

# DECI-2

Developing Evaluation & Communication  
Capacity for Information Society Research

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*Research Communication:*  
**Step 5 Module: Defining Communication  
Purposes**



# ResCom Steps 12 adjusted to match UFE

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1. Organizational readiness assessment.
2. Communication team readiness assessment.
3. Stakeholder analysis.
4. Situational analysis.
5. **Defining communication purposes.**
6. Defining communication objectives.
7. Methods and media.
8. Field testing.
9. Implementation of strategy.
10. Assess effectiveness.
11. Institutionalization of ResCom.
12. Tell the story.

# Defining communication purposes

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Can you provide examples in the following purposes?

- Networking with a community of practice
- Policy influence
- Dissemination for behaviour change , to promote new practices
- Capacity building
- Agenda setting.

# Communication purposes

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## *Examples:*

- **Networking:** interact with the community of interest around the topic in [country/region]; stay connected with the current trends in the policy community.
- **Policy influence:** ensure that the research findings are accessible and relevant to knowledge brokers, policy advisors, policy-making events.
- **Dissemination:** make the research known to xyz stakeholders who are interested and affected by the findings.
- **Agenda setting:** making a strong case for a new specific issue.

# Intents & Functions

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- The INTENTS capture the project's or organization's communication PURPOSES
- The COMMUNICATION FUNCTIONS give meaning and indicate the activities and procedures that will be needed for each INTENT

# Module summary

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## Defining communication purposes:

- Identifying INTENTS or PURPOSES
- Grouping INTENTS using Communication Functions