

# CMNS 3420 – 02 – Advanced Professional Communication – March 18, 2026

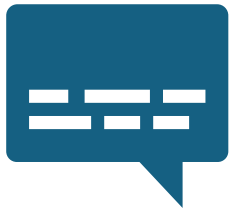


Illustration by [Art Attack](#) on [Unsplash](#)

# Territorial acknowledgement



# Where we're going today



## Knowledge mobilization

Who needs which message(s)?

Mechanisms

Intent

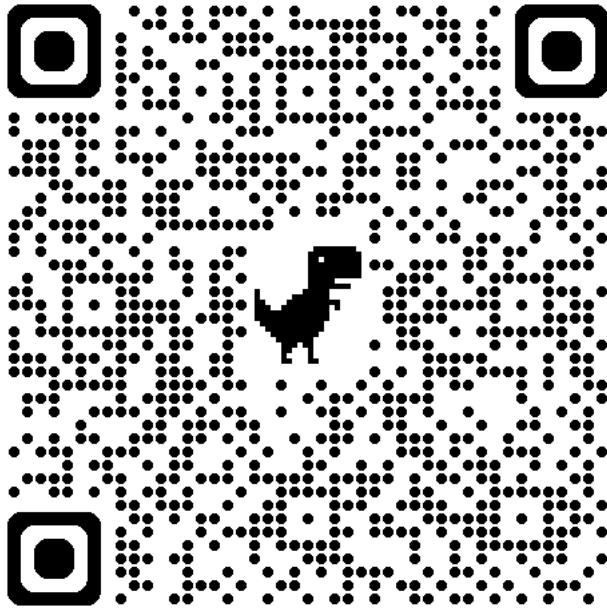


## Walk through an example

- **Audience:** To whom should research knowledge be transferred?
- **Message:** What knowledge should be transferred to decision-makers?
- **Mechanism:** How should the knowledge be transferred?
- **Impact:** With what effect should the knowledge be transferred?
- **Messenger:** By whom should the knowledge be transferred?



# Working through an example



[link](#)

<b>Audience</b>	<b>Intent/Goal</b>
<b>Message</b> More access to training programs and innovative approaches to the design and delivery of training are crucial to improving outcomes for women in business.	Mechanism
<b>Audience</b> Women considering entering business ownership or entrepreneurship roles.	<b>Intent/Goal</b> Information Sharing
<b>Message</b>	Mechanism

# 1

Audience

Impact

Message

Mechanism:  
Infographic

# 2

Audience

Impact

Message

Mechanism:  
Social Media  
Blog

# 3

Audience

Impact

Message

Mechanism:  
Slide Deck  
Video

- Match an audience/Impact with the communicative features of each mechanism.
- Design the message for the audience, to achieve the impact, using the best features of the mechanism.

# Coming up...

Journal 6 – submit by midnight Friday, March 20  
(This is a good opportunity to start drafting your communications plan)

Next week – Infographics (more on message, audience, intent )