

CMNS 3420 – 04 – Advanced Professional Communication – January 14, 2026

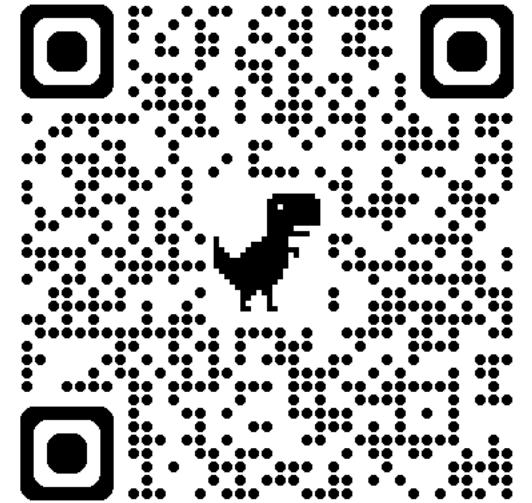
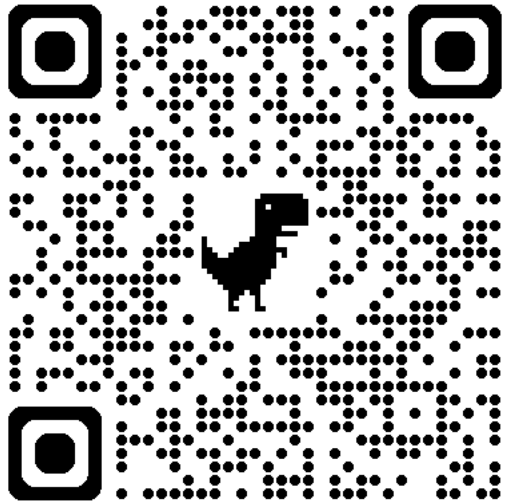


Illustration by [Art Attack](#) on [Unsplash](#)



Territorial Acknowledgement



Where we're going today



Strategic
Communication



Course Scenario: Social
Isolation / Loneliness



Requests for Proposals



Prepare for Journal Task
One

Message
information, argument
reasons, evidence, data, structure

**Strategic
Communication**

Rhetorical Triangle



Audience
beliefs, values
knowledge, experience

Communicator
ethos (credibility), authority
correctness, appearance, eloquence

Five tenets of strategic communication



Over the summer of 2025, 2 TRU students drowned in the Thompson River. The President has tasked a group of students (you and your classmates) to develop 2-3 strategic communications aimed at increasing student awareness of water safety.

What do you need to consider in developing strategic communications in this situation?

Power has gone out on campus and the surrounding neighbourhoods. It's unlikely to come on until this evening. You are a senior communications director at the university and need to let the TRU community know about steps to take for the rest of the day.

What do you need to consider in developing strategic communications in this situation?



The National





Requests for Proposals

- For this course
- BC Bid



Journal One



Task description in Moodle and course website
Rubric in Moodle



Submit in Moodle



Due Monday, January 19

Preparing for next week

- Complete Journal One by Monday
- Work through Unit 1, Section 1 (course website) for Monday

