

## Chapter 2 : Communication methods

### 1. Method of communication

#### 1.1. Traditional communication

Traditional communication includes traditional media such as radio, press, billboards, television and cinema, as well as print communication such as flyers, brochures and business cards, etc.

#### 1.2. Modern communication

Modern communication involves everything to do with the internet and new technologies. There are many different media, such as social networks, websites, blogs, e-mailing, mobile applications, etc.

### 2. Communication tools

#### ➤ Television

It has the immense advantage of appealing to several senses by combining sound and image. It creates emotions and contributes effectively to brand awareness. However, it requires a larger investment budget than other types of media because of the combination of production and broadcasting costs. because of the combination of production and broadcasting costs. The price of an advertising spot varies according to the channel, the time of day and the programmes broadcast.

#### ➤ Outdoor advertising

Whether in the form of paper posters or digital screens, the billboard communication strategy attracts attention. There are different formats in different places. Large 4X3 posters adorn the walls of the metro, billboards of all sizes adorn the cityscape, and advertising campaigns can be found in bus shelters or on the front of buses themselves. The aim of billboard advertising is to reach a population at city and district level. Passers-by, motorists and public transport users are the primary targets.

#### ➤ Radio

Radio is one of the most responsive media for transmitting a message. It is used extensively to clear stock, announce a promotion or broadcast any specific information, such as an exceptional opening. Radio is still listened to at home or on the move, and is still sometimes played in shops. Despite this audience, which has been declining in recent years, it should be noted that listeners

perform other tasks in addition to simply listening to their favourite programme. They don't necessarily pay much attention to what they hear, which can be detrimental to an advertising campaign.

### ➤ **The press**

The press is still the leading advertising medium. Two different groups need to be distinguished:

- **The daily press:** this covers almost the whole country, and offers advertisers a good advertising impact with a public that is not only vast, but also loyal and attentive.
- **The periodical press:** in this group, a distinction can be made between weeklies and magazines, which are subdivided into general-interest magazines and specialist magazines (e.g. economics and finance, motoring, IT, etc.).

### ➤ **Flyer**

It is one of the least expensive tools to produce, and remains an excellent tool at local level. While it remains a formidable promotional tool, it is double-edged and difficult to distribute. The attention it attracts often lasts no more than a few seconds and can damage a company's image if poorly executed.

### ➤ **Events**

Events stand out for their ability to break away from standard communication codes and take their target audience out of their everyday lives. It has the immense advantage of provoking a feeling of closeness and sympathy if it is well executed. This type of strategy generally focuses on shared interests and passions, generating a unique moment of sharing.

It is widely used for product launches or to assert a presence in a sector at trade fairs, for example. Organising a cultural or sporting event can have a snowball effect on the media, with other media developing an interest in your product. While this strategy helps to raise your company's profile, it can quickly prove to be a costly one.

### ➤ **E-mail**

E-mail is a very simple way of communicating with one or more people. An e-mail is intended to transmit written information that may contain attached files (images, videos, etc.).

### ➤ **Social media and networks**

social media and networks such as Twitter or Facebook allow you to exchange information with a community of people. Some of them have a public section and a private section where the information published can be different.

### ➤ **Forum**

Forums allow people to exchange information in the form of questions and answers. This tool makes it possible to build up a knowledge base by theme, which is very useful for a community sharing the same needs.

### ➤ **SMS**

these are short messages that can be sent to mobile phones. Their main advantage is that they allow information to be exchanged quickly from any location.

### ➤ **Faxes**

faxes are still widely used to send important administrative documents.

### ➤ **The telephone**

The telephone originally transported over completely separate network infrastructures (switched telephone network, ISDN, etc.).

### ➤ **Instant messaging**

Also known as 'chat', this is a written dialogue between one or more people. The dialogue is interactive. These systems (IRC, MSN, Skype, messenger, telegram, viber, etc.) operate on computers as well as on the latest generation of telephones.

### ➤ **Audio conferencing**

This technology enables you to talk to one or more people. It is simple to use and has the advantage of operating without too many technical constraints. Audio conferences can be held by telephone or computer.

### ➤ **Videoconferencing**

This system enables you to communicate visually with one or more people. It is very practical for communicating with people who are geographically distant. More resource-intensive than

audio conferencing, it requires a higher bandwidth and therefore a better Internet connection or an expensive dedicated link.