



Part 2:

NARRATIVE: HOW THEORIES TELL A STORY



Two historic streams of communication study

Dating from Aristotle (4th c. BCE)

POETICS



**The art of
expression**

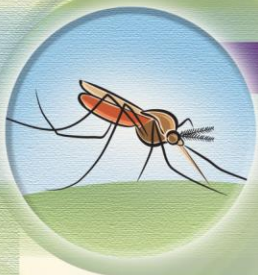
Humanities:
literature, film, music, popular
culture

RHETORIC



**The science of
persuasion**

Social sciences:
psychology, sociology, political
science



How does communication affect behavior?

One version
The “Bucket Theory”
(David Berlo, 1963)

Experts (senders)



give information to

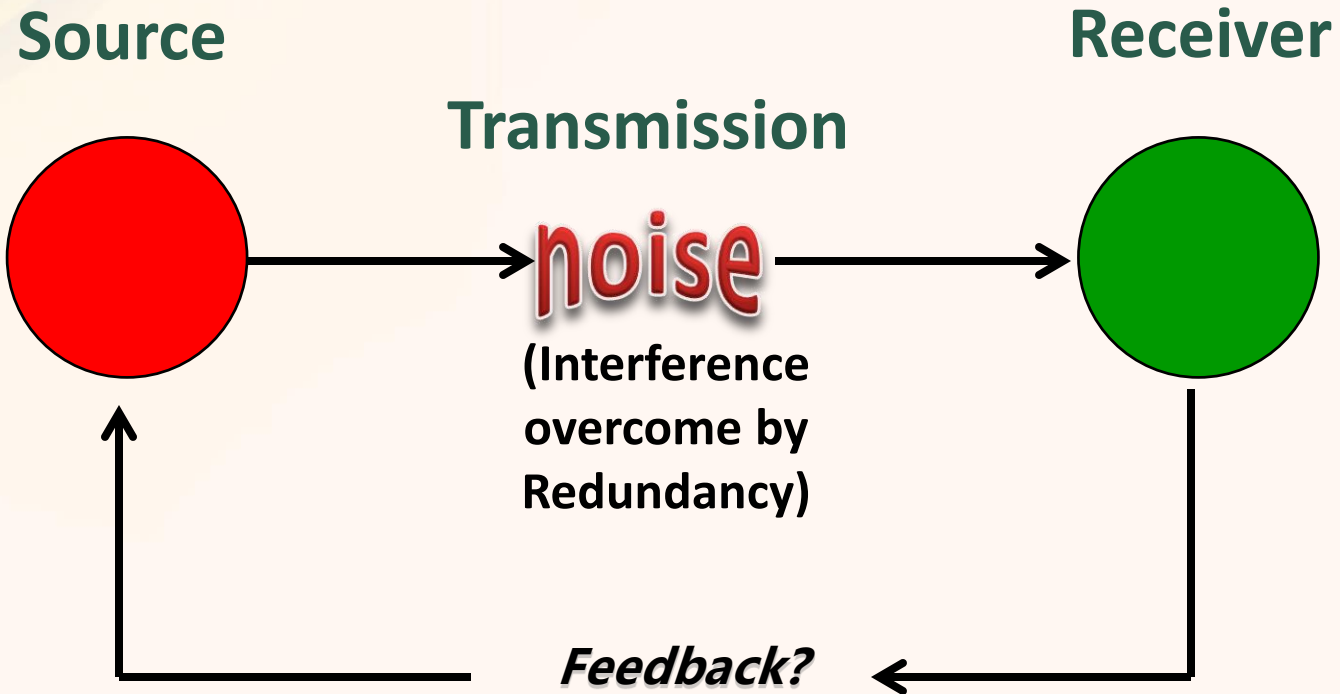


Non-experts (receivers)





Transmission models

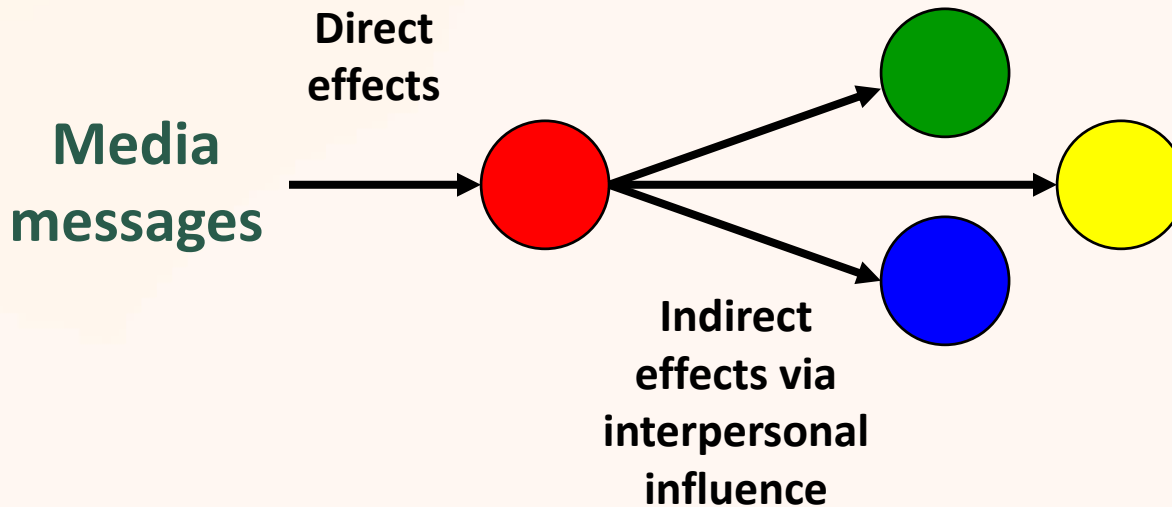


Shannon & Weaver (1949): The mathematical theory of communication.



Model of indirect effects

- Two step flow of communication and influence
- Adds the interpersonal dimension



Lazarsfeld, Berelson & Gaudet (1944): *The People's Choice*. Katz & Lazarsfeld (1955): *Personal Influence*.



Stages of change

Example: Communication for bed net use for malaria prevention

Audience:
Mothers with children under five



Awareness of malaria

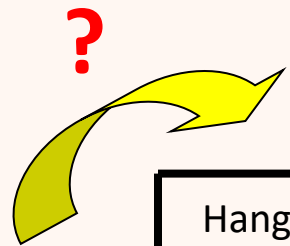
Knowledge of malaria transmission & realistic risk perception

Belief that bed net use is good

Intention to purchase/obtain a bed net

Hang a bed net over child's bed

Consistent use of the bed net



Where is your audience on the path from awareness to sustained behavior?

What factors (variables) help or hinder progress at **that** stage?