



# Digital Communication Trends

**Jana Bunkus, Mg.sc.comm.**



**Summer School 2024 "Digital and Sustainable Business"**



JANA BUNKUS

MG.SC.COMM



**IN PUBLIC RELATIONS MORE THAN 21 YEARS**

(LAST 5 YEARS: THE HEAD OF COMMUNICATION DEPARTMENT AT THE LATVIAN ASSOCIATION OF LOCAL AND REGIONAL GOVERNMENTS)

**THE OWNER OF COMMUNICATION COMPANY  
"J.B. SPARK COMMUNICATION"**

**THE HEAD OF COMMUNICATION FIELD,  
TURĪBA UNIVERSITY**

**HEAD OF DEPARTMENT OF COMMUNICATION  
SCIENCES TURĪBA UNIVERSITY**

**MEMBER OF THE BOARD OF THE LATVIAN  
ASSOCIATION FOR PUBLIC RELATIONS  
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**LECTURER OTHER UNIVERSITIES**



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**miltton**



Jolanta Derkevica-Pilskunga, Jana Bunkus

[VIETA GRĀMATAS NOSAUKUMAM]

# KOMUNIKĀCIJA

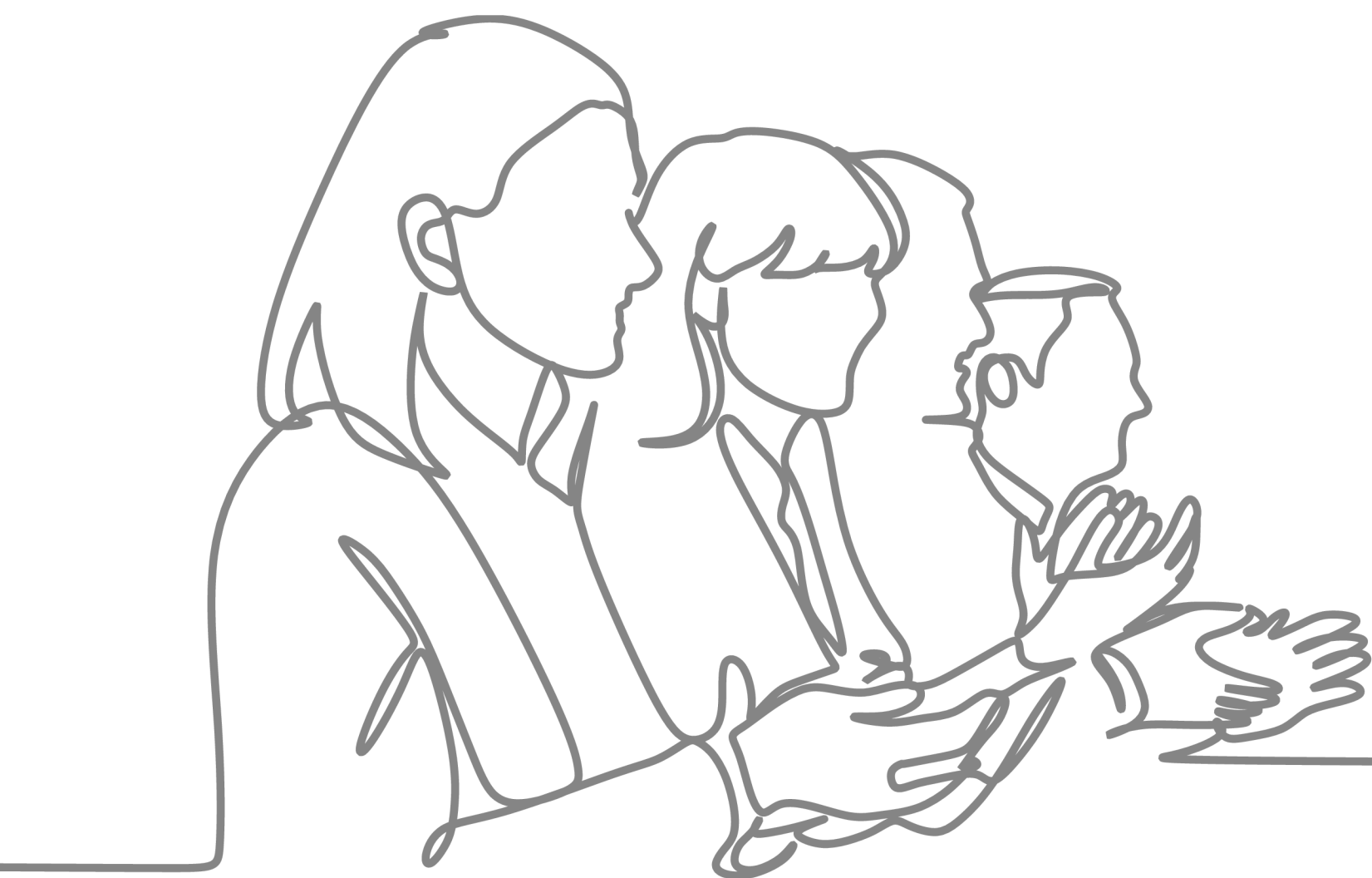


2023

**THE SECOND BOOK IN LATVIAN  
ABOUT PUBLIC RELATIONS,  
COMMUNICATION, DIGITAL  
COMMUNICATION, ETC.**

# COMMUNICATION

**communication, understanding, communication; a purposeful process of communication** (a structured process) between people that uses the interaction of symbols to achieve a successful understanding of their meaning



The speed of  
communication  
exceeds our ability to  
follow it

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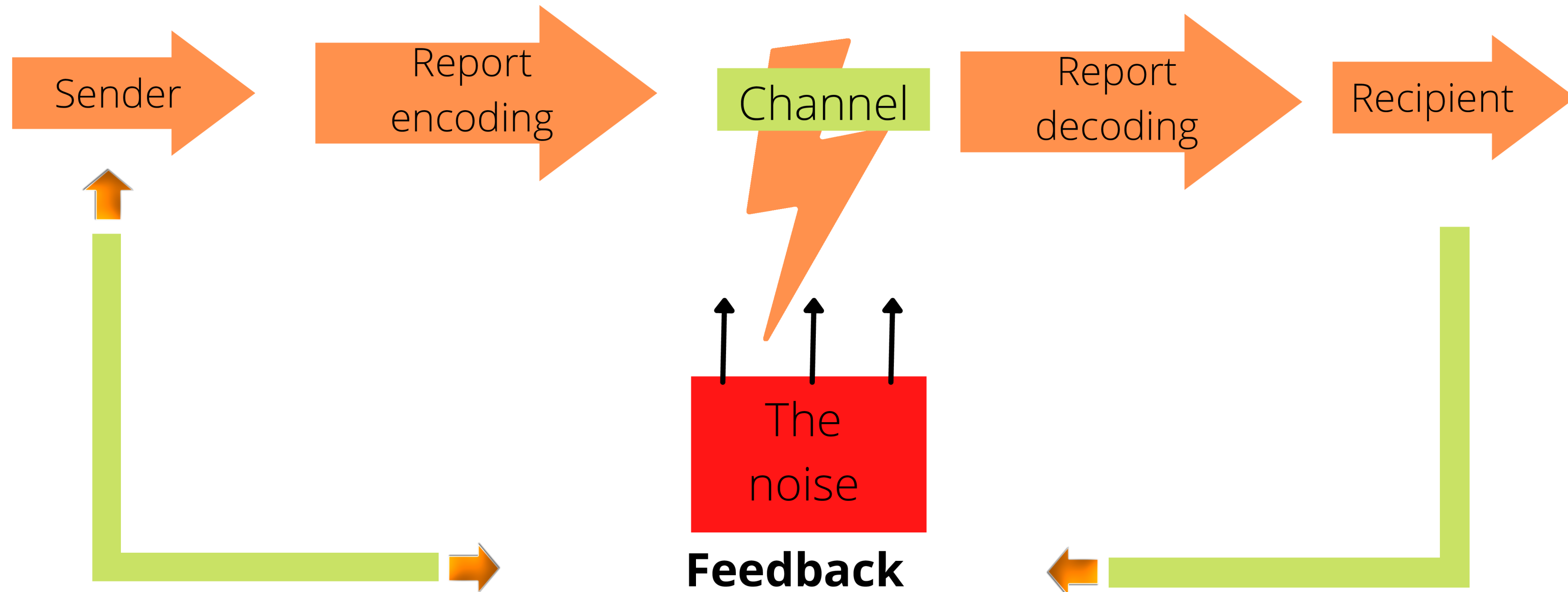
**IMPORTANT**

YOUR COMMUNICATION WILL NEVER BE THE  
TARGET AUDIENCE FOR ALL PEOPLE

or

WHAT WORKS FOR EVERYTHING, WORKS FOR  
NOTHING

# LASWELL COMMUNICATION PROCESS





# FEEDBACK



Feedback is information about how we are doing towards our goal



With feedback in communication, the result is measured

Feedback gives you the opportunity to make the right decisions in the future



# COMMUNICATION 2024 – WHAT'S NEW?

The role of managers in communication (leadership) is increasing more and more

The age of empathic communication

Communication speed

More and more personalized communication – content

The connection between internal and external communication is increasing

More and more individual solutions for every situation

Communications based on data, statistics and facts

Digital *hygiene* – digital reputation and media literacy

# CORPORATE COMMUNICATION AND LEADERSHIP

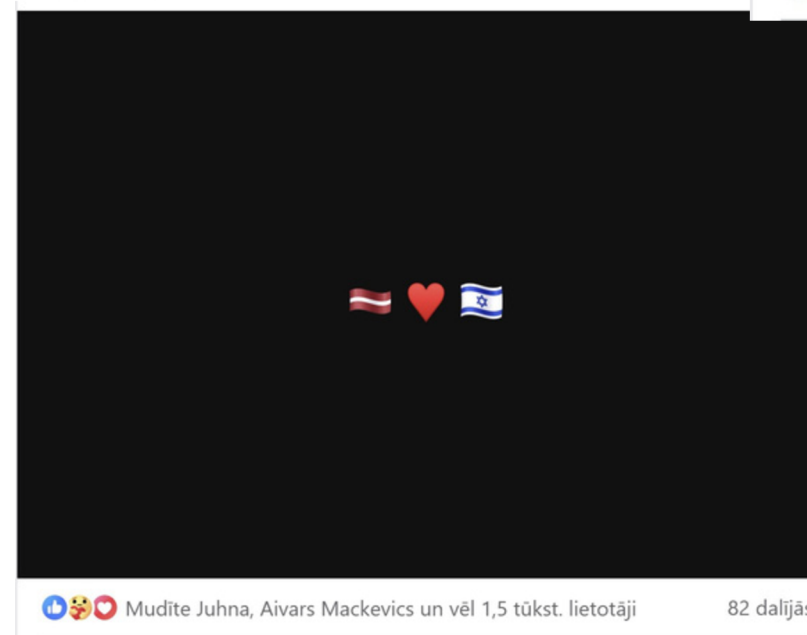
The President of Latvia Edgars Rinkēvičs and his communication on social networks



**VIDEO. “Neviens cits tā nedarītu!” – prezidents Edgars Rinkēvičs sagādā milzīgu pārsteigumu kādai latviešu ģimenei**



Edgars Rinkēvičs  
2 d · 🌐





Edgars Rinkevics • 2nd

+ Follow ...

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Ilmārs Znotiņš pieķēra darbā ar dokumentiem un padomniekiem.

[See translation](#)

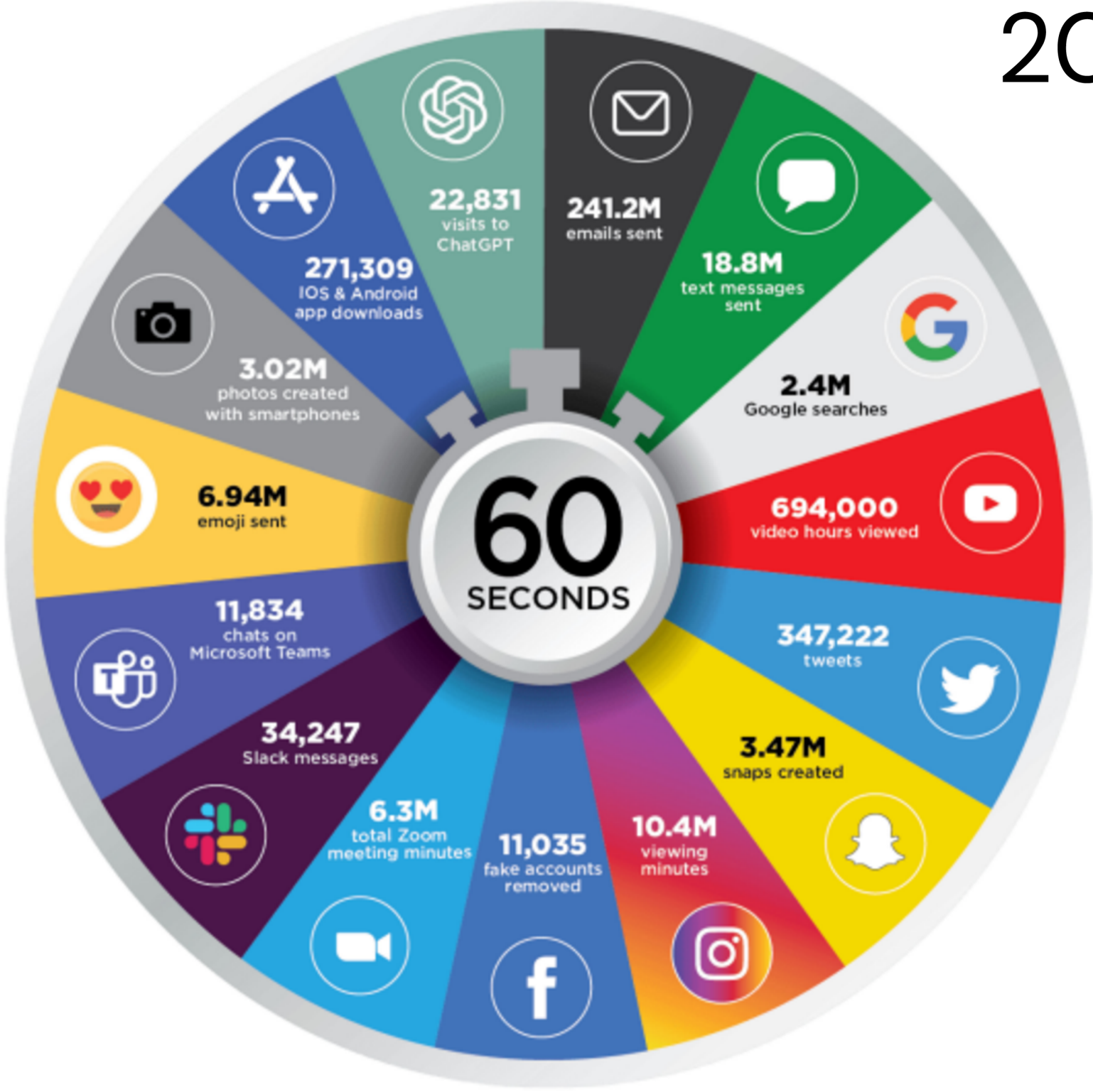
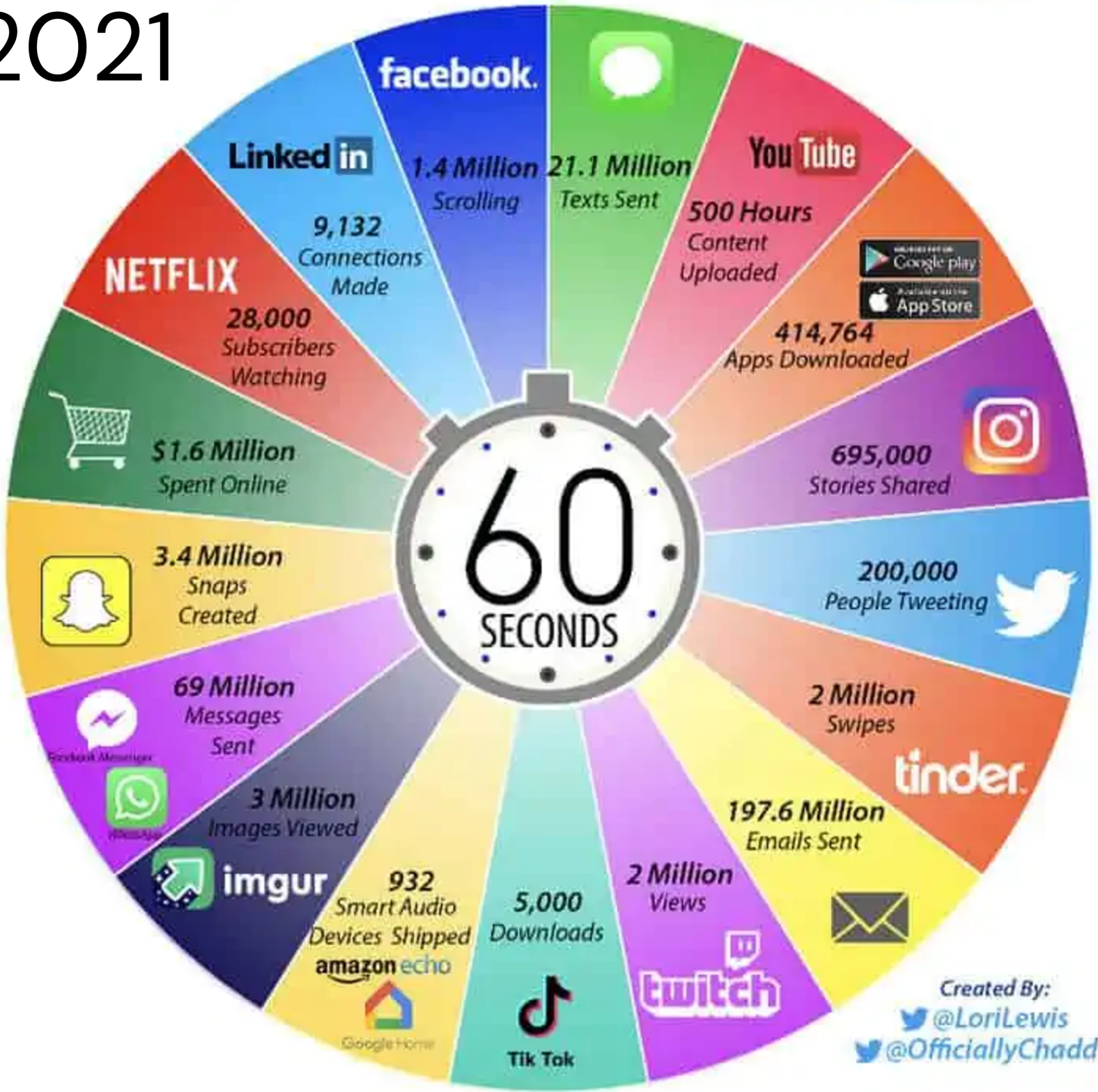


"PHOTOGRAPHER CAUGHT  
WORKING WITH  
DOCUMENTS AND  
ADVISORS"

# WHAT HAPPENS ON THE INTERNET IN 60 SECONDS OR 1 MINUTE

2021

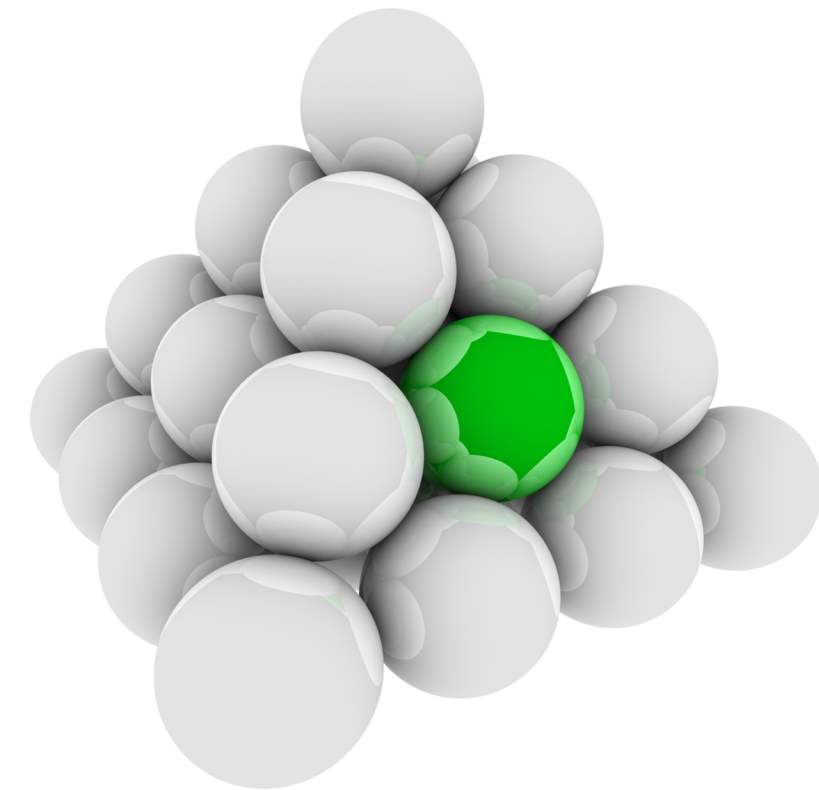
2023



Created By:  
 @LoriLewis  
 @OfficiallyChadd

BRAND STARTS WITH...

# Unique selling point USP



today everyone communicates about everything, but  
**you are not everyone**

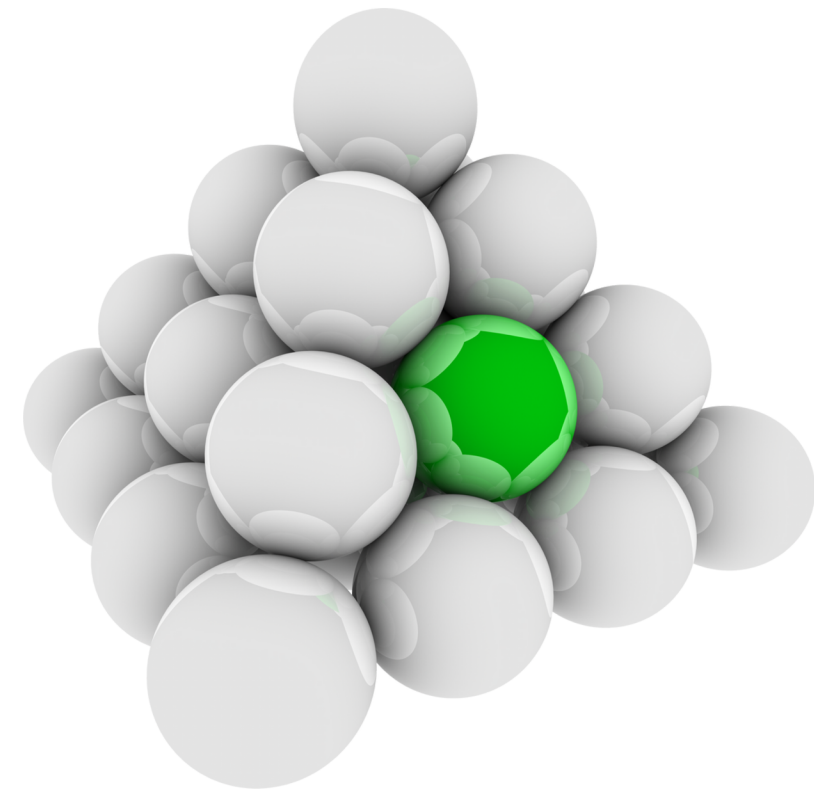
## HOW IS A USP FORMED?

What are your skills, knowledge or experience that you can offer that others cannot?

USP IS THE SUM TOTAL OF ALL YOUR SKILLS

YOUR KNOWLEDGE. COURSES AND TRAINING YOU ATTENDED.  
ALL YOUR EXPERIENCES. LIST ALL YOUR JOBS, INCLUDING PART-TIME AND VOLUNTEER  
POSITIONS.

# FIND YOUR IDENTITY



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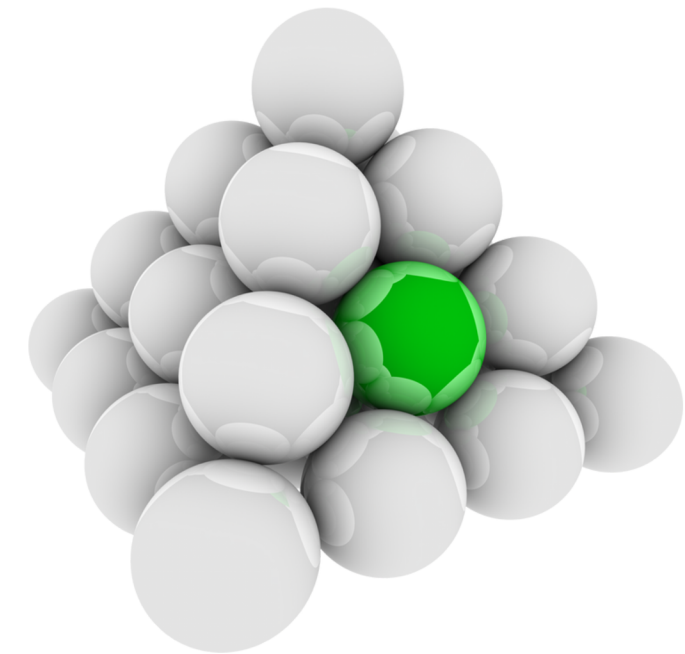
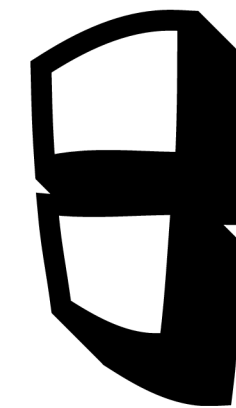
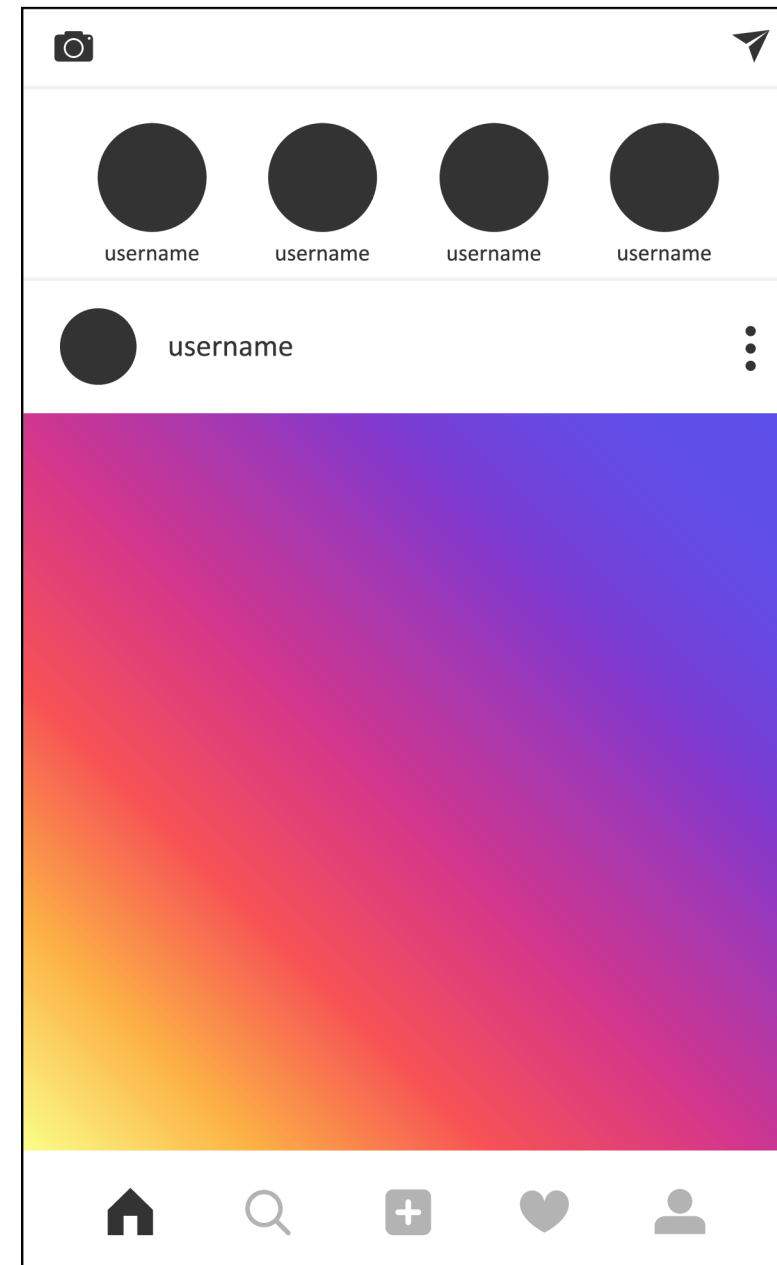
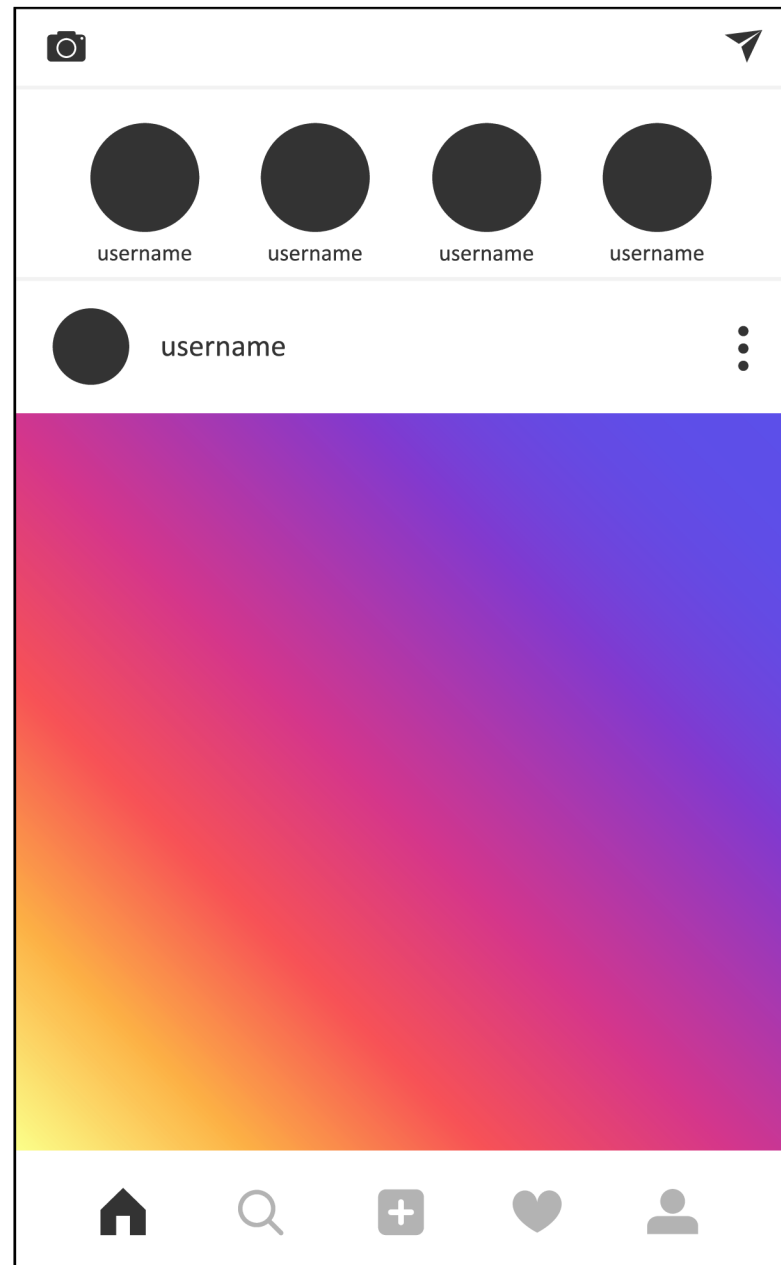


FIND YOUR IDENTITY

# WHAT DOES OUR TARGET AUDIENCE WANT?

## COMPETITOR/OTHER COMMUNICATION

## MY COMMUNICATION



# COMMUNICATION TASKS

- ATTRACT ATTENTION (BE DIFFERENT)
- CAUSE NOTICE TO BE RECEIVED AND ACCEPTED
- FORM FEEDBACK
- ENSURE THAT THE RECIPIENT UNDERSTANDS THIS COMMUNICATION AS INTENDED BY THE ADDRESSEE
- GET THE MESSAGE SAVED FOR FUTURE USE – A LONG-LASTING EFFECT
- BUILD A REPUTATION OR IMAGE (THE CREDIBILITY OF THE SOURCE INCREASES THE VALUE OF INFORMATION – A STORY ABOUT REPUTATION)
- PREVENT CRISIS SITUATIONS – CRISIS COMMUNICATION (ONE COMMENT CAN *KILL* ANY REPUTATION)



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