

# Development Communications MESSAGE



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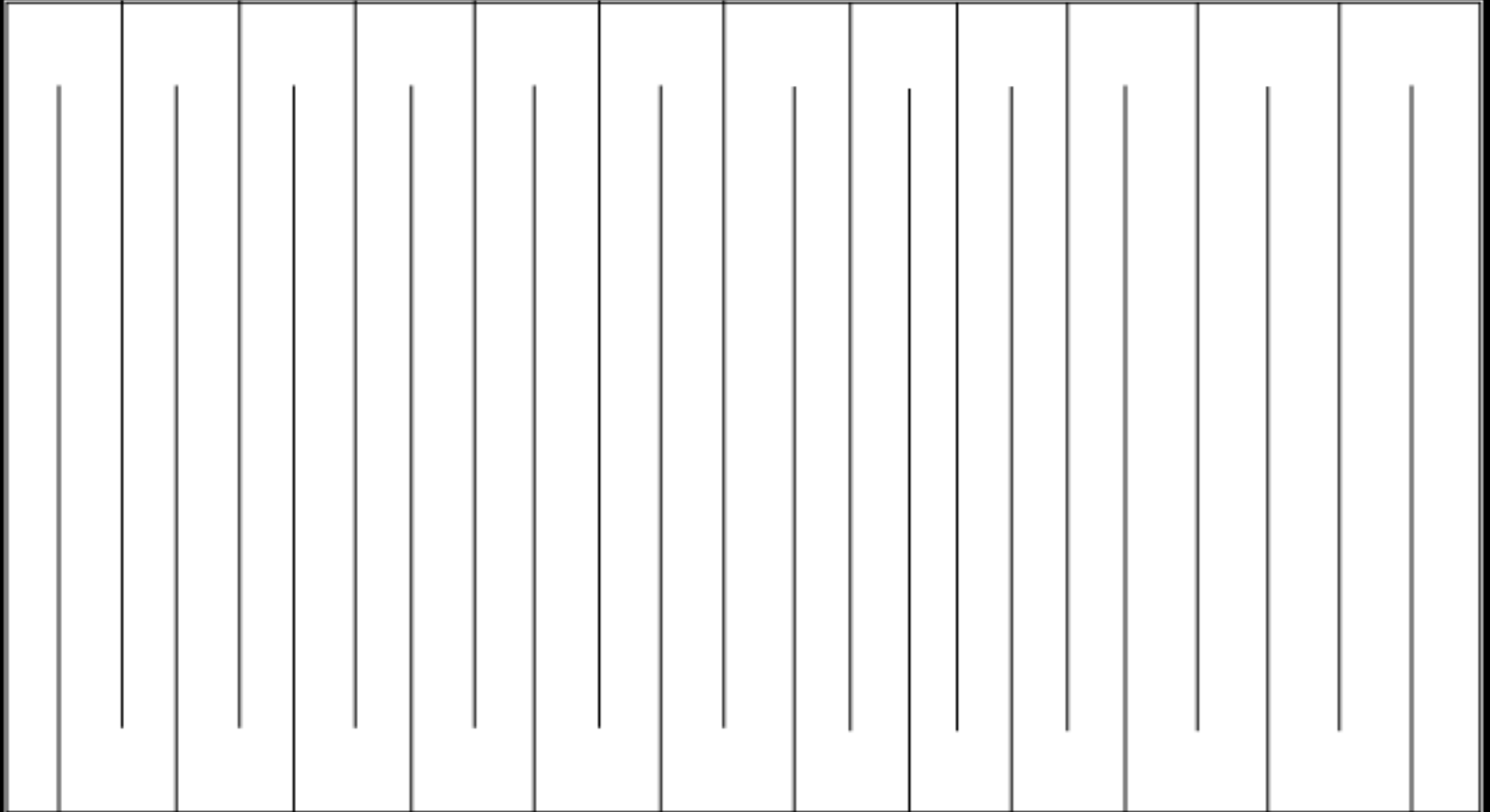
*34th International Vegetable Training Course*

# WHAT do you want people to know?

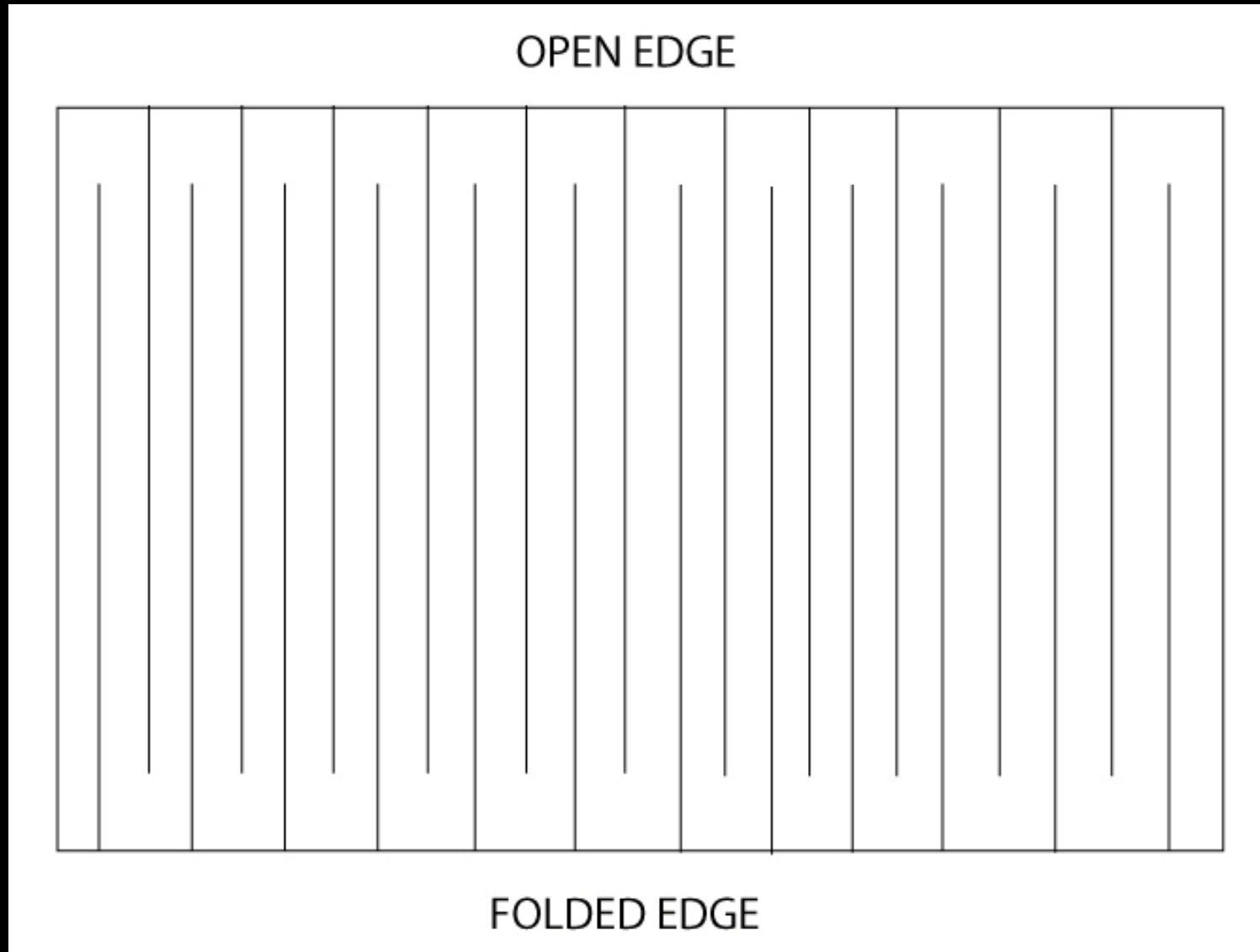
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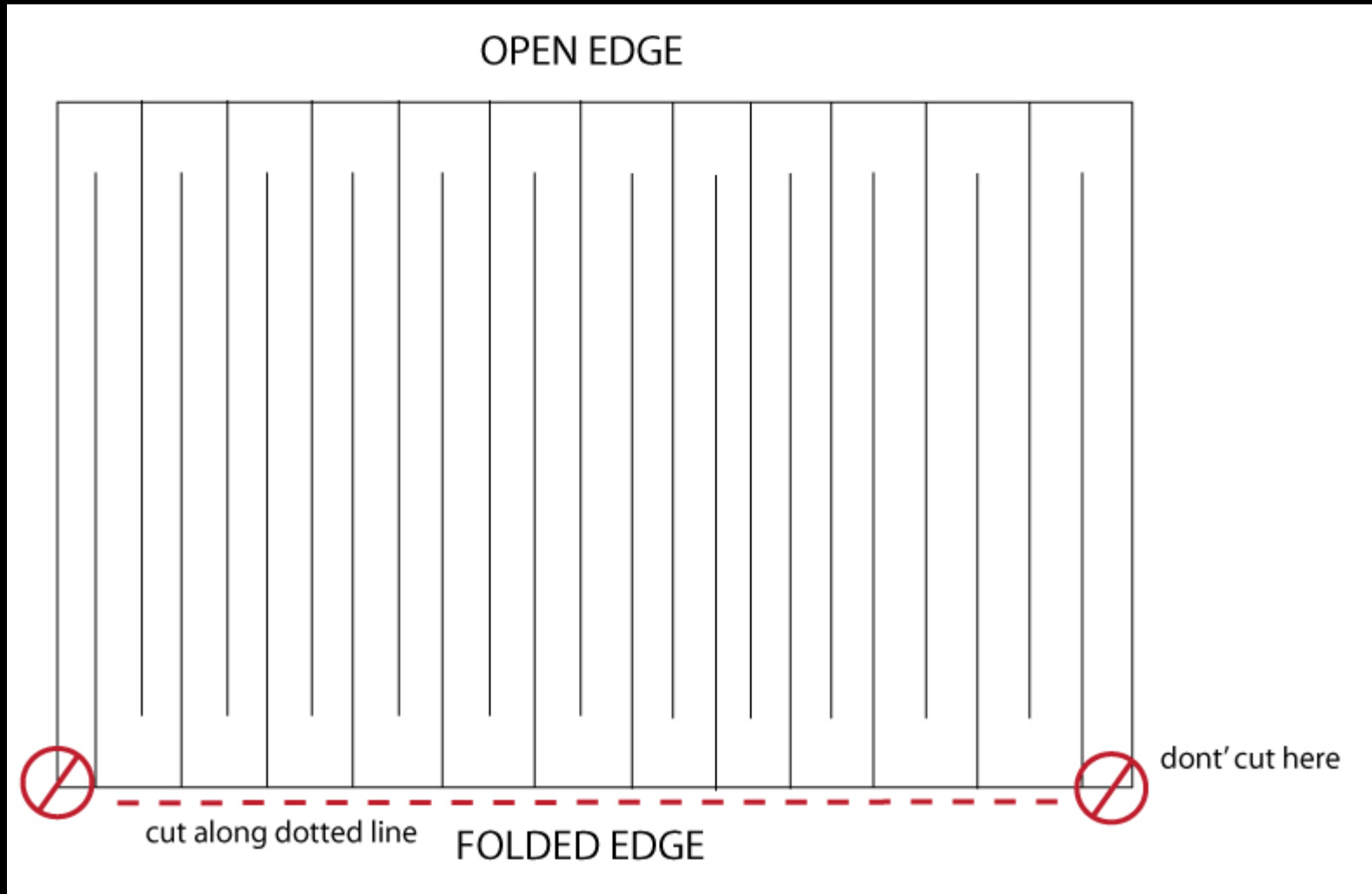
OK - anyone got it?



# Does this help?



# How about this?



# How about now?

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## How to Make a Big Paper Ring

1. Fold a sheet of paper in half.
2. Make 8 to 12 cuts from the folded edge up to about 2 cm of the open edge. The cuts should be about 1.5-2 cm apart.
3. Make cuts between the cuts, this time going from the open edge up to about 2 cm of the folded edge.
4. Cut along the folded edge - except for the folds at each corner.

# WHY are you presenting this information?

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- *Purpose -- the reason why you want to give information*
  - **disseminate information**
  - **educate people**
  - **raise their awareness**
  - **change behavior**

# WHAT information you present is important!

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- *Content -- the substance of what you want to convey*
  - benefits and costs
  - results
  - conclusions



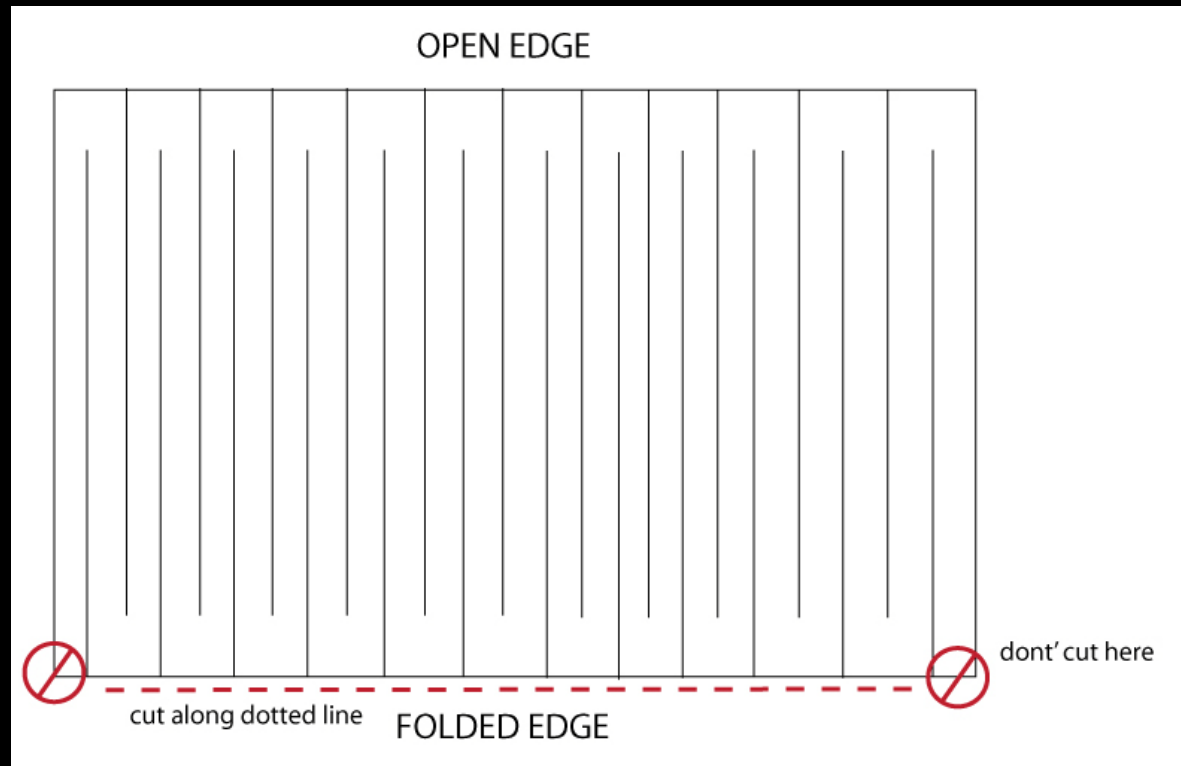
# HOW information is presented is important!

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- some people learn *visually*; they like to see drawings and photos
- some people prefer to *read*
- some people may understand things better when they are *spoken*

# WHEN information is presented is important!

- The *order* in which information is given can help guide the audience through your message.

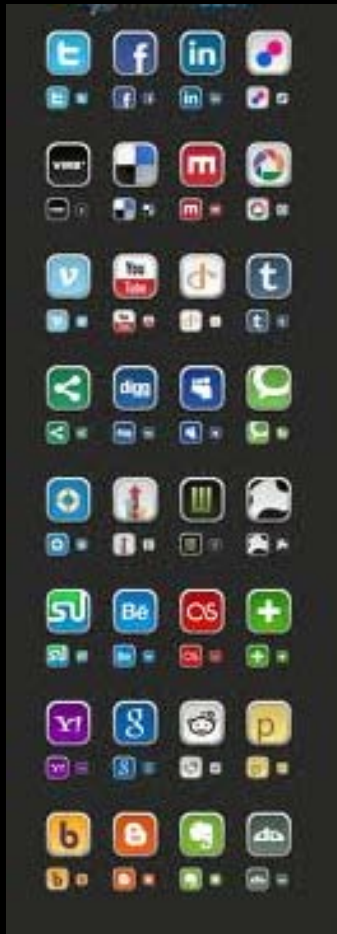


# WHAT, HOW, WHEN & WHY

Put them together.  
That's your message.



# Many ways to DELIVER



- *Text*
- *Photos*
- *Video*
- *Audio*
- *Phone*
- *Personal (presentation)*
- *Web*
- *Social Media*
- *Drama*
- *...and more!*



# Good messages...

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1. are prepared with the *audience* in mind
2. have a *purpose*
3. say what they *mean*!
4. are *brief* as possible to get the information across
5. make your *main point* early
6. use a *format* that leads the audience easily from point to point
7. catch the *interest* of the audience

# Words, words, words!



# Words, words, words!

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- *Email*
- *Text messages*
- *Memos*
- *Letters*
- *Reports*
- *Scientific papers*
- *Extension brochures*
- *etc, etc, etc!*

# A difficult way to communicate

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## WRITING

- *It's more **formal** than talking or thinking aloud.*
- *You have to find the **right words**, put them in the **right order** so they **make sense** to others.*
- *You have to be **precise**.*
- *And then you must **commit** yourself, your name, to those words.*



# 1. Prepare with the audience in mind

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- *For many people, **reading** is hard.*
- *Help them!*
  - *If you are writing for a donor's accounting department, use figures and data.*
  - *If you are writing for farmers or students, use language they will understand.*

## 2. Have a purpose

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- *Decide what it is that you want your writing to accomplish.*
- *Each sentence, each paragraph should help accomplish this purpose.*

### 3. **Say** what you **mean**!

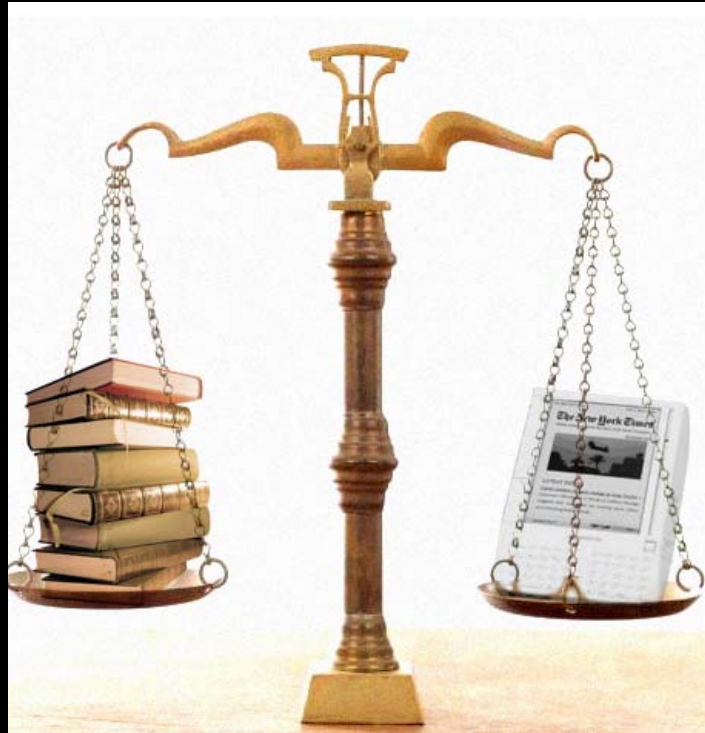
- *Use short, simple words*
- *Use short, simple sentences*

*"Waste materials generated throughout the working day in the process of accurate and correct document preparation should be disposed of in the proper receptacle designated as such."*

*"At the end of the day, throw your trash in the wastebasket."*

## 4. Be brief

- *Writing is not valued by the kilogram!*



## 5. Make your main point **early**

- *In the first paragraph, or for a long report, in an executive summary right at the beginning.*



## 6. **Lead** the audience from point to point

- Use *headings* and *subheadings* in reports
- Use *bullet points*
- Use a *chart* or *table* if you must present a lot of data
- Avoid **ACRONYMS!**
  - ASARECA, ASUDEC, ICRISAT, JIRCAS, APAARI, FAVRI, HARP, INADES, NBPGR, BARI, BRAC, PAU, BAU, TAPP, UNDP, USDA, WHO, TOSCI, GCDT, GHE, GIZ, BIARC, CABI, CAMAGRI, COA, ELISA, FOFIFA, CWANA, BAPHIQ, AOA, AMG, HPLC, ICPN, IDE, IDM, INRA, RDA, PTY, RHB, RSM, SLB, SNP, SSR, SST, STIARC, TWF, TGRC, ZYMV...and so on and so forth...

## 6. **Lead** the audience from point to point

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- *Scientific papers have a structure:*
  - Abstract
  - Introduction
  - Materials and Methods
  - Discussion
  - Conclusion

## 7. Catch the **interest** of audience

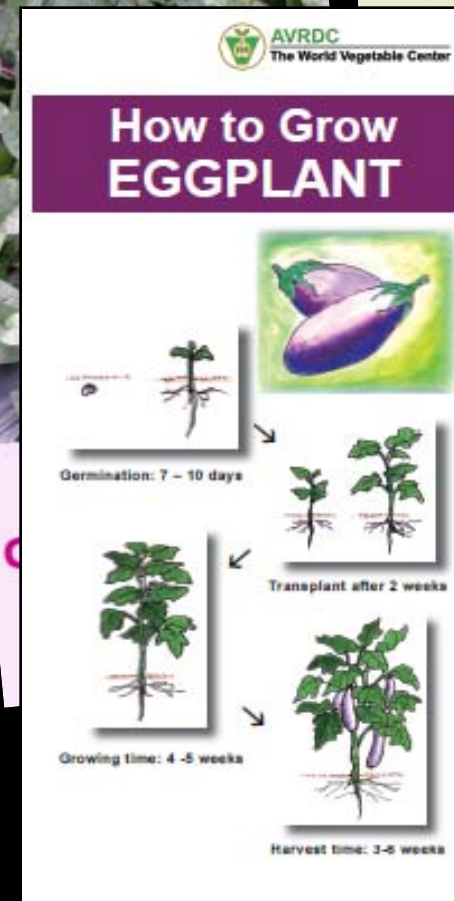
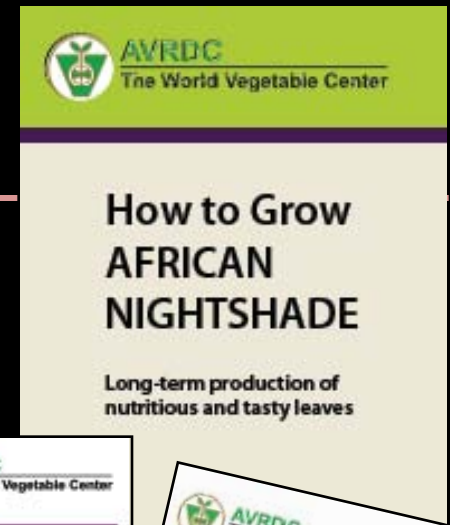
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- Don't use technical words for a non-technical audience.
- If your goal is true comprehension, you must speak to people in the language they will understand.



# Analyze text

1. Who you think the *audience* is?
2. *Purpose* of the brochure?
3. *Main point* of the brochure?
4. Is it a *successful* message?



# WHAT, HOW & WHEN

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1. keep the *audience* in mind
2. have a *purpose*
3. say what you *mean*!
4. be *brief*
5. make your *main point* early
6. use a *format* that leads the audience easily from point to point
7. catch the *interest* of the audience