Development Communications
MESSAGE

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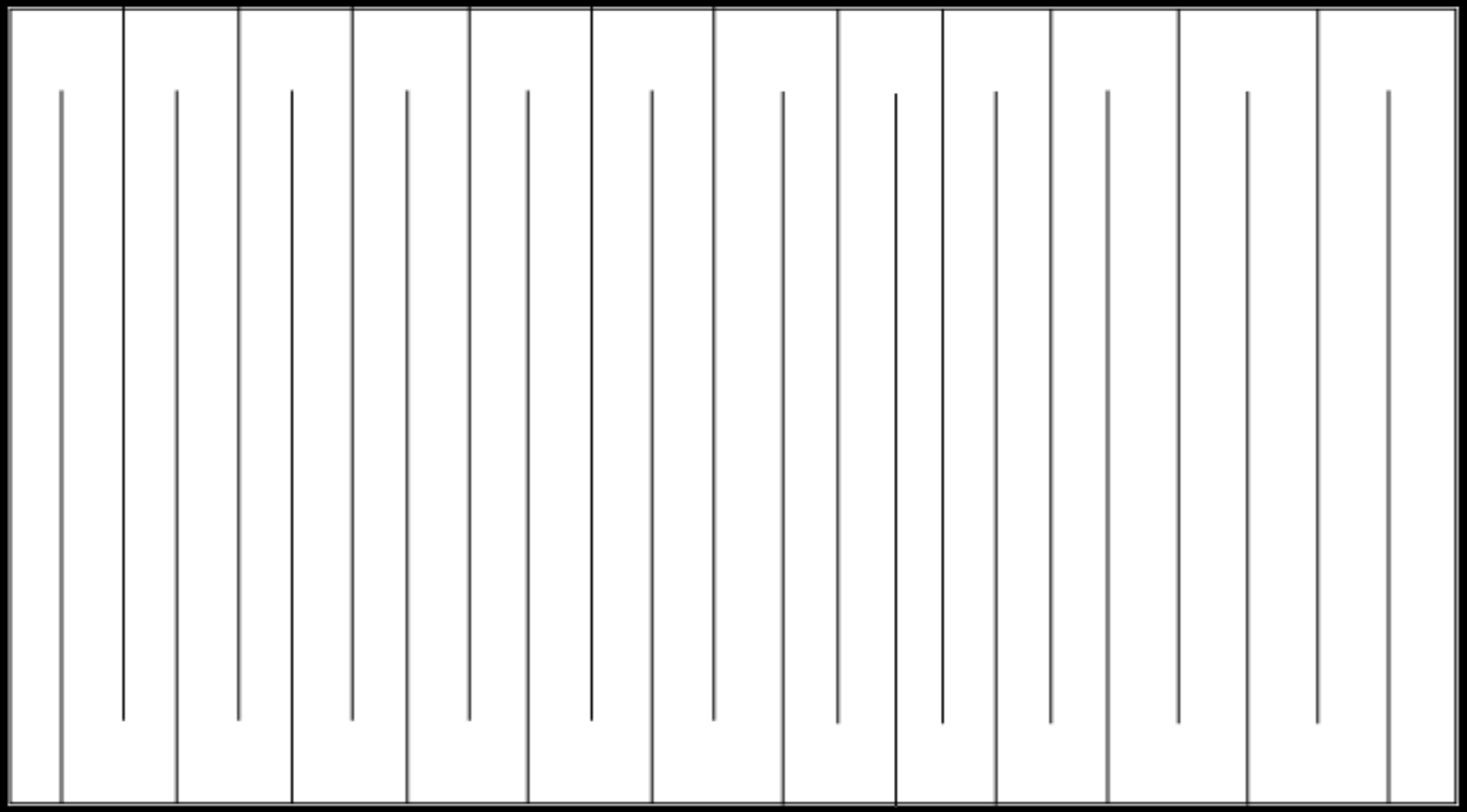
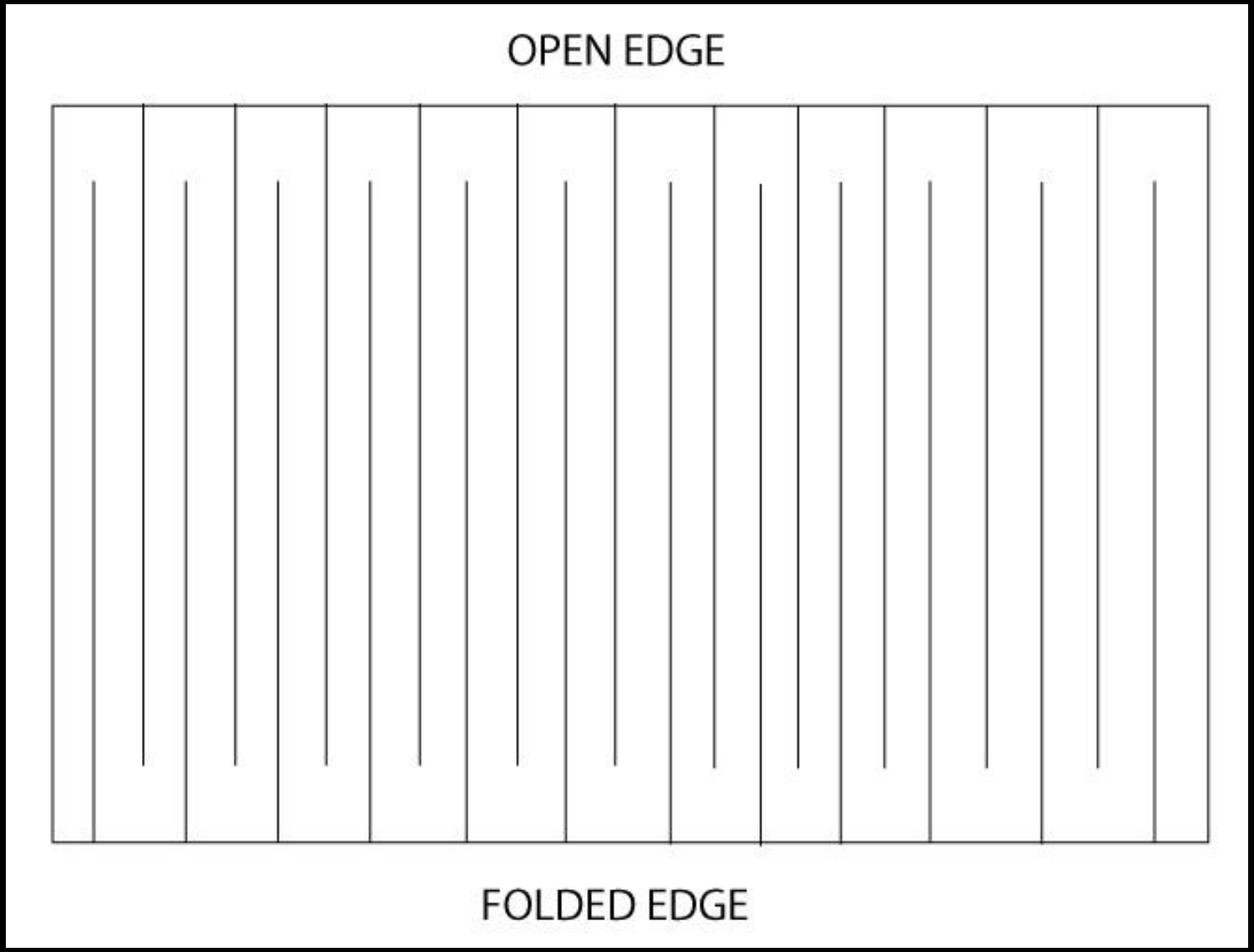
35th International Vegetable Training Course

WHAT do you want people to know?

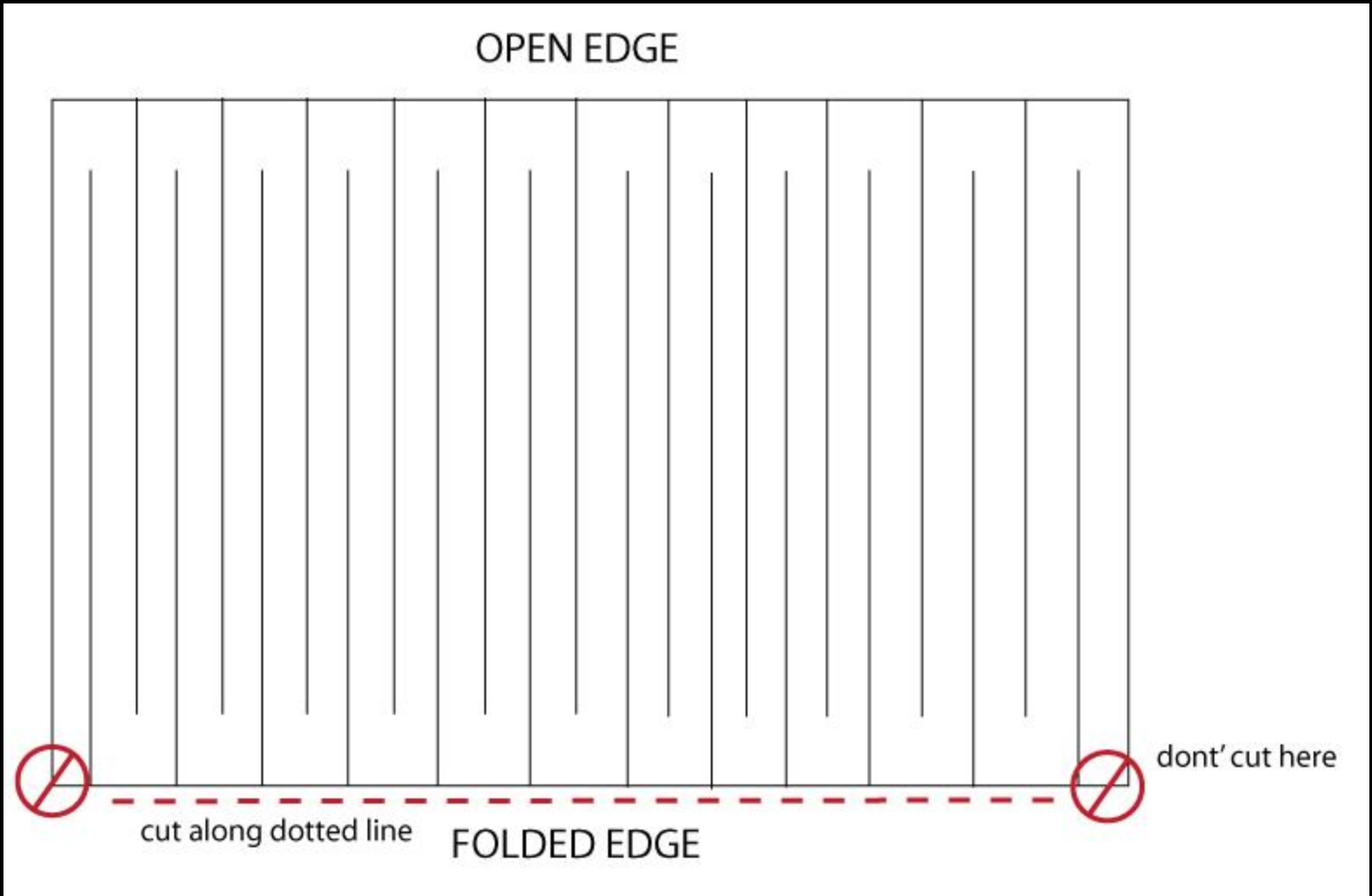
OK – anyone got it?



Does this help?



How about this?



How about now?

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?

- *Purpose -- the reason why you want to give information*

  - **disseminate information**
  - **educate people**
  - **raise their awareness**
  - **change behavior**

WHAT information you present is important!

- ***Content -- the substance of what you want to convey***

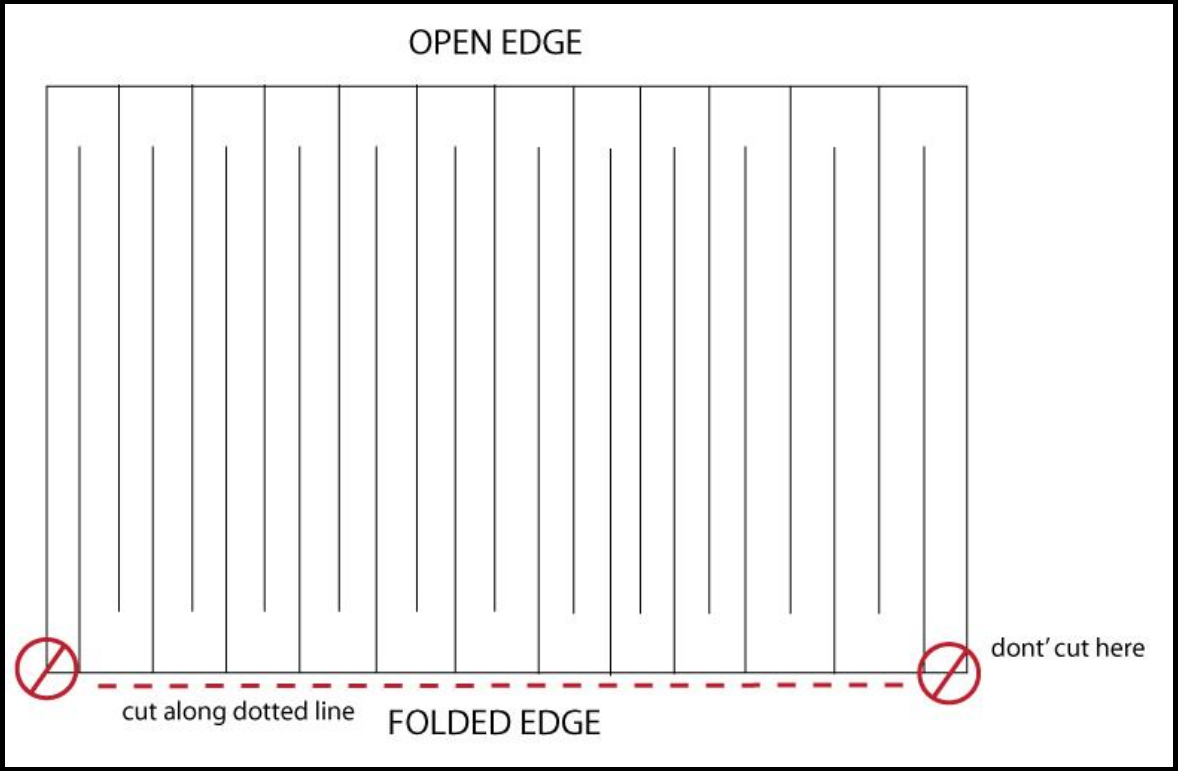
  - benefits and costs
  - results
  - conclusions

HOW information is presented is important!

- some people learn *visually*; they like to see drawings and photos, or watch videos
- 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…

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!

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

A difficult way to communicate

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

- *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

- *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!

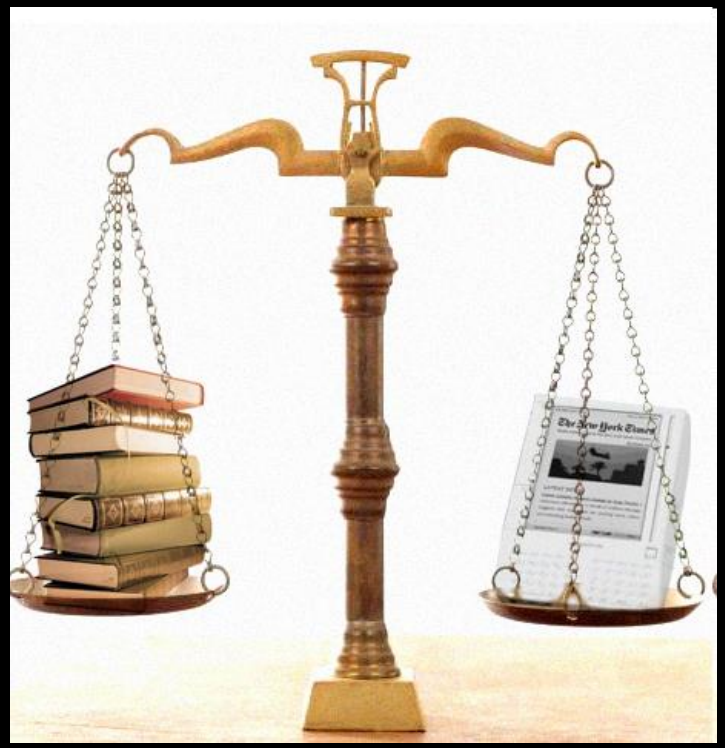
- ***Use short, simple words***
- ***Use short, simple sentences***

"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

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

7. Catch the interest of audience

- Don’t use technical words for a non-technical audience.
- If you 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

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*