

COMMUNICATION TACTICS

Name

Institution Affiliation

Sample Assignment

Date 29th Sep 2017

Pretty

Foundation

For immediate release

Media Release

Body Image Conversation

Pretty Foundation is happy to inform all parents and students to come together and help young girls build a positive body image. Due to the increase of peer pressure, traditional and social media influence girls have been exposed into making a poor body image. This has a lot of negative aspects considering low self-esteem, depression unhealthy eating disorder and weight loss. The shaping up of a girl child into having a positive body image should start at an early age. They should be incorporated in these skills as early as six or as early years old. Pretty Foundation will make sure that parents and teachers have an opportunity to take part in its initiative. Our aim is to push this initiative to communicate to young girls and their parents on the need to have a positive body image. Parents will be armed with the skills and tactics of the language, confidence builds up and tools in order for them to build resilience in their daughter's bodies.

The goal of the foundation is to make the world for a girl child to feel confident about her body. The objectives of this foundation include, by 30th October 2017, the Pretty Foundation would have achieved its initiative target among around 30 percent of the parents of pre-school and Victoria's primary schools. By December 1st, 2017, the foundation would be able to have informed properly 70 percent of primary school directors and head teachers on the Pretty Foundation initiative including resources and language strategy. The Foundation's upcoming book in December 1st, 2017 and our aim is to make aware 70 % of pre-school going girls' parents and primary schools' girls' parents.

We therefore welcome parents of pre-school and primary going children to be a part of us, they should be aged between 20 to 45 years of age and this public should have some insight body image exposure issues. These publics should be residents of Victoria especially in the city of Melbourne. Mothers should make around 70% books purchased from our Pretty Foundation initiative.

End

PR's contact details

Speech

Language and Image

Speaker: Pretty Foundation CEO Merissa Forsyth

December 1st, 2017, Principals conference

Protocol observed, I greet all of you and I want to thank you for accepting to listen to me. On behalf of pretty foundation, I would like to thank you once more for agreeing with us that, a girl child's confidence is built on a positive body image. You are the people who run our early childhood institution so you have more experience than us on how some behaviours can alter someone's ego and confidence. I want to take this opportunity to elaborate some few issues on the same.

The effects of a negative body image can be very harmful to the girl child in many ways, talk of self-esteem, talk of confidence and many more downgrading aspects that you cannot wish for your pupil or child. All of you are parents in one way or the other and what you wish for your child is pride and confidence to pursue challenges in life.

According to Ghoul et al 2013, pp. 149-176), body image is how an individual's see and feel about themselves. It is a way unrealistic about how some people think they are. As long as men can also suffer from this condition, it heavily hit on girls. Things like eating

disorders may turn a girl's body into a distorted image. Girls are born to be pretty, and Pretty Foundation understands that. A feeling of distortion will make a girl child start feeling some type of a way about their bodies. Negative perceptions of a girl's attractiveness acceptability, health and functionality. So as the child grows older, they develop body changes which will show up and feedback from peers, parents and coaches will start coming in (Gallois and Giles 2015, p. 32-36).

There are several signs of a negative body image. They include persistent self-scrutiny using the mirror. If you note your child stuck on the mirror with dissatisfaction, you have a problem. Comparing your body with other people's including peers on shape, and even size. When a girl envies a peer's body or a celebrity or any media personality, then we have got a problem here (Cornelissen and Cornelissen 2017). It is something that we want to change in the future of our girls and it starts as early as lower primary.

What causes this condition is when maybe a coach or a teacher's advice a child to lose weight or abusing them like 'you have a big head' jibes. This will make a girl child start feeling dissatisfied with their body. What people say about you will make you will be the basis of your attitude towards who you are.

There is a relationship between what you eat and negative body images. Eating disorders like overweight, therefore a young child who is dissatisfied with her appearance that could lead to deciding that losing weight can make them look better. Appearances are very crucial for a growing individual because they regard admires so much.

So you as parents and teachers should encourage young girls to acknowledge themselves, include therapies involving cognitive behaviour, dancing and movement therapies should be encouraged to these young minds. They will enhance a greater trust and appreciation of her body.

Finally, I want to conclude by saying your input is important in these young girl's life, help spread Pretty Foundation initiative so that we can help these people. Am looking forward to working with you and thank you for listening to me.

Web landing copy

Client: Pretty Foundation

Project: Body image conversation initiative

Body image

Body image is the feeling of an individual's worthiness, girls are the most affected and it starts at a very young age, approximately as early as 6 years of age. Pretty foundation looking for solutions in a positive and a better image in girls. Together with pre-school and primary directors and principles, we are having an initiative you need be a part of and it is called Body Image Conversation initiative. Click the link below to read more about this

Link

Signs of body image distortion

Some signs if detected early by the parent, guardian or teachers should be considered. They include frequent looking of the mirror. Envy of other people's bodies, be it a peer, celebrity or any other individual is a clear sign of distortion. This behaviour is caused by what people say about you, be it parents, teachers, peers or coaches. So it is up to the Pretty foundation to find solutions. Click the link below to read more about how your contributions will be important.

Link

Sample Assignment

Brochure

Pretty Foundation

Body image brochure

Size DL

1 page

Pretty foundation

Pretty foundation is built on is meant to make a young girl appreciate her image in building the resilience of the body, research has shown that, as many as 38% of girls of four years old want a different body size. The initiative will help develop a young girl into an all rounded person. Pretty Foundation is a not for profit with initiatives like

- Pretty powerful,
- Reclaiming the power of pretty

The captain of this initiative is Merissa Forsyth, she welcomes parents and teachers to take part in the initiative, it is aimed at making their lives better



Pretty powerful

Pretty powerful is an initiative that is based on the potential of words and how guardians, and all grownups who are parents, uncles, teachers, brothers and young sisters can take part in shaping a young girl's body image. Whatever these people say to these young people will have a direct impact on their lives.

Pretty Foundation is going to give parents and guardians a role to play in shaping up the body image of young girls from four years old.



Analysis of approach document

People prefer divergent communication styles. For instance, using different communication strategies will ensure that you access the maximum number of people as possible. Pretty foundation targets teachers and parents, using memos. You can easily deliver brochures to mothers randomly in the street or markets. Therefore, some communication strategies are convenient for specific people.

Understanding that some parents are learned people and those who have young girls must be young too. The importance of using tactical communication enhances standardized communication (Theocharis 2014, pp. 180-206). This is a straight up communication type with a specific target audience mentioned, for example, if it is a memo, parents, head teachers, and people with young relatives, friends and teachers. Now this goes straight into a target audience's head.

Apart from the information at the client's web and brief, some research using academic materials on eating disorders was utilized. Internet sources of how different media are covering stories of body image, including books written by those people.

The use of ethos of persuasion in looking at the credibility of Pretty Foundation. I understood the moral values of my clients and their audience. Mothers will do anything for their children. The Pretty Foundation shares the mother's moral values of a positive life

(Agarwal 2013). Regarding conditioning whereby if only parents took part in the initiative, they will positively enhance confidence and positivity in their children's lives.

Conclusion

Communication is tactical and it should be adverse. Utilizing various communication strategies will enable an organization to reach the maximum number of the audience. Pretty foundation used the ethos appeal in persuading its audience. Conditioning theory is the perfect regard in this communication because, pretty foundation shares certain morals of parents like positivity and confidence as they grow up. Words can either break or enhance positivity in a young girl's life. Therefore, communication in influencing a young girl's life is very important and it is always tactical.