



PUBLIC

Communication



Public Communication Campaigns

R. E. Rice, C. K. Atkin



Public Communication Campaigns:

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 supremacy 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 **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 **Public Communication Campaigns** Ronald E. Rice, Charles K. Atkin, 1989-06 In 1981 the first edition of Public Communication Campaigns effectively presented the state of the art in public communication campaigns Program managers policymakers administrators and evaluators brought together valuable perspectives on influencing public knowledge attitudes and behavior The second edition of Public Communication Campaigns continues this tradition bringing to bear the continual advances and challenges in campaign theorizing and research over the past decade Original chapters from the first edition are significantly revised providing a fuller body of research and experience Relevant case studies such as the Stanford Heart Disease Prevention Project and studies of cancer and antismoking campaigns serve to broaden and enrich these discussions New chapters include a highly innovative campaign sampler that sketches 11 notable campaigns and their implications and provides historical context for more recent studies Here is a tutorial on formative evaluation a discussion of community campaigns a systems based evaluation planning methodology an evaluation of television soap operas as campaign tools and timely analyses of the conduct of political campaigns and the use of persuasion in adolescent AIDS prevention campaigns An insightful closing chapter by Larry Wallack challenges some of the basic campaign assumptions about the role of mass media Like its enlightening predecessor this volume will play an important role in communication efforts to improve the lives of individuals and society by scholars policy makers researchers practitioners planners and evaluators Most readers will find the book valuable The book's scope guarantees some sustenance for all It packages some impressive pieces by researchers of theoretical and methodological sophistication who have applied their expertise to specific problems For those interested in the present state of thinking about public communication campaigns this volume is most useful Canadian Journal of Communication **Public Communication Campaigns** Ronald E. Rice, William J. Paisley, 1981-06 Original essays define the scope of and show how to improve campaigns that promote public service programmes among them anti smoking family planning heart disease prevention and fire prevention campaigns Academics programme administrators evaluators and policy makers show how to assess needs and goals plan a campaign evaluate its success and select appropriate media The relevance of this book for the audience of this journal is beyond doubt Almost everyday we see posters magazine articles tv advertisements or announcements on how to plan our families to conserve our energy to reduce environmental pollution to save our forests etc Now the time is ripe to make a state of the art assessment of the field **Public Communication Campaigns (Third Edition)**. , 2000 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 **PUBLIC COMMUNICATION CAMPAIGNS**, 1984 **Public Communication Campaigns** Ronald E. Rice, Charles K. Atkin, 1989-06-01 This second edition of Public Communication Campaigns represents

a major revision and establishes new parameters in campaign research Original chapters are significantly revised in the light of a decade s research and experience New chapters sketch eleven notable campaigns and their implications provide a tutorial on formative evaluation discuss community campaigns analyse the conduct of political campaigns suggest uses of persuasion in adolescent AIDS prevention campaigns analyze critically alternative channel effectiveness hypotheses study a remarkable pro social soap opera in India and challenge some of the basic assumptions about the role of mass media in campaigns

Public Communication Campaigns. Second Edition R. E. Rice,C. K. Atkin,1989 Over the years theoretical developments and evaluations of effective campaigns have shown that the chances of success are increased through research by assessing needs identifying relevant audiences identifying program failures and evaluating messages and effects continuously systematic planning especially developing message strategies and considering external social factors and use of a complementary mix of the most appropriate mediated and interpersonal channels The 1981 edition of Public Communication Campaigns brought together the state of the art in public communication campaigns at that time This second edition continues that tradition bringing to bear the continual advances and challenges in campaign theorizing and research over the past decade

Persuasion in Public Communication Campaigns Fabienne Bünzli,2021 Public communication campaigns have become one of the most important tools of strategic communication to achieve social change and to change behaviors However despite their recognized potential to contribute to a better world their effectiveness often remains below expectation By examining message strategies and their effects on individuals the present dissertation aims for a more nuanced understanding of persuasion in public communication campaigns This research is guided by two theoretical perspectives The first theoretical perspective considers the influence of audience characteristics on the effects of persuasive message strategies Paper 1 Paper 2 The second theoretical perspective looks at the role of proximal of the moment responses in the persuasion process Paper 3 Paper 1 identifies four basic message approaches used in public communication campaigns and delineates what message approach is most effective for target audiences depending on their stage of readiness to change Paper 2 focuses on one particular target audience namely those people who are usually not inclined to support a public communication campaign The aim is to find out how to persuade these people through variations in visual and verbal message features The results of an experimental study indicate that less empathic individuals are more supportive of a prosocial advertising campaign when exposed to sad images and anecdotal evidence Paper 3 explores the interplay between visual and verbal message features The goal is to better understand what kind of momentary responses explain the persuasive effects of different image text combinations A repeated measures experiment identifies perceived interpretational guidance that is as an effort to steer recipients toward one interpretation of the message and away from others as the key explanatory mechanism Overall the findings suggest that recipients are particularly responsive to messages that are matched to their motivational orientation and to simple and clear messages

Mass Communication and Public Health Charles

K. Atkin, Lawrence Wallack, 1990-08 The media influence how we live and die Tobacco can kill us yet we continue to smoke Drinking and driving is a lethal combination yet we continue to drive when inebriated Poor diet slowly destroys us yet we continue to eat unhealthily Why Evolving from a national conference Mass Communication and Public Health examines why public information campaigns have achieved limited success and what can be done to improve their effectiveness This up to date volume has a fourfold focus *Public Communication Campaigns, Community Types, and Health Information Acquisition* Jung-Sook Lee, 1990 **Information Campaigns** Charles T. Salmon, Charles Thomas Salmon, 1989-11 Today more than ever before governments industry and special interest groups are employing information campaigns to effect social change In ground breaking fashion Information Campaigns explores theory of campaigns as well as theory for campaigns addressing the social context of public information campaigns and social marketing efforts Using an interdisciplinary approach Salmon and a distinguished team of contributors develop the theoretical framework of social change to discuss the melding of marketing and strategic communication traditions Part I reviews the social context in which campaigns are designed implemented and analyzed illustrating a broad range of social concerns campaigns address The second section analyzes tactical concerns pertaining to underlying components of campaigns namely audience research planning organization and implementation and evaluation Students and professionals in the fields of communication political science marketing and public health will benefit from the refreshing approach and provocative analyses in this volume This is a terrific book It presents a unique integration of value and ideological perspectives with the empirical research on information campaigns The book offers a thorough and readable analysis of the diverse literature in this area Richard M Perloff Cleveland State University The first section as a whole is particularly successful in providing a context for the study of campaigns within the ongoing processes of social change The second section of the book offers some interesting treatments of several components of the campaign process This collection goes a long way toward establishing a new framework within which to study campaigns It lays out some clear directions and challenges for future research Journal of Communication Salmon's Information Campaigns is a welcome addition to the literature This book enlarges our knowledge of the processes involved in media centered social change and how social systems act to influence the attitudes perceptions and behaviors of different publics Salmon's book is a refreshing departure from the approach generally taken in the information campaign literature Having carefully assembled authors from a wide range of disciplines and representing divergent theoretical perspectives and research orientations Salmon provides a balanced presentation of the values of intended receivers and sponsors of planned social change He gives as much importance to the values of campaign sponsors as he does to the values of receivers of social good Practitioners researchers and students will find the book useful particularly useful for graduate level courses in political communication development communication health communication strategic communication and social marketing Journal of Broadcasting and Electronic Media Unlike many edited volumes quality is consistent across

chapters Journalism Quarterly **Handbook of Public Communication of Science and Technology** Massimiano Bucchi, Brian Trench, 2008-06-03 Comprehensive yet accessible this key Handbook provides an up to date overview of the fast growing and increasingly important area of public communication of science and technology from both research and practical perspectives As well as introducing the main issues arenas and professional perspectives involved it presents the findings of earlier research and the conclusions previously drawn Unlike most existing books on this topic this unique volume couples an overview of the practical problems faced by practitioners with a thorough review of relevant literature and research The practical Handbook format ensures it is a student friendly resource but its breadth of scope and impressive contributors means that it is also ideal for practitioners and professionals working in the field Combining the contributions of different disciplines media and journalism studies sociology and history of science the perspectives of different geographical and cultural contexts and by selecting key contributions from appropriate and well respected authors this original text provides an interdisciplinary as well as a global approach to public communication of science and technology **Designing Health Communication Campaigns** Thomas E. Backer, Everett Rogers, Pradeep Sopory, 1992-04-30 Advances in health care have made extraordinary changes in the life expectancy and level of vitality of the average American Still according to the U S Surgeon General a full one half of all premature deaths are due to lifestyle and therefore preventable This important collection presents a comparative synthesis of what works and what does not in mass media health campaigns High priority is given to coverage of substance abuse prevention campaigns but programs on AIDS smoking teenage pregnancy heart disease Alzheimer s Disease and vehicle seat belt use are also reviewed Designing Health Communication Campaigns deepens our understanding of how to design implement and evaluate mass media campaigns by highlighting the contributions of media experts who add a human element to the various campaign experiences they describe This work is indispensable in a fast evolving field where it serves as both a reference and a concordance for interpreting many other analytic sources Campaign designers researchers communications scholars and graduate students as well as policymakers and program funders will find the book to be valuable in helping make critical decisions about effective mass communication campaigns This volume is valuable because it emphasizes actual experiences and is thus recommended as an adjunct to classic texts in the field Graduate faculty professional Choice 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

Public Communication Campaigns, Community Types, and Health Information Acquisition Jung-Sook Lee,1990 **Routledge Handbook of Public Communication of Science and Technology** Massimiano Bucchi,Brian Trench,2014-06-20 Communicating science and technology is a high priority of many research and policy institutions a concern of many other private and public bodies and an established subject of training and education Over the past few decades the field has developed and expanded significantly both in terms of professional practice and in terms of research and reflection The Routledge Handbook of Public Communication of Science and Technology provides a state of the art review of this fast growing and increasingly important area through an examination of the research on the main actors issues and arenas involved In this brand new revised edition the book brings the reviews up to date and deepens the analysis As well as substantial reworking of many chapters it gives more attention to digital media and the global aspects of science communication with the inclusion of four new chapters Several new contributors are added to leading mass communication scholars sociologists public relations practitioners science writers and others featured herein With key questions for further discussion highlighted in each chapter the handbook is a student friendly resource and its scope and expert contributors mean it is also ideal for both practitioners and professionals working in the field Combining the perspectives of different disciplines and of different geographical and cultural contexts this original text provides an interdisciplinary and global approach to the public communication of science and technology It is a valuable resource for students researchers educators and professionals in media and journalism sociology the history of science and science and technology *OECD Report on Public Communication The Global Context and the Way Forward* OECD,2021-12-21 The first OECD Report on Public Communication The Global Context and the Way Forward examines the public communication structures mandates and practices of centres of governments and ministries of health from 46 countries based on the 2020 Understanding Public Communication surveys *A Review of Public Communication Campaigns Designed to Impart Attitude and Behavior Change* Angela Rose Fotinos,1990

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