

Message Source

Three key characteristics:

- Level of perceived credibility
- Level of attractiveness of the source and audience's readiness to respond to it
- Level of power possessed by the source

Establishing Credibility

Key principles:
Trustworthiness and Expertise

Credibility established by the initiator:

- Past decisions
- Today's strategy
- Performance level

Credibility established by the spokesperson:

- The expert
- The celebrity
- The chief executive officer
- The consumer

Structural elements in a message

Message balance

- The amount and quality of the information
- The ability to make the judgment about the received message
- The key element of success - balancing the message between being informational and enjoyable for the audience

Conclusion drawing

- Complexity of the issues
- Education level
- Need for immediate action
- Involvement level

Structural elements in a message

One-sided message:

- Only advantages
- Less-well-educated audience that agrees with the message

Two-sided message:

- Advantages and disadvantages
- Well-educated audience that disagrees with the message

Order of presentation

- Primacy effect - all of the strong points at the beginning of the message, works for low involvement level
- Recency effect - all of the strong points at the end of the message, works for high involvement level

Creativity

Creativity:

- Violation of one's expectations that is expressed through contradictory ideas
- Mix of different elements, such as characters, situations, visuals, and background music
- Joint of three dimensions: novelty, meaningfulness, and connectedness