

**A REVISED COMMUNICATION MODEL FOR ADVERTISING:  
MULTIPLE DIMENSIONS OF THE SOURCE, THE MESSAGE, AND  
THE RECIPIENT**

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ABSTRACT: The purpose of this paper is to present a revised communication model that describes advertising by drawing upon its kinship with crafted text rather than with everyday speech. The model expands the traditional communication triad by inscribing advertisers, promotional text, and consumers as multidimensional participants in a complex interactive process. The paper begins by presenting the rationale for treating commercial messages as written "text" and recategorizing them as more complex than the oral discourse of word-of-mouth conversations. It next summarizes the steps by which the original oral communication model is transformed from speech to literature to advertising. It then discusses the expanded triad, considering multiple aspects of the source, the message, and consumer-recipient. It concludes with suggestions for research using the revised model to investigate gaps in knowledge about source credibility, message/media effects, and the interactive consumer.

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