Communication Process

Name of the Writer

Name of the University

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**Web Site, the Sender and the Perceived Receiver**

 The chosen website for the purpose of this assignment is Anton and Irene. They are based in Manhattan and offer a wide range of services. Primarily, they are a design agency but their services include design products, photography, video, workshops, lectures and digital UX. Furthermore, they also organize events in which they teach, give lectures and share their knowledge regarding their work and industry. The website is very colorful and eye catching. Furthermore, they have a very distinctive presence and stand out from its other competitors. This is because within this page, they have taken the use of parallax scrolling to another level. The effects including the snowy effect, visuals that are quirky and bold colors all play into the distinctiveness of the whole website.

 The sender of the information on this website is the business and its owners, Anton and Irene, themselves. Their perceived receiver are their future and current clients. Through this captivating website, they are able to show off their skills and the level of imagination they have access to. Furthermore, this website of theirs is a perfect sample and example of their work and just by glancing at it, clients can understand if they are worth their time or not.

**Integrated Business Communication**

 Integrated business communication is an important concept in business management and operation. Under this concept, all forms of communication including messages being used within the business framework contain a careful link placed in between them. This way all promotional tools are integrated together (Patti, et al, 2017). This way it will be able to work in such a way that it promotes harmony among the whole process. In this sense, if the ‘about us’ section of Anton and Irene is looked at, it can be clearly seen that the promotional tools are exceptionally well put together. The path taken for the information to be presented to the readers is easy and understandable.

 If their website is taken a look at, one can see that there is a clear flow in the information being provided to the reader. There is clear linkages in between how the information is being communicated to the reader and the future clients. The website starts of by giving information of all the services they provide. This is followed by the events that they have and will attend and continues onto the clients that they have served previously. Then information about the owners is presented and is ended with the contact information for the company. The reader of such a website would easily be able to access the information he is looking for. Moreover, all information is on the same page and with a little scrolling, the reader would be fully informed regarding the whole image of the company.

**Media Richness**

The theory of media richness focuses on the communication of rich messages through the use of media. These include the communication that is done through social cues, which are then conveyed through interactions created by the use of media in a particular sense. Furthermore, the media is used in such a way that it will be able to transmit messages that are rich in content. In the context of Anton and Irene’s website, their use of media in order to communicate with their readers is exceptional. The design of the website has been crafted in such a way that entices the person reading the website (Tseng, et al, 2019).

 The site is formed by using extensive graphic designing technology. For example at the start of the website, two fully covered individuals are seen. If the cursor is moved over them, we can see the appearance of the owners coming out of those two individuals. When scrolling down, the two individuals part and the rest of the information is put forward. The effort and skill that was required to pull such a move off on their website which showed the level of skill they have. Other things, such as the use of pictures of the two owners fighting in the snow coupled with snowy effects is another great example of media richness.

**How the Message is framed**

The framing of the message has been done very cleverly and intelligently. The whole website is very much evident of this. The website clearly communicates the skill level and commitment level that the company pursues in its working. The type of graphic designing techniques used within the website communicate how much effort they put into their work. Furthermore, the messages are cleverly framed in pictures and effects that really capture the attention of the reader. The message that the website is going for is that they are very good at what they do and have served high profile clients as well.

 Moreover, the messages are framed in such a way that it is in order and is much synchronized. The information and message is very appealing to the reader. This attracts even readers to the content within their websites. They are then able to win their confidence through the use of cleverly framed messages. Additionally, the messages have a high readability and are easily understandable. Furthermore, they are organized step wise. Starting from the top, information regarding their services is clearly presented. Then clear information regarding the clients and the information regarding the owners as well is clearly presented.

**Opinion Leaders**

 Opinion leaders are mostly those individuals that are the basis for people’s ideas and behavior. Their opinions are powerful and have the power to influence the opinions of other people significantly. Furthermore, their influence would not only be at the way people think but even their behavior as well. They are strong individuals and their opinion matters (Lee, et al, 2017). If an analysis of Anton and Irene is done that it can be clearly seen that Anton and Irene themselves are the opinion leaders of the website and the content within itself. Their presence is wholly noted on the whole website and their quirky nature is one of the elements of the website that really catches the eye of people.

 The website feels like an expression of Anton and Irene’s personality. Moreover, it can be seen how the effects have been laid out within the website show that the opinion of Anton and Irene matters allot. Additionally, their actions and skill within the website influences the opinion of people looking through the website. People want to search the whole website to learn more about the company. This way they are increasing traffic on their website and most of these people who were just there due to word of mouth but will become clients just because they would really be influenced by Anton and Irene’s own opinion.

**Improving Word Choice**

 There are also a multitude of ways that they can even improve their word choice within their websites. They can look out for words that seem similar to each other and try to look for words that improve differentiation but keep the message focused (Akhtar, et al, 2018). Focusing on Active voice over passive voice is another way of improving choice of words. Active voice directly relays the message to the reader whereas, passive voice can lead readers astray and confused. Lastly, the minimum use of technical words would greater improve the word choice. Technical terms confuse average readers and is only understood by people who are of their field. Simple English would be a better option in order to drive more traffic towards their content.

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