

Lecture 11

Communication Process & Reflexivity in IMC

Vinay Sharma
Professor

Department of Management Studies
Indian Institute of Technology Roorkee



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Communication Process

- Communication aims at conveying a firm's message as effectively and accurately as possible.

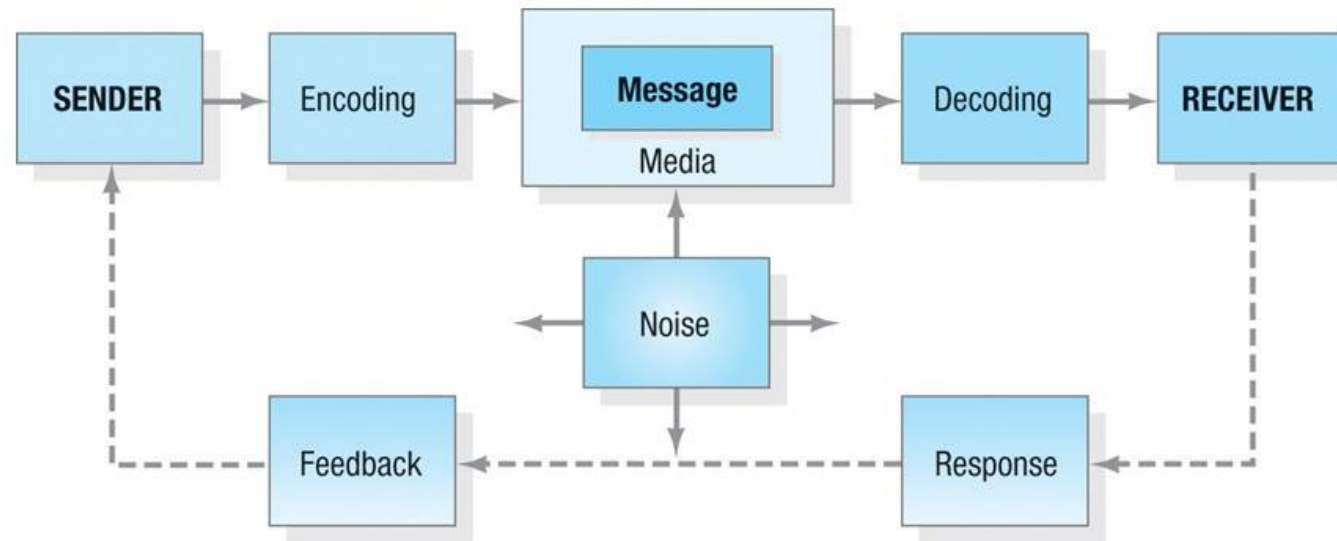


Figure 1 Communication process

- What is the missing chord in the communication process?
 - ✓ Reflexivity
- How well I can be deeply associated with the thoughts of the receiver I am targeting?
- For e.g., Can I think the way a child thinks.
- Reflexivity is where you think in the same language as your receiver thinks.

Some examples of Reflections in the marketing communications

- **Incredible India**
- **Dawat Basmati Rice**— *‘Pyaar ki Bhasha’*
- **Dulux**— *‘Red Colour’*
- **Surf Excel** — *‘Daag Acchey Hain’*
- **Gujarat Tourism** — *‘Kuch Din to Gujaraye Gujraat Mein’*
- **Rajasthan Tourism** — *‘Jane Ko Rajasthan Kuch Aisa Dikha’*
- **Ariel** — Share the load Campaign – *‘Itney Saal Galat Kiya Hai Ab Kuch Sahi Kar Jaon’*

Thank you



Bibliography

- Incredible India[<https://www.youtube.com/watch?v=wAD9uO9YAQw>]
- Dawat Basmati Rice— '*Pyaar ki Bhasha*' [https://www.youtube.com/watch?v=dY-gMYH_F-8]
- Dulux— '*Red Colour*' [https://www.youtube.com/watch?v=1TN_O_elzH0]
- Surf Excel — '*Daag Acchey Hain*' [<https://www.youtube.com/watch?v=6o6JJlkamVY>]
- Gujarat Tourism — '*Kuch Din to Gujariye Gujraat Mein*'
[<https://www.youtube.com/watch?v=6RdfyTej9Dk>]
- Rajasthan Tourism — '*Jane Ko Rajasthan Kuch Aisa Dikha*'
https://www.youtube.com/watch?v=i2p_742MOO8
- Ariel — Share the load Campaign – '*Itney Saal Galat Kiya Hai Ab Kuch Sahi Kar Jaoon*'
<https://www.youtube.com/watch?v=wJukf4ifuKs>

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