degree, and now what to do? How effective was it? What kind of response to generate or what you should do? Now should we emphasize that particular kind of thing? Should you strengthen it somehow? Should you go for further media segregation and choices?

Should you recast? Recraft? What should you use as some other poetry? You watch fascinating advertisements by Cadbury, and you will realize some beautiful lyrics have been used. Some beautiful storyboards that have been used. There are several other advertisements also, but go to Cadbury, and you will realize and just Google for some most favorite advertisements or so on.

And you realize what kind of response they would have generated?

So, remember this picture. Keep this in mind during this communication process. I will come back to this while emphasizing on several kinds of elements to elaborate few important things. Why we should have a close eye on such kind of relationship as projected in front of you. You see what we just saw in that particular picture, the missing chord.

It looks simple, but the missing chord is reflexivity, to show you again. Is the sender the intense part of the receiver's thought process? How well can I be deeply associated with the sender's thoughts, oh sorry, the receiver I am targeting? For example, I am projecting a toy for a child. Can I think the way a child thinks? For example, I am projecting something for a youth.

I am selling a course to that youth. I am inviting that youth to a university or college. Can I be part of his dreams? Can I think of that? For example, there are several movies released clippings that show our sort of advertisements about what the movie carries. That particular scene does generate a particular chord of invitation? So, if I am deciding upon a storyboard to reach the receiver, am I thinking about how to receive things?

For example, I am about to target a homemaker whose life is engrossed with whatever she passionately wants to do for her home, for her children, for her husband, for her in-laws or whatsoever? And I am targeting her with something. For example, I am telling her to take care of herself. I am talking about her health. Remember that a working woman, wherein she sort of misses on taking care of her health.

And this food supplement they say that you should take care of your health. Remember which food supplement it is. Search for that. And you would realize that this sender. I started thinking about the way that woman thinks that woman is the target. That woman is the receiver. And that is where reflecting a perspective comes in. Let us elaborate more on this, and then you will realize.

You see, flexibility has a lot to do with as far as reflection goes. Reflexivity; wherein you think in the same language, your receiver thinks actually and when I say language I am talking about the interpretation of the words, the perspective associated with that language, and so on. What kind of words would I use a Dil Maange More? I talked about this earlier A Dil Maange More is more a kind of what would you like to hear? A Dil Maange more, kind of.

So, you see, I am talking to someone I am thinking the way that person thinks. Pepsi theme you remember that ad, that is interesting, Thanda Bathlab Coca-Cola. I have talked about this earlier also, and then there are so many who get it. As I said, it is a mesmerizing world you just Google,

you keep surfing, and you will keep finding out about whatever we are talking about here. Could you do that? Because whosoever is presently watching this video, I want that person to go surfing on several clippings right now.

Just stop this video, surf, and start feeling that the sender wanted to create a reflexive perspective or generate a reflexive chord with you. Try and associate yourself with a particular kind of message. Imagine if he has touched you. That reflexivity is because he has focused upon your socio-cultural linguistic perspective. And he has kept, or she has kept this side and looked upon the whole scenario from this side then went to that side and wrote that advertisement.

And then created a storyboard and created a beautiful song around it. Created a narrative around it Nerolac-Nerolac, Asian paints and so on. So that is where reflexively comes in. It is a large subject; it is a very elaborate concept but the crux of it is that all human beings are associated with each other through values and emotions. Language, propellants, and I am not saying only words sometimes, just Expressions in the form of language.

Expresses those, and then comes a reflection between 2, and this reflection propels. In this whole communication process, if there is no reflexively associated, then it would be a message which would go through media, distorted by noise reach there and might not affect. It would be a trial-and-error kind of thing. If you want to get out of this trial and error believe me you must have that perspective of being there and writing for yourself or understanding how the other person thinks.

Now let us understand reflexivity with some Reflections. Incredible India. Remember that surf it, you would realize how different types of I has been written. I as in India has been written and how Incredible India campaign touched the chord of the minds of people all around directly impacting the tourism as far as the Indian, you know, tourism growth goes and sets a whole lot of a narrative and thanks to the people associated with that Pyaar Ki bhasha Dawat basmati rice.

Is basmati rice Pyaar Ki bhasha? Yes, it is. When you eat together, a kind of relationship is created. And as I told you last time, a product which is less differentiable not so easily differentiable and you want to charge a premium on those products, kind of communication makes a difference. Because communication categories, where in it belongs to a premium kind of level basically and whosoever wants to consume that Pyaar ki bhasha.

It is a beautiful campaign. Just look it look into it is Dulux red color. I remember if you allowed me to say Boman Irani and Shahid Kapoor in that advertisement, which was good. Kind of basically, he was wondering about the kind of red color. He would be using in using on the wall.

Sorry and that particular red color, how to decide on that red color.

There are different kinds of red colors, know kind of but that particular red color Dulux words to tell you that they have that red color because that is the only red color you like actually and Dulux emphasized that. Beautiful advertisement and Daag Acchey Hain campaign we all know a kind of it was such a success Daag Acchey Hain. You remember these two kids going to school, and this girl falls into a small, and it is day-to-day life.

You go to school; you go anywhere. You have so many ditches all around, so many potholes all around, basically, this little girl incidentally falls there, and she is so sad you are wearing this star beautiful uniform going to school in the morning. It will help if you remember your school days. Remember those days when we were so cautious about reaching there with all the tidiness because the teacher used to appreciate us.

And who amongst us does not feel that appreciation to date, you, all of us? Remember that appreciation given to us by some teacher. So, this girl feels there, and she feels rejected, and this elder brother loving elder brother. He hits the pothole and says, " You see, I have punished this pothole, and he also gets dirty, and they come back home, and mother says, Daag Acchey Hain.

Because they propelled those emotions, this is love and affection between these two children. So beautiful kind of storyboard, and at that is where reflection comes in the person or team of people who have conceived this definitely. They would have thought about the media they would be used to taking this to people's minds. But this example shows how noise is reduced through reflection; through reflexivity, experiencing the emotions associated with Daag Acchey Hain is beautiful.

'Kuch Din to Gujariye Gujarat Mein' Mr. Amitabh Bachchan again, and you see at least for me. I never thought of Gujarat the way that campaign shows us. Let me see Gujarat as a tourist destination, every specific highlight which could be projected about Gujarat different places. Different spots which such beauty. Such a grace Kuch Din to Gujariye, and he says Kuch Din to Gujariye Gujarat Mein.

That is precisely what he says, and the proof will campaign, and that definitely took Gujarat tourism to a different trajectory are in people started to see domestic tourism in India. As you all know, people used to go to different states for specific reasons to visit their near and dear ones and some places of importance. But to go around, to roam around many states. Now they are doing exceptionally were Kerala, for example, has done tremendous level. God's own country.

Oh my God, so beautiful thing, basically God's own country. The backwaters, about this sailing

and you imagine sitting on that board and imagining the calm and the peace that is what this shows. And then tourism advertisements definitely, give you a different kind of mental elevation because they take you to a different kind of a world, even if you have not, you are not forced to go there, and that is how it goes.

And Rajasthan Kuch Aisa Dikha, and that was a massive campaign that that was wonderful. And just now, I want you to go there and watch them that this was an exciting storyboard. Where in kind of, these people they lost somewhere in the desert, and these two brothers are coming on a long motorcycle of 3 wheels that was beautiful.

Someone would have noticed that someone would notice this way of life there in Rajasthan, and someone would have actually seen someone being lost in Rajasthan somewhere, and then someone comes to help you with a very innovative product. They are managing within that space. And these people are rescued or taken somewhere. So that was also wonderful, and this is one of my favorites; Ariel shares the load campaign.

This working woman comes home, and her father is visiting her and the late evenings. He watches her daughter coming home to her family. Her young kid is asking for mama I have not done my homework about whatsoever. I do not remember exactly. But watch that and her husband watching TV asking for food and kind of I am waiting for you for so long. And she has also gone to the office. She is tired, but she is energetic.

She is not winking an eye. She is not saying I cannot do anything at this moment, but her father, whose finger she held at her youngest age, is watching her as that child. And he says my daughter has grown up. Now she is taking care of so many things for her child, but for her father, she is still that young child. But why does she have to do everything? And suddenly, he realizes that male family members are involved in this kind of thing.

They groom two kinds of children differently because girls are supposed to care for everything even though they are ahead of males in a career many times. This advertisement is storyboard Itney Saal Galat Kiya Hai Ab Kuch Sahi Kar Jaon, so she writes he writes a letter to his daughter that, I am going back home. And now onwards, I will try to change myself, and I will start helping your mother.

Although the storyboard that the advertisement shows there in this mother is surprised. What has happened to this man after so many years of his marriage? Their marriage did now he is actively participating. So that perspective is where reflexivity comes in. So, I must have elaborated my point of view. Now give you a recall here.

So, if you have that kind of reflexivity in your mind, you stand there and think about what you are about to do in terms of effective communication from that side. Then you are encoding would be strong because your message would carry that message, that element. And then definitely you because you have been there at that side. So that, how you could reach them is the media, the choice of media.

And then because you have written that for yourself being there, decoding would be as good as encoding, and there would not be any distortion, and reception would be very high, and it would generate the response it should, and feedback would be intense. Now you see you watch those advertisements which have been running for a longtime on internet or television or newspapers whichever way? And then you would realize what I am trying to say.

Watch that advertisement, which might not have run for that long but would have created a memory and intense effect in both cases. The effect has reached the intensity achieved and that is how this communication process gets intensified through reflexivity. So, this is basically what we are concluding regarding achieving effectiveness of a communication process? I would strongly recommend it at this juncture.

That greed some good articles on reflexivity. One of my favorite authors is (()) (26:06), who has written on reflexivity from a research perspective. But he has elaborated on reflexivity at a more significant level, and there are several lighter articles written on this subject. But a method which I would strongly recommend for this movement is to enhance reflexivity in your mind while thinking about communication and reducing the distortion of that communication.

You follow a mother when she's taking care of her young child of 4 - 5 years of age or any slightly younger age. And early school-going age or before or after that, follow her or video record her for 1 hour or so. Every one of you would be related to some of these mothers and at just video recorder, how she is taking care of. And try and look when she is not even looking at the child, and she understands what the child would ask for?

And without looking at the child, she says something which creates a particular effect on the child. And look at how she communicates with her, and you will immediately realize what I am talking about regarding reflexivity. If this does not suit, you may talk, you will go to a class which our teacher is conducting for very young kids. And she has 30, 40, and 50 kids in front of her, and look at her. How is she communicating with each of the children?

With the same intensity with the same kind of an effect, almost similar if not the same, you would again get a feel of reflexivity, which we are talking about. And in the case of adults, if you can go to some small group of soldiers led by their commander. And they are sort of on a drill

and then try to see how this person communicates with his troops because he is also a soldier.

So, his message is unmistakable and understood the same way. He wants them to understand the reflection of the reflexivity again. There are several examples of such sort which we find all around us. Try to catch those examples and further resonate with an understanding of advertisements or messages. I have just mentioned and tried to gather the perspective which I am trying to develop amongst you, and this is the major takeaway of this session. Goodbye all, thank you. See you next time.