

How to effectively deliver film project



Communication Arts means science related to the art of communication. Give importance to various types of communication. It is a communication from the elements, consisting of messenger communication channels and recipients, which the sender may be either an individual or an organization. From traditional media such as newspapers to various media such as public relations, radio and television media, movie media, new media, multimedia media, online media, etc. Public relations. Or public relations is a part of public relations communication work.

Currently, various agencies, both public and private sectors, are paying attention to People pay attention to public relations work to create a good image for their agencies. Because today's society is an information age society. Communication both inside and outside the organization is therefore essential. People who publicize agencies and organizations at all levels Both senior executives to lower level officials They should have the ability and skill in speaking and presenting such competencies. Not only the dissemination of the news of the organization only but also “Create a good image for the organization” as well when communication is effective. People's attitudes toward organizations or agencies will change for the better. Make cooperation and support in various activities that the organization is carrying out. It can be considered that speaking for public relations is an important factor in creating true credibility for an organization. However, public relations is different from advertising because advertising focuses on Sales of goods and services are measured by sales. But the publicity to hope to create understanding change behavior or attitude, the meaning of public relations

1. For public relations to communicate information (TO Inform) create awareness Delivering knowledge to the target group is Speech to provide useful information such as health knowledge. knowledge of the law The speaker acts as an agent in delivering knowledgeable messages to the target audience for understanding. Without putting personal opinions into it.

2. To allow public relations to create understanding, cooperation and good relationship between the organization and other target groups (TO Collaborate) to create understanding and good relations between the organization and the group. target Is to inform information, news to target groups and nearby communities. (Communities) are groups of people who live around the area where the company is located or are involved in the operation of such power plants that need to communicate. To create understanding with surrounding communities so that the work of the organization can be carried out

3. To create a good image Enhance the image in the minds of the people This may be caused by persuasion (To persuade), persuasion to conform. From activities or projects to create a good image with the organization.

4. To correct and prevent misunderstandings that occur with the organization. It is a speech to clarify or state the facts (To Protect / Crisis Management). take action to keep up with the events that have occurred Find a solution to misunderstandings in the event of an organization's operational crisis. Public relations or speakers representing the organization must make announcements through various media to spread the message and gain a better understanding. Statements made to the organization by means of clarification or statements of fact should be made concisely, clearly, without exaggeration, and the speaker should have clear knowledge of the matter. Speech has a convincing weight and has documented evidence for clarification as well¹⁵. for other purposes

In addition to the four main objectives above Speeches and presentations may also be used for other purposes, such as entertaining speeches.

Speaking for communication within the organization, etc. building knowledge and a good attitude towards energy mobilization in the community

Topics that can be promoted

- Responsibility of the state to its citizens.
 - Statement on the issues being discussed.
 - Useful information.
 - Promote knowledge and understanding.
 - Entertainment
 - News in crisis.
 - Information in the organization between institutions to institutions.
 - Other things that are necessary for the organization and need to inform people within the organization and outside the organization.

**The idea of Generations came from social studies.
developed during the 20th century as a new concept**

1. The term Generation in the past meant The 'family generation' refers to the grandparents generation. Hungarian social scientist Karl Mannheim published *The Problem of Generations* in 1923 and proposed the idea that People in a society are influenced by their social and historical context. The concept of Generations Focus divides people into 5 groups: 1. Baby Boomer born during the years 1945-1960 from the study of consumer behavior. by US Business and Marketing Consultants DMNtree reveals that 82.3% of baby boomers have access to at least one social media website and social media platform. Like previous studies from Global, Facebook is the most popular. web index that found that at least 70% of baby boomers have information on Facebook, 31% use Twitter more, and 15.5% of the study group spend more time. 11 hours a week with Facebook and more than half use social media. or website to find information

2. Generation X was born during the year. 1961-1981 This generation is a financially stable group. And make more money than baby boomers and millennials in the same sector, 47% of this generation will support their parents financially. or take care of someone younger For this reason, GenX is known as the Decision Maker.

3. Millennials were born between 1982 and 2004. This group of people is about to become a large group of people in the workplace, where they focus on self-improvement. Balancing work-life over money and social status is therefore not uncommon if this group of people choose to work. Freelance work that can adjust the work schedule. They can work freely. In addition, this group of people was also born during the transition between Analogue to digital makes the issue of taking the old to make something new interesting. Always for this generation

4. Generation Z was born between 2005 and 2009. Gen Z was born with technological advancement, sometimes we call this group of people. DigitalNative They can access information anytime, anywhere. The characteristics of their needs are therefore highly independent. be specific They also prefer a more private communication channel than a public one.

5. Alpha Generation Born in the year B.E. 2010-2025 This generation has been interacting with technology from a very young age. Learn to use your tablet device even before using the bathroom. They never thought of technology as a tool. They integrate the use of technology into their lives.

THE END