

Programme Code: 3UAB.Voc (AT)
Course Code: 17AT101

Unit – III & IV–**Promoting Rational Drug Use
in the Community**

Sub: Business Communication
(General Component)

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Promoting Rational Drug Use in the Community

► Mass Media

Objectives of module

- ▶ Appreciate different kinds of mass media and how they can be used
 - ▶ Critically assess advantages and disadvantages of using mass media to promote rational drug use
 - ▶ Understand how to develop mass media strategies to promote rational drug use
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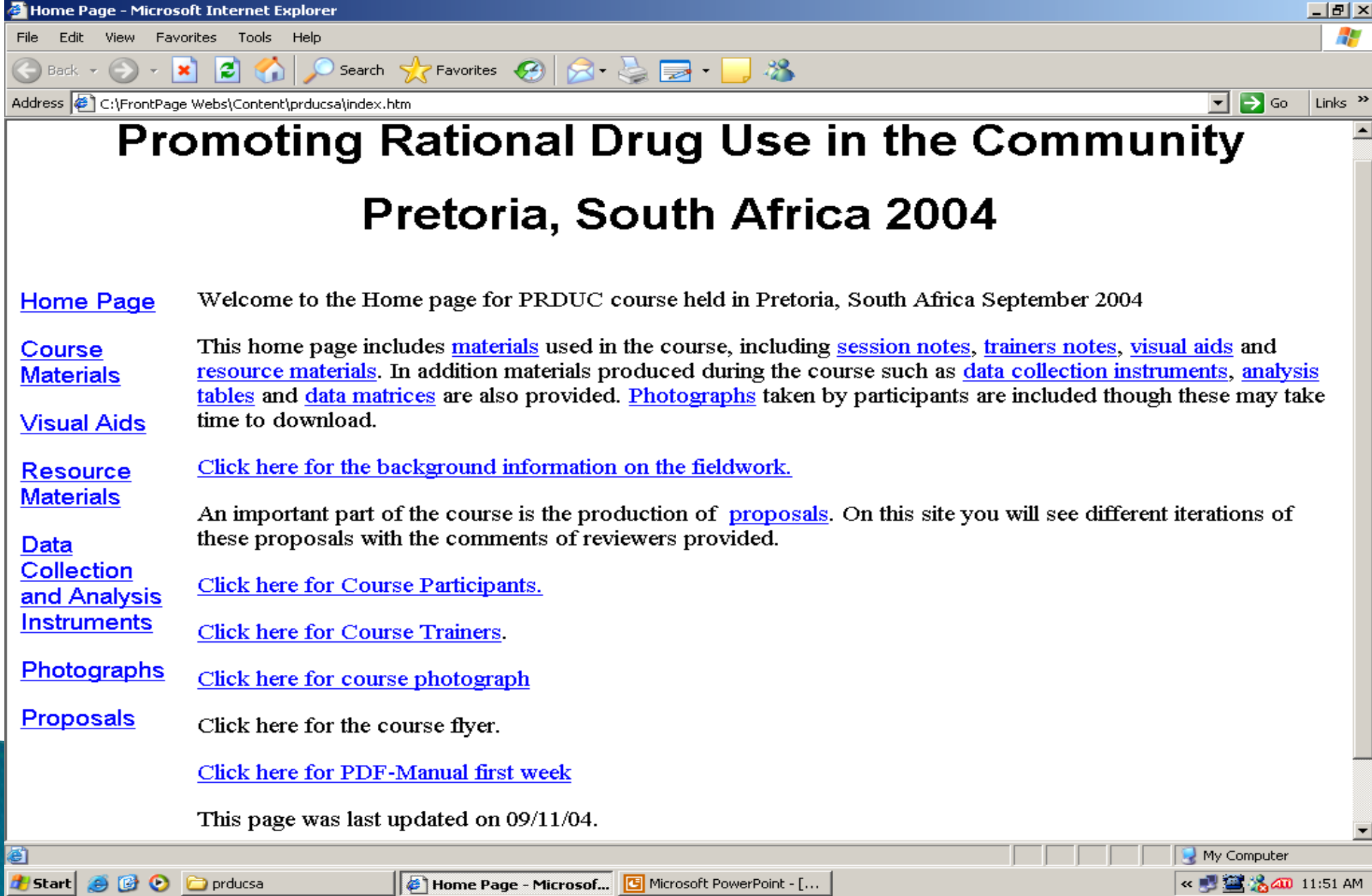
Six basic questions



Types of mass media

- ▶ Radio
- ▶ TV
- ▶ Newspapers and large circulation magazines
- ▶ Billboards
- ▶ People
- ▶ Internet





Advantages of mass media

- ▶ Reaches many people quickly
- ▶ Low cost per person reached

Can be used to:

- ▶ Tell people about new ideas and services
 - ▶ Agenda-setting and advocacy
 - ▶ Create a favourable climate of opinion
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Disadvantages of mass media

- ▶ Difficult to make specific to local community
- ▶ Fixed message
- ▶ Can be easily misunderstood
- ▶ Access often difficult
- ▶ Lacks feedback F to F

MM is less appropriate for:

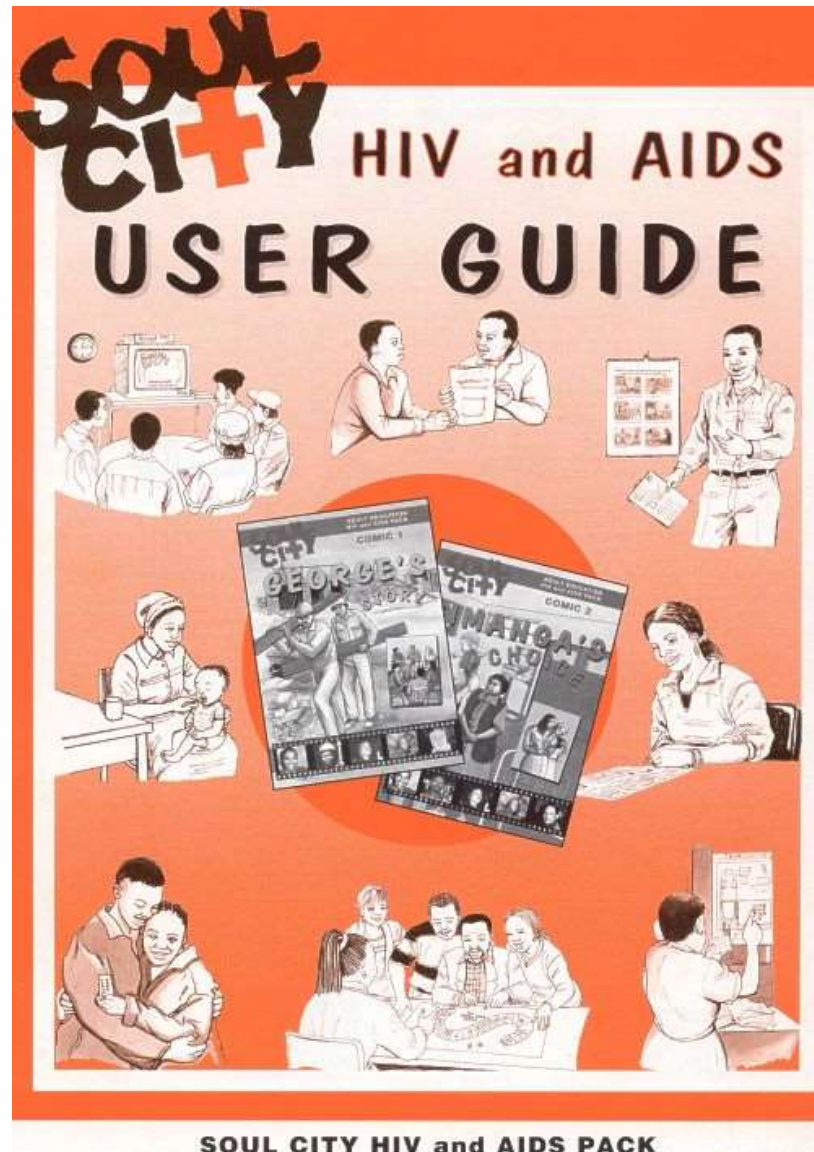
- Changing behaviours rooted in culture or reinforced by social norms
 - Developing skills of informed decision making
 - Promoting empowerment
 - Learning practical skills
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Type of mass media opportunities

- ▶ news and features
 - ▶ magazine programmes
 - ▶ drama
 - ▶ documentaries
 - ▶ quizzes
 - ▶ chat shows
 - ▶ announcements
 - ▶ jingles
 - ▶ advertising
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Soul City

An integrated communication programme that uses radio, TV drama, print, face to face, training, policy advocacy, networking.



How can we use mass media?

- ▶ What's the objective of the media campaign?
- ▶ Who is the audience?
- ▶ What's the content? (key message?)
- ▶ How can we evaluate it?



What mass media do people have access to?
What do they read/listen to?
What are their favourite programmes?
When do they listen/watch programmes?
Who are credible sources on the mass media?

Activity 1: convincing the media editor

- ▶ Decide which mass media you want to use, and how
 - ▶ Decide what key point from your research you want to use as the main message for your media activity
 - ▶ Decide how to sell that idea to the editor/producer
 - ▶ Prepare a 5-minute presentation that will convince the editor to work with you on this
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Summary

- ▶ Health issues can be introduced in a range of different mass media and in different ways
 - ▶ Combining different types of mass media and mass media with other communication approaches is likely to be more effective
 - ▶ Identifying which media are used by which audiences is important
 - ▶ Be clear about what you want to evaluate and how you will do it
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