

Fourth Edition

Public Communication Campaigns

Editors

Ronald E. Rice • Charles K. Atkin



Public Communication Campaigns 4th Edition

James Price Dillard, Lijiang Shen



Public Communication Campaigns 4th Edition:

Public Communication Campaigns Ronald E. Rice, Charles K. Atkin, 2012-03-06 In this new fully revised and expanded fourth edition of Public Communication Campaigns Rice and Atkin provide readers with a comprehensive up to date look into the field of public communication campaigns The subject of campaigns has become increasingly high profile in the academic world in the decade since the last edition and hundreds of new studies on campaign theory and practice have been published since 2001 Largely rewritten to reflect the latest theories and research this text continues in the tradition of ongoing improvement and expansion into new areas

Public Communication Campaigns Ronald E. Rice, Charles K. Atkin, 2013 In this fully revised and updated Fourth Edition Rice and Atkin provide readers with a comprehensive and contemporary look into the field of public communication campaigns The volume begins with a theoretical and historical overview of public communication campaigns which generally aim to promote non commercial benefits to individuals or society The contributors then explore methods and models of designing implementing and evaluating campaigns in depth Topics examined include a range of recent intriguing and controversial campaigns such as AIDS prevention skin cancer organ donation and ocean sustainability The contributors also explore a variety of recent campaign dimensions including community oriented campaigns entertainment education campaigns digital games mobile technology and social media Public Communication Campaigns Fourth Edition will be a valuable resource for both students and researchers in

Public Communication Campaigns Ronald E. Rice, Charles K. Atkin, 2013 In this fully revised and expanded Fourth Edition Ronald E Rice and Charles K Atkin provide readers with a comprehensive up to date look into the field of public communication campaigns Updated to reflect the latest theories and research this text extends coverage to new areas including sun protection organ donation human rights social norms corporate social responsibility condom use ocean sustainability fear messages and digital games Classic chapters include updates on topics such as campaign history theoretical foundations formative evaluation systems approaches input output persuasion matrix design and evaluation meta analysis and sense making methodology

Fundamentals of Public Communication Campaigns Jonathan Matusitz, 2022-09-13 The most comprehensive and up to date textbook on public communication campaigns currently available Fundamentals of Public Communication Campaigns provides students and practitioners with the theoretical and practical knowledge needed to create and implement effective messaging campaigns for an array of real world scenarios Assuming no prior expertise in the subject this easily accessible textbook clearly describes more than 700 essential concepts of public communication campaigns Numerous case studies illustrate real world media campaigns such as those promoting COVID 19 vaccinations and social distancing campaigns raising awareness of LGBTQ issues entertainment and Hollywood celebrity campaigns and social activist initiatives including the MeToo movement and Black Lives Matter BLM Opening with a thorough introduction to the fundamentals of public communication campaigns the text examines a wide array of different health communication campaigns social justice and

social change campaigns and counter radicalization campaigns Readers learn about the theoretical foundations of public communication campaigns the roles of persuasion and provocation how people s attitudes can be changed through fear appeals the use of ethnographic research in designing campaigns the ethical principles of public communication campaigns the potential negative effects of public messaging and much more Describes each of the 10 steps of public communication campaigns from defining the topic and setting objectives to developing optimal message content and updating the campaign with timely and relevant information Covers public communication campaigns from the United States as well as 25 other countries including Australia Brazil Canada China Egypt India Israel Singapore South Korea and the United Kingdom Offers a template for creating or adapting messages for advertising public relations health safety entertainment social justice animal rights and many other scenarios Incorporates key theories such as the Diffusion of Innovations DoI theory social judgment theory SJT the Health Belief Model HBM social cognitive theory SCT and self determination theory SDT Includes in depth case studies of communication campaigns of Islamophobia antisemitism white supremacism and violent extremism

Fundamentals of Public Communication Campaigns is the perfect textbook for undergraduate students across the social sciences and the humanities and a valuable resource for general readers with interest in the subject **The Handbook of Public Sector Communication** Vilma Luoma-aho, María José Canel, 2020-02-03 A multidisciplinary collection on global public entity strategic communication Research into public sector communication investigates the interaction between public and governmental entities and citizens within their sphere of influence Today s public sector organizations are operating in environments where people receive their information from multiple sources Although modern research demonstrates the immense impact public entities have on democracy and societal welfare communication in this context is often overlooked Public sector organizations need to develop communicative intelligence in balancing their institutional agendas and aims of public engagement The Handbook of Public Sector Communication is the first comprehensive volume to explore the field This timely innovative volume examines the societal role environment goals practices and development of public sector strategic communication International in scope this handbook describes and analyzes the contexts policies issues and questions that shape public sector communication An interdisciplinary team of leading experts discusses diverse subjects of rising importance to public sector government and political communication Topics include social exchange relationships crisis communication citizen expectations measuring and evaluating media diversity and inclusion and more Providing current research and global perspectives this important resource Addresses the questions public sector communicators face today Summarizes the current state of public sector communication worldwide Clarifies contemporary trends and practices including mediatization citizen engagement and change and expectation management Addresses global challenges and crises such as corruption and bureaucratic roadblocks Provides a framework for measuring communication effectiveness Requiring minimal prior knowledge of the field The Handbook of Public Sector Communication is a valuable tool for academics students

and practitioners in areas of public administration public management political communication strategic and organizational communication and related fields such as political science sociology marketing journalism and globalization studies

Strategic Urban Health Communication Charles C. Okigbo, 2013-12-05 Strategic Urban Health Communication Charles C Okigbo editor People are bombarded with messages continuously and sorting through them constantly In this milieu critical ideas about health promotion and illness prevention are forced to compete with distracting conflicting even contradictory information To get vital messages through communication must be effective targeted artful in a word strategic Strategic Urban Health Communication provides a road map for understanding strategy enhancing strategic planning skills and implementing strategic communication campaigns Deftly written chapters link the art and science of strategic planning to world health goals such as reducing health inequities and eradicating diseases Flexibility is at the heart of these cases which span developed and developing countries uses of traditional and digital media and chronic and acute health challenges And the contributors ground their dispatches in the larger context of health promotion giving readers useful examples of thinking globally while working locally Included in the coverage Urbanization population and health myths addressing common misconceptions Integrating HIV family planning programs opportunities for strategic communication The role of sports in strategic health promotion in low income areas The Internet as a sex education tool a case study from Thailand Advertising and childhood obesity in China Health communication strategies for sustainable development in a globalized world Balancing depth of understanding of audiences and methods of reaching them Strategic Urban Health Communication is a forward looking resource geared toward professionals and researchers in urban health global health and health communication

Evaluating Public Communication Jim Macnamara, 2017-09-05 Evaluating Public Communication addresses the widely reported lack of rigorous outcome and impact oriented evaluation in advertising public relations corporate government political and organizational communication and specialist fields such as health communication This transdisciplinary analysis integrates research literature from each of these fields of practice as well as interviews content analysis and ethnography to identify the latest models and approaches Chapters feature a review of 30 frameworks and models that inform processes for evaluation in communication including the latest recommendations of industry bodies evaluation councils and research institutes in several countries recommendations for standards based on contemporary social science research and industry initiatives such as the IPR Task Force on Standards and the Coalition for Public Relations Research Standards an assessment of metrics that can inform evaluation including digital and social media metrics 10 informal research methods and over 30 formal research methods for evaluating public communication evaluation of public communication campaigns and projects in 12 contemporary case studies Evaluating Public Communication provides clear guidance on theory and practice for students researchers and professionals in PR advertising and all fields of communication

Persuasion in Society Jean G. Jones, Herbert W. Simons, 2017-04-07 Persuasion in Society Third Edition introduces

readers to the rich tapestry of persuasive technique and scholarship interweaving rhetorical critical theory and social science traditions This text examines current and classical theory through the lens of contemporary culture encouraging readers to explore the nature of persuasion and to understand its impact in their lives Employing a contemporary approach authors Jean G Jones and Herbert W Simons draw from popular culture mass media and social media to help readers become informed creators and consumers of persuasive messages This introductory persuasion text offers A broad based approach to the scope of persuasion expanding students understanding of what persuasion is and how it is effected Insights on the diversity of persuasion in action through such contexts as advertising marketing political campaigns activism and social movements and negotiation in social conflicts The inclusion of sender and receiver perspectives enhancing understanding of persuasion in practice Extended treatment of the ethics of persuasion featuring opposing views on handling controversial issues in the college classroom for enhanced instruction Case studies showing how and why people fall for persuasive messages demonstrating how persuasion works at a cognitive level Discussion questions exercises and key terms for very nearly every chapter The core of this book is that persuasion is about winning beliefs and not arguments and that communicators who want to win that belief need to communicate with their audiences This new edition of Persuasion in Society continues to bring this core message to readers with updated case studies examples and sources

Social Marketing Research for Global Public Health W. Douglas Evans, 2016-06-15 Social Marketing Research for Global Public Health offers proven guidelines for crafting campaigns that work in public health It equips readers with tools pioneered by corporate marketers to increase the efficacy of public health interventions in any setting It also provides practical advice to practitioners seeking to assess their interventions along with examples for effective outreach to promote smoking cessation financial literacy and other social goods

The Routledge Handbook of Strategic Communication Derina Holtzhausen, Ansgar Zerfass, 2014-11-20 The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and offers educators and graduate level students a compilation of approaches to and studies of varying aspects of the field The volume provides insights into ongoing discussions that build an emerging body of knowledge Focusing on the metatheoretical philosophical and applied aspects of strategic communication the parts of the volume cover Conceptual foundations Institutional and organizational dimensions Implementing strategic communication and Domains of practice An international set of authors contributes to this volume illustrating the broad arena in which this work is taking place A timely volume surveying the current state of scholarship this Handbook is essential reading for scholars in strategic communication at all levels of experience

Public Communication Campaigns Ronald E. Rice, Charles K. Atkin, 2001 This edition provides readers with a comprehensive up to date look into the field of public communication campaigns It includes a variety of recent campaign dimensions such as community orientated and entertainment education campaigns

Health Behavior Theory for Public Health Ralph J. DiClemente, Laura F. Salazar, Richard A. Crosby, 2018-03-20 This

one of a kind text book examines health behavior theory through the context of the New Public Health Health Behavior Theory will provide your students with a balanced professional education one that explores the essential spectrum of theoretical tools as well as the core practices **A Primer on Policy Communication in Kazakhstan** Basskaran Nair, Saltanat Janenova, Balzhan Serikbayeva, 2019-11-08 This book is a timely publication to address the issue of the government's policy execution capabilities The crux of policy execution is communication to win the hearts and minds of the people particularly with regard to complex policies The book is written as a work manual based on international policy communication best practices and principles interwoven with case studies from Kazakhstan applicable in other Central Asian countries as well The book's wide range of topics cover media management in a technologically savvy society marketing of complexity planning successful campaigns soft power management given the country's aspirations for greater international standing and forward looking advice on crisis management and shareholder communication This is a highly relevant book for the civil service civic organisations commercial entities policy researchers and international organisations working in or planning to work in Kazakhstan and other Central Asian countries *Persuasion and Influence in American Life* Gary C. Woodward, Robert E. Denton, Jr., 2013-12-23 For more than twenty five years the authors have highlighted the complexities subtleties and pervasive influence of persuasive messages The seventh edition again blends historical rhetorical and social psychological approaches to persuasion theory The engaging discussions and multiple examples introduce the intricacies of social influence and highlight methods of presentation as well as evaluation The dynamic topic of persuasion presents a constantly changing palette for analysis The authors dissect theory and practice in multiple contexts from interpersonal interactions to public communication and persuasive campaigns to advertising to politics Twitter YouTube and social networking sites offer new media for persuasive appeals The means of persuading one another changes constantly yet much of what was written by Aristotle continues to be relevant The production of persuasive messages and the study of message effects have been and will continue to be fertile ground for exploration Persuasion is an interactive process requiring willing and attentive participants Becoming responsible ethical and credible persuaders involves systematic thinking and informed preparation The skills required for planning composing and delivering effective messages are equally useful for evaluating messages received The seventh edition provides a thorough up to date discussion of classic and contemporary theories of persuasion to aid readers in developing skills as effective persuaders and as critical consumers of persuasive messages

The Role of the Media in Criminal Justice Policy Natalia Antolak-Saper, 2022-09-09 This book provides a socio legal examination of the media's influence on the development and implementation of criminal justice policy This impact is often assumed And especially in the wake of high profile crimes the press is routinely observed calling for sentences to be harsher and for governments to be tougher on crime But how do we know that there is a connection To answer this question the book draws on a case study of the media reporting of the rape and murder of Jill Meagher in Melbourne Australia as well as other

well known cases including those of James Bulger Sarah Payne Stephen Lawrence and Michael Brown among others Deploying a socio legal framework to examine how the media s often powerful and emotive narratives play a crucial role in the development and implementation of law the book provides a deep and critical reflection on its influence The book concludes with a number of suggestions for media reform both to moderate the media s influence and to incorporate a broader range of viewpoints This multi disciplinary book will appeal to scholars and students in sociolegal studies criminology and criminal law as well as those working in relevant areas in sociology and media studies *Textbook Of Occupational Medicine Practice (Fourth Edition)* David Soo Quee Koh,Tar-ching Aw,2017-08-22 The text is generally very readable the scientific quality of the content is above reproach and the content is very comprehensive within the confines of the size of the actual book In my opinion the book meets the needs of the varied targeted audience and I would regard it as good value for money I would consider the book useful for occupational practitioners particularly those in training who would gain a global perspective on many of the issues of occupational medicine Journal of Occupational Medicine This fourth edition continues to provide a link between occupational health and clinical practice It covers target organ systems that can be affected by hazardous exposures in workplaces and it focuses on the clinical presentations investigations and management of affected individuals We have retained consideration of some special issues relevant to occupational medicine practice in this new edition The main emphasis continues to be prevention of disease and early detection of health effects This edition of the book has been updated to include new materials topics and references We have retained a few of the previous case studies and illustrations and introduced several new ones There are new chapters on audit and evidence based practice and on occupational cancer We trust that this edition addresses many of the recommendations that were provided by readers of the previous edition We have again asked international experts to author many of the chapters Some of the authors are from Asia and others from the US UK the Middle East and Australia All the authors will have either clinical or academic experience in occupational medicine practice The book will be of interest to medical practitioners especially those in primary care and doctors intending to pursue a career in occupational medicine It would also be relevant for non medical health and safety professionals wanting to know more about health effects resulting from occupational exposures Other groups who may find this edition useful as a ready reference are medical students occupational health nurses or clinical specialists in fields such as dermatology respiratory medicine or toxicology The book is targeted at all those who are interested in the interaction between work and health and how occupational diseases and work related disorders may present Related Link s

[Post-AIDS Discourse in Health Communication](#) Ambar Basu,Andrew R. Spieldenner,Patrick J. Dillon,2021-12-13 This book examines the discourse of a post AIDS culture and the medical discursive shift from crisis and death to survival and living Contributions from a diverse group of international scholars interrogate and engage with the cultural social political scientific historical global and local consumptions of the term post AIDS from the perspective of meaning making on health

illness and well being The chapters critique and connect meanings of post AIDS to topics such as neoliberalism race gender and advocacy disclosure relationships and intimacy stigma and structural violence family and community migration work survival normativity NGOs transnational organizations aging and end of life care the politics of ART and PrEP mental illness campaigns social media and religion Using a range of methodological tools the scholarship herein asks how post AIDS or the End of the Epidemic is communicated and made sense of in everyday discourse what current meanings are circulated and consumed on and around HIV and AIDS and provides thorough commentary and critique of a post AIDS time This book will be an essential read for scholars and students of health communication sociology of health and illness medical humanities political science and medical anthropology as well as for policy makers and activists **The SAGE Handbook of**

Persuasion James Price Dillard,Lijiang Shen,2013 The Second Edition of The SAGE Handbook of Persuasion Developments in Theory and Practice provides readers with logical comprehensive summaries of research in a wide range of areas related to persuasion From a topical standpoint this handbook takes an interdisciplinary approach covering issues that will be of interest to interpersonal and mass communication researchers as well as to psychologists and public health practitioners

Encyclopedia of Health Communication Teresa L. Thompson,2014-04-18 From the dynamics of interpersonal communication between health professionals and clients to global command and control during public health emergencies that cross international borders the field of health communication bridges many disciplines and involves efforts from the micro to the macro It involves navigating personal cultural and political complexities and an ability to distill complex technical science into quickly and easily understood terms for ready distribution by the mass media or to an individual patient or to the parent of an ailing child Despite an abundance of textbooks specialized monographs and academic handbooks this is the first encyclopedic reference work in this area covering the breadth of theory and research on health communication as well as their practical application Features Nearly 600 original articles are organized A to Z within a three volume set to provide comprehensive coverage of this exciting field including such topics as theories and research traditions evaluation and assessment cultural complexities high risk and special populations message design and campaigns provider patient interaction issues media issues and more All articles were specifically commissioned for this work signed and authored by key figures in the field and conclude with cross reference links and suggestions for further reading Appendices include a Resource Guide with annotated lists of classic books and articles journals associations and web sites a Glossary of specialized terms and a Chronology offering an overview and history of the field A thematic Reader s Guide groups related articles by broad topic areas as one handy search feature on the e Reference platform which also includes a comprehensive index of search terms This A to Z three volume reference is available in both print and online formats and is a must have for libraries and researchers who seek comprehensive coverage of the theory research and applications of health communication

Health Communication Fundamentals Suruchi Sood,Amy Henderson Riley,2023-10-10 The authors bring together a

strong mix of theory concepts methods practice and research that come to life through multiple examples experiences and questions for reflections that any reader whether seasoned or a newcomer into the public health communication field should find extremely helpful and engaging This book constitutes a significant contribution to the continuous fermentation and growth of the public health communication field Rafael Obregon Country Representative UNICEF Paraguay Health Communication Fundamentals Planning Implementation and Evaluation in Public Health is a comprehensive practice based textbook designed to equip students with the tools needed to excel in the public health communication workforce Using a mix of domestic and global examples the book guides readers through the entire health communication process from planning and implementation to research monitoring and evaluation Interdisciplinary perspectives and contemporary public health topics are explored throughout the book via real world examples case studies and spotlights on professionals and organizations currently working to bring about positive individual and social change Contemporary public health topics include communication for pandemics social justice anti racism chronic disease prevention environmental health and justice and mental health to name just a few Each chapter features a podcast interview with a professional currently working in a health communication related field to show health communication skills in action and illustrate the wide variety of careers available in this dynamic and growing sector Health Communication Fundamentals is an essential resource for students in a variety of health professional and communication based programs and will help prepare them to make unique and valuable contributions to jobs in health departments non profit organizations advocacy groups private organizations government academia the media and more Key Features Focuses on evidence based and theory driven health communication practice Covers the entire communication campaign process planning implementation and evaluation of health communication initiatives that want to achieve social and behavior change Includes interdisciplinary perspectives and contemporary topics with a focus on health equity social justice and human rights Illustrates concepts using US and global examples outcomes and applications of health communication campaigns that span core public health topic areas Provides insight into career opportunities in health communication Audio podcasts highlight insights from leaders and experts with diverse careers in health communication Purchase includes digital access for use on most mobile devices or computers Qualified instructors have access to chapter PowerPoints an Instructor s Manual Sample Syllabus and Test Bank

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