



Persuasive Communication Campaigns

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Persuasive Communication Campaigns:

Persuasive Communication Campaigns Michael Pfau, Roxanne Parrott, 1992 *Persuasive Communication Campaigns* Pfau, Parrot, 2001-02-01 *Persuasive Communication* James Brian Stiff, Paul A. Mongeau, 2002-10-18 This popular text provides a comprehensive introduction to the study of persuasive messages and their effects Concepts and methods from communication and social psychology are seamlessly integrated to give students a solid grasp of foundational issues in persuasion research the core features of persuasive transactions and major models of persuasive communication Distinguished by its clear organization and wealth of concrete examples this is an ideal text for advanced undergraduate and graduate level courses for students with a basic understanding of quantitative research methods **Persuasive Communication** James B. Stiff, Paul A. Mongeau, 2016-08-26 Providing an accessible integration of theory and research methods this text prepares students to critically analyze persuasive appeals and to design effective messages and campaigns The book draws on key ideas from both communication and social psychology to explore the mutual influence of cognitive and affective processes and the characteristics and production of messages It gives the reader a solid grasp of foundational issues in persuasion research the core components of persuasive transactions and major theoretical models Instructive concrete examples illustrate applications of the concepts in such settings as health promotion political campaigns the courtroom and advertising New to This Edition Engaging topic boxes on college drinking attitudes about same sex marriage the birther movement and other timely issues New or expanded discussions of the integrative model of behavioral prediction the use of guilt appeals social media individualized tailoring of political messages and numerous other topics The latest data and theoretical perspectives Epilogue on current and future trends in the field **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, 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 **Persuasive Communication and Drug Abuse Prevention** Lewis Donohew, Howard E. Sypher, William J. Bukoski, 2012-12-06 The history of drug abuse prevention campaigns suggests limitations in producing measurable changes in behavior In the past there was concern over the possibility of such publicity actually encouraging interest in drug use rather than discouraging such behavior Although little or no scientifically sound empirical evidence has been found to support such a view several social science textbooks still

refer to this as something of which to be wary. Reviews of early research appear to indicate inadequate methods and a lack of rigor in theory testing. In recent years, however, research in communication and its uses in drug abuse prevention has become considerably more sophisticated and communication is being used far more effectively. In this book, the editors bring together some of the most successful drug abuse prevention researchers in the country along with other experts in this field or in persuasive communication to address use and effects of both mass media and interpersonal strategies. This collection illustrates just how far the study of public influence through mass media has come, especially regarding such a vital relevant issue as drug abuse prevention.

Attitudes and Persuasive Communication Prof. Dr. Bilal Semih Bozdemir, Attitudes and Persuasive Communication: Defining Attitudes, Components and Functions, Attitude Formation and Change, Cognitive Dissonance, Resolving Inconsistencies, Persuasion Theories, ELM and HSM, Compliance Gaining Strategies, Rhetorical Devices and Persuasive Tactics, Ethical Considerations in Persuasive Communication, Conclusion and Key Takeaways.

Persuasion in Advertising John O'Shaughnessy, Nicholas J. O'Shaughnessy, 2004. A practical and in-depth guide to the art of advertising persuasion, this book draws on research concepts and case examples from the US and Europe to explain advertising theories and set out strategies for adoption.

Fundamentals of Public Communication Campaigns Jonathan Matusitz, 2022-09-08. 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 *Strategy in Information and Influence Campaigns* Jarol B. Manheim, 2011-01-24 Information and influence campaigns are a particularly cogent example of the broader phenomenon we now term strategic political communication If we think of political communication as encompassing the creation distribution control use processing and effects of information as a political resource then we can characterize strategic political communication as the purposeful management of such information to achieve a stated objective based on the science of individual organizational and governmental decision making IICs are more or less centralized highly structured systematic and carefully managed efforts to do just that Strategy in Information and Influence Campaigns sets out in comprehensive detail the underlying assumptions unifying strategy and panoply of tactics of the IIC both from the perspective of the protagonist who initiates the action and from that of the target who must defend against it Jarol Manheim s forward looking broad and systematic analysis is a must have resource for scholars and students of political and strategic communication as well as practitioners in both the public and private sectors Healthcare Management Strategy, Communication, and Development Challenges and Solutions in Developing Countries Emmanuel K. Ngwainmbi, 2014-05-08 Healthcare Management Strategy Communication and Development Challenges and Solutions in Developing Countries analyzes the ways in which health services public health administration and healthcare policies are managed in developing countries and how intercultural intergroup and mass communication practices are weakening those efforts If developing countries are to reach their development goals their leaders must have a firm understanding of the impact of infectious diseases on their people and take prompt action to fix socioeconomic issues arising from the problems associated with poor health practices Drawing on experiences from international health organizations such as the United Nations Population Fund UNFPA commissioned in poor countries to assist national governments in improving the wellbeing of their citizens this volume analyzes maternal and child mortality and the spread of infectious diseases and offers communication strategies for the management of malaria HIV Aids Polio tuberculosis and others in Somalia Madagascar Ghana South Africa Zimbabwe Nigeria the Democratic Republic of Congo and India **Communication, Public Discourse, and Road Safety Campaigns** Nurit Guttman, 2014-06-05 This book discusses the use of communication campaigns to promote road safety arguing that they need to elicit public discourse on issues pertaining to culture equity gender workplace norms environmental issues and social solidarity Increasingly new media channels and formats are employed in the dissemination process making road safety related messages ubiquitous and often controversial Policy makers educators researchers and the public continue to debate the utility and morality of some of

the influence tactics employed in these messages such as the use of graphic images of injury or death stigmatization or blame and shame and the use of black humor Guttman argues that influencing road safety requires making changes in normative and cultural conceptions of broader issues in society yet the typical discourse on road safety tends to focus on individual attitudes and practices The book highlights the importance of social and behavioral theory in communication campaigns on road safety and critiques the tendency to focus on individual cognition affect and risk conceptions rather than on normative structural and cultural factors The volume positions the discourse on road safety as a social issue and treats road safety behavior as a social activity that directly relates to other public issues social values and social policy while discussing potential uses of social media and participatory approaches The discussion turns to the role of road safety communication campaigns as part of a democratic process of eliciting public discourse including how contemporary society could address broader issues of risk and safety

Understanding Audiences Robert H. Wicks, 2000-10-01 Understanding Audiences helps readers to recognize the important role that media plays in their lives and suggests ways in which they may use media constructively Author Robert H Wicks considers the relationship between the producers and the receivers of media information focusing on how messages shape perceptions of social reality He analyzes how contemporary media including newspapers film television and the Internet vie for the attention of the audience members and evaluates the importance of message structure and content in attracting and maintaining the attention of audiences Wicks also examines the principles associated with persuasive communication and the ways in which professional communicators frame messages to help audiences construct meaning about the world around them Among other features this text describes the processes associated with human information processing presents an analysis of the principles associated with social learning in children and adults and explores the possibility that media messages may cultivate ideas attitudes and criticisms of this perspective explains how most media messages are framed to highlight or accentuate specific perspectives of individuals or organizations challenging the notion of objectivity in media information messages considers the effects of media exposure such as whether the contemporary media environment may be partially responsible for the recent rash of school violence among young people analyzes the Internet as an interactive medium and considers whether it has the potential to contribute to social and civic disengagement as it substitutes for human interaction and evaluates the principles of the uses and gratifications approach as they apply to the new media environment including traditional media as well as popular genres like talk shows and developing media systems such as the Internet Intended for upper level undergraduate and graduate students who need to understand the nature of the media and how they interact with these messages Understanding Audiences promotes the development of media literacy skills and helps readers to understand the processes associated with engaging them in media messages It also offers them tools to apply toward the shaping of media in a socially constructive way

The Routledge Handbook of Environment and Communication Anders Hansen, Robert Cox, 2015-03-05 This Handbook provides a

comprehensive statement and reference point for theory research and practice with regard to environment and communication and it does this from a perspective which is both international and multi disciplinary in scope Offering comprehensive critical reviews of the history and state of the art of research into the key dimensions of environmental communication the chapters of this handbook together demonstrate the strengths of multi disciplinary and cross disciplinary approaches to understanding the centrality of communication to how the environment is constructed and indeed contested socially politically and culturally Organised in five thematic sections The Routledge Handbook of Environment and Communication includes contributions from internationally recognised leaders in the field The first section looks at the history and development of the discipline from a range of theoretical perspectives Section two considers the sources communicators and media professionals involved in producing environmental communication Section three examines research on news entertainment media and cultural representations of the environment The fourth section looks at the social and political implications of environmental communication with the final section discussing likely future trajectories for the field The first reference Handbook to offer a state of the art comprehensive overview of the emerging field of environmental communication research this authoritative text is a must for scholars of environmental communication across a range of disciplines including environmental studies media and communication studies cultural studies and related disciplines

Platforms, Power, and Politics Ulrike Klinger, Daniel Kreiss, Bruce Mutsaers, 2023-10-10 Political communication has fundamentally transformed as digital technologies have become increasingly important in everyday life Technology platforms have become powerful political instruments for world leaders campaigns social movements journalists and non governmental organizations Moreover they are essential to how people communicate about politics encounter and share political information and take action to pursue their political goals This is the first textbook to center digital platforms in understanding political communication With global examples beyond the context of Western democracies the text reveals how digital technologies such as social media and search engines are increasingly shaping political communication in countries around the world It shows how the core processes of political communication are being reshaped by platforms from how elections are contested to how issues make it onto policymaking agendas Topics covered include public opinion journalism strategic communication political parties social movements governance disinformation propaganda populism race ethnicity and democratic backsliding Full of lively examples and pedagogical features Platforms Power and Politics offers an exciting and innovative new approach to political communication It is essential reading for students of political communication and an important resource for scholars journalists and policymakers **Media Effects** Jennings Bryant, Dolf Zillmann, Mary Beth Oliver, 2002-02-01 This new edition updates and expands the scholarship of the 1st edition examining media effects in The Power of Communication Doris A. Graber, 2002-09-01 Whether it s the Internal Revenue Service or the local police department every person s life is affected by how public organizations handle information New technologies

are inundating us with data agencies collect store analyze and disseminate information How organizations manage this information is crucial to their effectiveness efficiency and accountability It is becoming more difficult for public organizations to formulate clear messages Political pressure from elected officials and public scrutiny make the task of managing communication even more daunting By helping students see how communication networks must be treated within larger psychological cultural and mechanical contexts Graber presents ways to construct effective channels so information is transmitted to the appropriate audiences linking policy decisions and feedback from citizens Blending the best of theory and practice *The Power of Communication* helps both students and practitioners turn a flood tide of information into an asset rather than a menace to good government

Communication Planning Sherry Devereaux Ferguson, 1999-08-03 With these additional responsibilities as a focus *Communication Planning* takes a comprehensive approach to examining the role of integrated planning in modern organizations

BOOK JACKET This book contains essential information for consultants practitioners and students

BOOK JACKET **The Art of Communication** Peter Stockinger, 2025-02-26 The Art of Communication combines over two decades of research and teaching into a comprehensive guide on strategic communication Grounded in the theoretical and methodological frameworks of situated communication and communication project this book highlights an understanding of both traditional and emerging communication practices It particularly focuses on new genres such as branding design and digital communication strategies and introduces the innovative concept of textscapes specially crafted environments to fulfill communicative objectives This book is enriched with practical examples and is particularly relevant in multicultural and international settings providing essential insights for adapting communication strategies to diverse cultural contexts

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