

# Good 3:communication process essay example

[Sociology](#), [Communication](#)



## **Communication process**

Salesmen can get feedback from the audience in various ways. One of the main ways in which the salesman can get the feedback is through the reaction of the audience. During the presentation, the audience will most probably look excited in the computers that are being introduced. Another way in which the salesman may get the feedback from the audience is through the questions that the audience may ask. These questions may range from the functionality of the computers that the salesman is promoting to the prices of the computers. The salesman may also get feedback from the questionnaires that the salesman may give to the audience to fill.

Some of the challenges of measuring feedback from television viewers watching commercials of Calvin Klein's advertisements may include; there is no way to measure the number of people watching the commercial. There is also the problem of communication from the people watching the television commercial as there is no platform created to communicate with the viewers. Another challenge of measuring the feedback is that the commercial is shown to the general public and the target market is not identified.

Some of the methods that talent hunting shows have used technology to create more interactive experience to their viewers include the platforms for voting for the talents being showcased. Another method is the use of social media platforms such as Facebook and twitter. The audience can send the feedback by commenting on how they feel about the television programs being aired.

The words used in this advertisement include the captions ' like no other, Lightweight, the world's lightest Notebook and made from carbon fiber.' The symbols that have been used to encode the message include the wind that is from the propellers of the airplane. The winds seem to blow the lightweight Notebook that is being advertised. Another symbol that has been used is the pieces of paper that are floating around with a Notebook and this symbolizes that the notebook is as light as the papers being blown. The channels that make me think that are the visual channels. This advertisement does not have audio and thus the receiver of the message has to see an advertisement.

The intended receivers of this advertisement are the business class officials who travel from time to time. This picture depicts a person with a suit and there is a plane on the background. Sony is trying to tell the receiver that there is a new Notebook that is as light as paper and is light to carry. Some of the challenges of measuring the feedback from this advertisement are that the advertisement has not targeted specific people and that there is no way in which the receivers of this message can contact the people communicating this message. In order to solve this problem, the advertisers could have included other methods of the interacting communication.

The sources of this advertisement are Howard Berg, Justin Timberlake, Payton Manning and Amy Sedaris. The message in this advertisement is the functionality of the Sony E-READER-Reader. In this advertisement, the celebrities have been all credible. The disadvantage with this form of advertisement is that some of the celebrities are not trustworthy. The agencies decided to use these celebrities as these celebrities have many fans and followers. The celebrities are endorsing a product and to their fans,

if their idols are using it, then it is also good for them to use it. This advertisement uses an appeal of humor. The advantage of using the humor appeal is that the many people are able to identify themselves with the product. The disadvantage of the humor is that it reduces the seriousness of the message being passed to the audience.