1961

Communication in Business

Rachel Davis
Iowa State University

Follow this and additional works at: http://lib.dr.iastate.edu/homemaker
Part of the Home Economics Commons

Recommended Citation
Available at: http://lib.dr.iastate.edu/homemaker/vol41/iss6/8

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
Communication in Business

by Rachel Davis, Ex. F. 4

In a sense, the entire field trip was an experience in communication. Dr. Wilma Brewer, Dr. Madge Miller, and Iowa State students gave to each company an impression of Iowa State University. In return, each company selected some means of showing to the group the goals toward which they were working.

Every industry emphasized the increasing need for people to know what other people are thinking. The Pillsbury Company, Campbell-Mithun Advertising Agency, General Mills, the Minneapolis Gas Company, Dayton’s, Marvel Foods, and the Hormel Institute in Austin, Minn., all depend on employees, among them home economists, to facilitate good communications.

How, for example, could even one packaged mix be developed with out the cooperation of thousands of people?

It begins in the research department. Chemists, physicists, bacteriologists, and home economists each add their knowledge to the stock of information which forms the basis for the new product. They must “brainstorm” to get ideas—for beginning, for improving, and for beginning again.

From there, through meetings with home service representatives, marketing consultants, and research designers, the product is defined. Everyone must be aware of what the yield, color, taste, and features are going to be.

Formulation work follows, and tests are designed for the new product. Interspersed with this is consumer testing, where the homemaker indicates her opinion through interviews or as a member of a taste panel. In this is incorporated a close cooperation with company lawyers and the advertising agency.

(Continued on page 16)

Thinking about what will happen next are Dr. Madge Miller, Kathryn Denny, Jane Ruger, and Lois Davidson.

Three days in Minneapolis, Minn., created new dimensions for junior and senior experimental foods majors. For most of the girls, this was a first close look at business home economists on the job.

What was the view like? There was creativity—home economists effervescing with interest and applying their enthusiasm in their work. There was art—in old buildings, in modern structures, in interior design, in a modern mosaic from sponge, in photographs of food nearing perfection, in equipment skillfully manipulated.

There was more in the view—the usefulness of accumulated knowledge as scientists, home economists, and other company employees worked toward completing products; intense competition among companies for the earliest and best contribution to business.

Then came a glimpse of the future—the progress of home economics and its unlimited horizons; the opportunity for individuality; the importance of channels of communication in accomplishing all of this.

January, 1962
Test tube experiments are tried next to help anticipate the problems which may come up during production. Although new equipment is always being studied and designed, certain products are not possible because of mechanical limitations. An idea is usually changed to fit the equipment instead of building new equipment for each new product.

After the product is marketed, communications do not cease. Home economists test their work against their competitors, against proposed ideas, against current products. They test for clear directions, for recipes liked by homemakers, and for new and interesting variations of the commodity.

And this is only one type of product! Besides the packaged mix, food companies work on a numberless amount of other foods and by-products. One organization deals with electronic devices, versamid resins, ink additives, fabric softeners, steroid intermediates, amino acids, gwar (one percent forms a strong gel), animal feeds, and electronic devices.

Many businesses have also accepted the responsibility of educating the public on various matters. Here again, home economists accept the challenge to get material across and do so in the form of pamphlets, movies, film strips, and brochures. These ideas are used by young people, homemakers, teachers, and extension agents.

Some women are going even farther, and travel abroad is becoming less and less a rare occurrence.

So it goes day after day, progressing as fast as communication allows. Advancement will end only when people fail to recognize what other people need.