# Exemplification Theory

# Exemplification Theory

This theory pertains to the influence that specific examples can have on a human's perception of a situation (Ulmer et al., 2019, p. 20).

Example: people read, watch, and hear news stories that contain base-level information about a specific issue or event, as well as testimonials







This Photo by Unknown author is licensed under CC BY.

# Example of the Exemplification theory

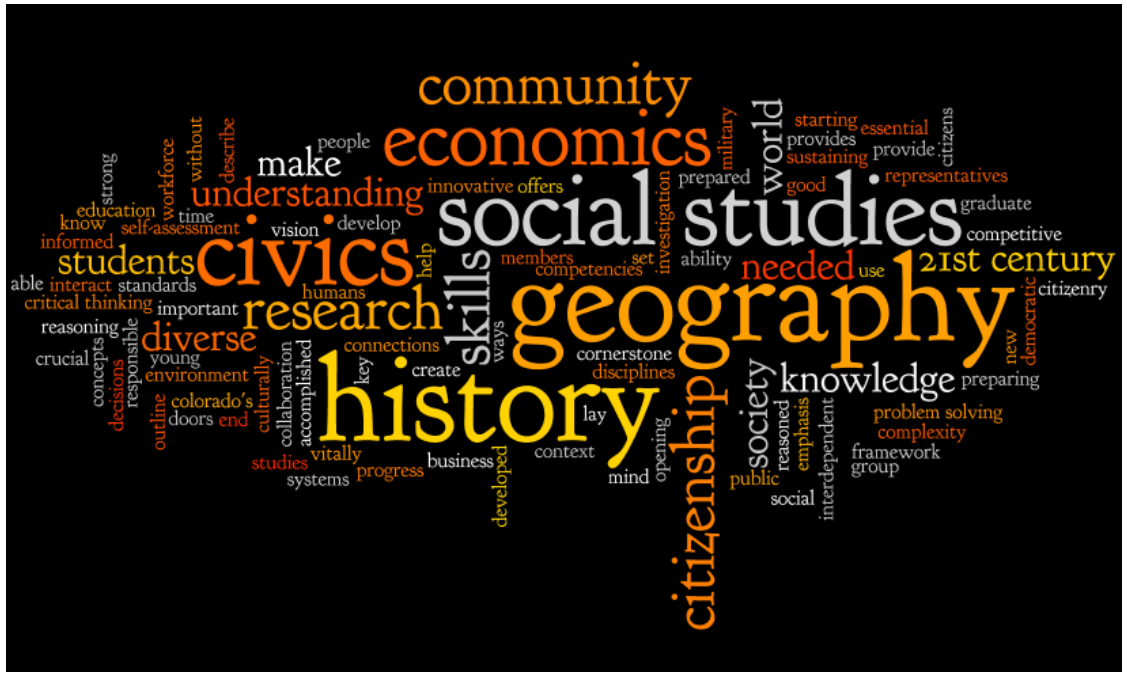
- Evoke emotional responses
- Warn of threat of risk
- Short visual, written or spoken messages= exemplars
- "Beware of dog" sign
- Impending Weather Event
- School Lockdown



This Photo by Unknown author is licensed under CC BY-NC-ND.



# Social sciences or humanities?




- The Exemplification Theory is classified as a social science because it refers to the psychological impacts (Ulmer et al., 2019, p. 22).

# Where in IMC would the exemplification theory help engage in praxis (theory-informed action)?

- Pre-crisis communication could effectively educate and inform about what to do in a specific crisis.
- Monitor public safety messages on traditional and social media platforms.
- For example, providing instructions to the public about what to do in case of a life-threatening tornado in the area.
- Helping the public understand the difference between a tornado watch and warning.
- Where to go for safety and how to protect themselves from possible safety risk.
- The ability to create systems and processes that can cross borders, cultures, and businesses becomes absolutely critical (Kitchen & Tourky, p. 90).



This Photo by Unknown author is licensed under CC BY-NC.

# References


- Kitchen, P.J., Tourky, M.E. (2022). Developing Integrated Global Marketing Communication Programs. In: Integrated Marketing Communications. Palgrave Macmillan, Cham. https://doi-org.liblink.uncw.edu/10.1007/978-3-030-76416-6_6
- Ulmer, R. R., Sellnow, T. L., & Seeger, M. W. (2019). *Effective crisis communication: Moving from crisis to opportunity*. SAGE.