

Public Communication Campaigns 4th Edition

Public Communication Campaigns **Public Communication Campaigns** **Public Communication Campaigns** Political Campaign Communication **Fundamentals of Public Communication Campaigns** *Ground Wars* **Strategic Communication for Organizations** *Advertising Campaign Strategy: A Guide to Marketing Communication Plans* *The Routledge Handbook of Health Communication* *Evaluating Public Communication* **Community Organizing and Community Building for Health and Social Equity, 4th Edition** **Encyclopedia of Health Communication** **Strategic Urban Health Communication** *The SAGE Handbook of Persuasion* **Successful Nonverbal Communication** *Public Relations Campaigns* **Strategic Planning for Public Relations** The Handbook of Public Sector Communication **Health Communication** **The International Encyclopedia of Media Effects, 4 Volume Set** **Planning and Managing Public Relations Campaigns** A Primer on Policy Communication in Kazakhstan *The Routledge Handbook of Strategic Communication* *Campaign Communication and Political Marketing* **Immigration and Strategic Public Health Communication** *The Handbook of Applied Communication Research* *The Handbook of the Psychology of Communication Technology* Public Relations Storied Health and Illness **Diffusion of Innovations, 4th Edition** **The Handbook of Development Communication and Social Change** **Social Marketing Research for Global Public Health** **Advancing Comparative Media and Communication Research** **Environmental Communication and the Public Sphere** Health Behavior **The Future of the Public's Health in the 21st Century** **Global Health Communication for Immigrants and Refugees** *Smoking Prevention and Cessation* States of Confusion Campaigns and Elections American Style

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Global Health Communication for Immigrants and Refugees Sep 28 2019 This book analyzes international cases of immigrants and refugees from a health communication perspective, providing theoretical frames and effective recommendations for designing future health communication campaigns and interventions for health promotion. Internationally renowned scholars elucidate the reality of health communication situations that immigrants and refugees experience in host countries around the globe and examine how national and global health risk situations, including the COVID-19 pandemic, affect immigrant and refugee health during difficult health circumstances. Offering effective health communication strategies for promoting immigrant and refugee health, the book also provides lessons learned from past and present health communication campaigns, responses of diverse communities, and governmental policies. Drawing on case studies from major host countries on different continents, this book will be of interest to anyone researching or studying in the areas of health communication, public health, international relations, public administration, nursing, and social work.

Campaign Communication and Political Marketing Nov 10 2020 Campaign Communication and Political Marketing is a comprehensive, internationalist study of the modern political campaign. It indexes and explains their integral components, strategies, and tactics. Offers comparative analyses of campaigns from country to country Covers topics such as advertising strategy, demography, the effect of campaign finance regulation on funding, and more Draws on a variety of international case studies including the campaigns of Barack Obama and Nicolas Sarkozy Analyses the impact of digital media and 24/7 news cycle on campaign conduct

The Routledge Handbook of Health Communication Feb 23 2022 A seminal text in the field, this new edition of *The Routledge Handbook of Health Communication* provides students and scholars with a comprehensive survey of the subject's key research foundations and trends, authored by the discipline's leading scholars. The third edition has been completely updated and reorganized to guide both new researchers and experienced scholars through the most critical and contemporary topics in health communication today. There are eight major sections covering a range of issues, including interpersonal and family health communication; patient-provider communication; healthcare provider and organizational health communication; mediated health communication; campaigns, interventions, and technology applications; and broad issues such as health literacy, health equity, and intercultural communication. Attention also is devoted to foundational issues in health communication, such as theory and method; multidisciplinary, interdisciplinary, and transdisciplinary communication research; research translation, implementation, and dissemination; and narrative health communication. There is new attention to policy and NGOs, the environment, public health crises, global health, mental health and mental illness, and marginalized populations such as Black, Latinx (a/o), Native/First People, and LGBTQ+ individuals, as well as challenges the multiple challenges health communication researchers face in conducting research. The handbook will continue to serve as an invaluable resource for students, researchers, scholars, policymakers, and healthcare professionals doing work in health communication.

Diffusion of Innovations, 4th Edition May 05 2020 Since the first edition of this landmark book was published in 1962, Everett Rogers's name has become "virtually synonymous with the study of diffusion of innovations," according to Choice. The second and third editions of *Diffusion of Innovations* became the standard textbook and reference on diffusion studies. Now, in the fourth edition, Rogers presents the culmination of more than thirty years of research that will set a new standard for analysis and inquiry. The fourth edition is (1) a revision of the theoretical framework and the research evidence supporting this model of diffusion, and (2) a new intellectual venture, in that new concepts and new theoretical viewpoints are introduced. This edition differs from its predecessors in that it takes a much more critical stance in its review and synthesis of 5,000 diffusion publications. During the past thirty years or so, diffusion research has grown to be widely recognized, applied and admired, but it has also been subjected to both constructive and destructive criticism. This criticism is due in large part to the stereotyped and limited ways in which many diffusion scholars have defined the scope and method of their field of study. Rogers analyzes the limitations of previous diffusion studies, showing, for example, that the convergence model, by which participants create and share information to reach a mutual understanding, more accurately describes diffusion in most cases than the linear model. Rogers provides an entirely new set of case examples, from the Balinese Water Temple to Nintendo videogames, that beautifully illustrate his expansive research, as well as a completely revised bibliography covering all relevant diffusion scholarship in the past decade. Most important, he discusses recent research and current topics, including social marketing, forecasting the rate of adoption, technology transfer, and more. This all-inclusive work will be essential reading for scholars and students in the fields of communications, marketing, geography, economic development, political science, sociology, and other related fields for generations to come.

Political Campaign Communication Jul 31 2022 Now in its sixth edition, *Political Campaign Communication* provides a realistic understanding of the strategic and tactical communication choices candidates and their staffs must make as they wage an election campaign. Trent and Friedenberg's classic text has been updated throughout to reflect recent election campaigns, including 2004 and 2006 as well as the early stages of 2008. A new chapter focuses on the use of the Internet. *Political Campaign Communication* continues to be a classroom favorite—a thoroughly researched, insightful, and reader-friendly text.

Public Relations Campaigns Jul 19 2021 Using a hands-on approach, this text provides an introduction to the process of creating effective PR campaigns, with real examples and contemporary case studies to help the reader develop practical skills.

Health Behavior Nov 30 2019 The essential health behavior text, updated with the latest theories, research, and issues *Health Behavior: Theory, Research and Practice* provides a thorough introduction to understanding and changing health behavior, core tenets of the public health role. Covering theory, applications, and research, this comprehensive book has become the gold standard of health behavior texts. This new fifth edition has been updated to reflect the most recent changes in the public health field with a focus on health behavior, including coverage of the intersection of health and community, culture, and communication, with detailed explanations of both

established and emerging theories. Offering perspective applicable at the individual, interpersonal, group, and community levels, this essential guide provides the most complete coverage of the field to give public health students and practitioners an authoritative reference for both the theoretical and practical aspects of health behavior. A deep understanding of human behaviors is essential for effective public health and health care management. This guide provides the most complete, up-to-date information in the field, to give you a real-world understanding and the background knowledge to apply it successfully. Learn how e-health and social media factor into health communication Explore the link between culture and health, and the importance of community Get up to date on emerging theories of health behavior and their applications Examine the push toward evidence-based interventions, and global applications Written and edited by the leading health and social behavior theorists and researchers, *Health Behavior: Theory, Research and Practice* provides the information and real-world perspective that builds a solid understanding of how to analyze and improve health behaviors and health.

Advancing Comparative Media and Communication Research Jan 31 2020 A comparative approach to media and communication research plays an important, if not indispensable, role in achieving a core mission of researchers: to delimit the generality and specificity of media and communication theories, enabling researchers to more readily identify the influence of social, political and cultural contexts in shaping media and communication phenomena. To de-Westernize and internationalize media and communication studies has thus become the way forward for overcoming the parochialism of mainstream media and communication studies. This volume reflects on what comparative media and communication research has achieved or failed to achieve, the epistemological and theoretical challenges it is facing, and the new directions in which it should be heading.

The Handbook of Development Communication and Social Change Apr 03 2020 This valuable resource offers a wealth of practical and conceptual guidance to all those engaged in struggles for social justice around the world. It explains in accessible language and painstaking detail how to deploy and to understand the tools of media and communication in advancing the goals of social, cultural, and political change. A stand-out reference on a vital topic of primary international concern, with a rising profile in communications and media research programs Multinational editorial team and global contributors Covers the history of the field as well as integrating and reconceptualising its diverse perspectives and approaches Provides a fully formed framework of understanding and identifies likely future developments Features a wealth of insights into the critical role of digital media in development communication and social change

Storied Health and Illness Jun 05 2020 Health and illness are storied experiences that necessarily entail personal, cultural, and political complexities. For all of us, communicating about health and illness requires a continuous negotiation of these complexities and a delicate balance between what we learn about the biology of disease from providers and our own very personal, subjective experiences of being ill. *Storied Health and Illness* brings together dozens of noteworthy scholars, both established and emerging, in a provocative collection that embraces narrative ways of knowing to think about, analyze, and reconsider our own and others' health beliefs, behaviors, and communication. Comprehensive content reflects the editors' substantial research in integrative health, narrative care, and innovative ways of improving well-being and quality of life in personal relationships, healthcare, the workplace, and community settings. Unique narrative approaches to the study of health communication include: • 14 chapters written by 22 contributors who use engaging stories from their own research or personal experience to introduce and ground foundational communication concepts in healthcare, health promotion, community support, organizational wellness, and other health-related sites of interest. • Compelling stories of individuals living with the inherent challenges and unexpected opportunities of mental illness, addiction, aging, cancer, dialysis, sexual harassment, miscarriage, obesity, alopecia, breastfeeding, health threats to immigrant workers, developmental differences, and youth gun violence. • 36 Health Communication in Action (HCIA) sidebars that highlight applied research of innovative health communication scholars in their own words and then prompt readers to think more deeply about their own perspectives and experiences. • Theorizing Practice boxes that encourage readers to reflect on stories that describe significant experiences in their own and others' lives as they consider assumptions and enlarge their viewpoints in previously unimagined ways.

Smoking Prevention and Cessation Aug 27 2019 Tobacco smoking is considered the big killer and one of the most avoidable risk factors for many human pathologies. Reducing and controlling tobacco smoking should be a primary aim for a certain population, in order to reduce harms to health caused by this important risk factor, and it seems urgent to adopt intervention tools involved in responsibility fields such as health care, education, politics, economy and media. Among health professionals the prevalence of tobacco smoke is extremely high, more than other professional categories, and this could be partly attributed to a low weight that tobacco smoking has in the medical curriculum of future physicians, that will contribute in a determinant way to healthy choices of their patients. In order to realise that, the medical students need to

be adequately trained with the aim of acquire competences and skills that help patients to prevent tobacco smoking and to increase smoking cessation, through a programme oriented to specific issue related to the potential harm of tobacco products. A survey conducted by Ferry et al. in the American Schools of Medicine underlined the lack of courses related to tobacco smoking. Moreover, a randomised trial carried out by Cummings et al., the Schools of Medicine result as the ideal setting to teach smoking cessation techniques to health professionals. The National Cancer Institute in 1992 recommended that primary and secondary prevention interventions on tobacco smoking will become mandatory in the curriculum of Medical USA students. However, until now this recommendation still is far from being fully implemented. The aim of the book is to give an overview on the epidemiology of tobacco smoking among different settings and populations, but with a special focus on health professionals and medicals students, and to show available examples of smoking prevention and cessation training in different settings.

Health Communication Apr 15 2021 Health Communication provides coverage of the major areas of interest in the field of health communication, including interpersonal, organizational, and health media. It takes an in-depth approach to health communication research by analyzing and critically evaluating research conducted across multiple paradigmatic perspectives. This edited textbook includes chapters covering such topics as: interpersonal health communication issues, challenges, and complexities in health communication, communication aspects of health behaviors and conditions, organizational issues in health communication, and media and eHealth research. Chapters have been contributed by noted researchers and educators in health communication and represent the current state of the field. They offer pedagogical features that will prove useful to students and instructors of health communication, such as sidebars, summary boxes, suggestions for in-class activities, discussion questions, and lists of additional resources. A companion website provides online resources for use with this text, including: For students: Test questions Downloadable flash cards Exam study guides For instructors: PowerPoint slides Sample syllabi Sample assignments Developed for use in upper-level health communication courses, this text represents the breadth and depth of health communication theory and research as it exists today.

Advertising Campaign Strategy: A Guide to Marketing Communication Plans Mar 27 2022 How do you orchestrate the next great advertising campaign? Find out with ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS. Inside you'll see step-by-step how to take a great idea through the complete advertising process. And because it's focused on campaigns, ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS is loaded with the tips you'll need to succeed in the class now and get your project chosen in the future. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Public Relations Jul 07 2020 'This has always been the definitive text for PR in Australia. Public Relations: Theory and Practice is the complete companion for new and not-so-new practitioners. I'll be keeping a copy on my bookshelf.' - Tracy Jones, FPRIA former president, Public Relations Institute of Australia Public relations is a dynamic and rapidly growing field which offers a variety of career paths. Whether you're building the public image of an organisation, developing news and social media strategies, or managing issues for a company or political party, you need strong communication skills and a sound understanding of public relations processes. In this widely used introduction to professional practice, leading academics and practitioners outline the core principles of public relations in business, government and the third sectors. They show how to develop effective public relations strategies and explain how to research, run and evaluate a successful public relations campaign. Drawing on a range of communication and public relations theories, they discuss how to work with key publics, using all forms of media for maximum impact. It is richly illustrated with examples and case studies from Australia, New Zealand, Asia and other countries. Public Relations has been substantially revised and includes newly written chapters on social media, tactics, integrated marketing communication, risk and crisis communication, public relations history, corporate and investor public relations, and law, as well as a new glossary of theoretical terms.

The Handbook of the Psychology of Communication Technology Aug 08 2020 The Handbook of the Psychology of Communication Technology offers an unparalleled source for seminal and cutting-edge research on the psychological aspects of communicating with and via emergent media technologies, with leading scholars providing insights that advance our knowledge on human-technology interactions. • A uniquely focused review of extensive research on technology and digital media from a psychological perspective • Authoritative chapters by leading scholars studying psychological aspects of communication technologies • Covers all forms of media from Smartphones to Robotics, from Social Media to Virtual Reality • Explores the psychology behind our use and abuse of modern communication technologies • New theories and empirical findings about ways in which our lives are transformed by digital media

Fundamentals of Public Communication Campaigns Jun 29 2022 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.

The Handbook of Public Sector Communication May 17 2021 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.

Successful Nonverbal Communication Aug 20 2021 *Successful Nonverbal Communication: Principles and Applications* demonstrates how knowledge of nonverbal messages can affect successful communication in the real world. Now with fifteen chapters, the fifth edition draws students in through applications of the latest nonverbal communication research and through current examples of celebrities, sports, and politicians. This extensive revision describes nonverbal cues and their desirable and undesirable functions while offering original tests for measuring and developing nonverbal communication skills. Updates include new attention to Donald Trump, Hillary Clinton, and Barack Obama, and discussion of nonverbal communication within same-sex partnerships.

Public Communication Campaigns Sep 01 2022 In this new, fully revised and expanded Third Edition, Rice and Katz provide readers with a comprehensive, up-to-date look into the field of public communication campaigns. Largely rewritten to reflect the latest theories and research, this text continues in the tradition of ongoing improvement and expansion into new areas. This Third Edition contains several new features. First, an expanded "sampler" section including more recent, intriguing and

controversial campaigns has been added. Second, more attention is given to specific practical implications and evaluation of campaigns, using examples from both AIDS and anti-drug campaigns. Third, the book's final section introduces a variety of recent campaign dimensions including community-oriented campaigns, entertainment-education campaigns, and Internet/Web-based campaigns. This volume will be a valuable resource for both students and researchers in the fields of communication, journalism, public relations, mass media, advertising, and public health programs. Copyright © Libri GmbH. All rights reserved.

The Future of the Public's Health in the 21st Century Oct 29 2019 The anthrax incidents following the 9/11 terrorist attacks put the spotlight on the nation's public health agencies, placing it under an unprecedented scrutiny that added new dimensions to the complex issues considered in this report. *The Future of the Public's Health in the 21st Century* reaffirms the vision of Healthy People 2010, and outlines a systems approach to assuring the nation's health in practice, research, and policy. This approach focuses on joining the unique resources and perspectives of diverse sectors and entities and challenges these groups to work in a concerted, strategic way to promote and protect the public's health. Focusing on diverse partnerships as the framework for public health, the book discusses: The need for a shift from an individual to a population-based approach in practice, research, policy, and community engagement. The status of the governmental public health infrastructure and what needs to be improved, including its interface with the health care delivery system. The roles nongovernment actors, such as academia, business, local communities and the media can play in creating a healthy nation. Providing an accessible analysis, this book will be important to public health policy-makers and practitioners, business and community leaders, health advocates, educators and journalists.

States of Confusion Jul 27 2019 Shows the maddening difficulties that voter ID requirements create for participants in US democracy and offers concrete solutions for every person's vote and voice to count Over the past decade, and throughout the COVID-19 pandemic, the number of voter ID laws has skyrocketed, limiting the ability of nearly twenty-five million eligible voters from exercising their constitutional right to cast a vote. In *States of Confusion*, Don Waisanen, Sonia Jarvis, and Nicole Gordon explore this crisis and the difficulties it has created for American voters, offering practical solutions for this increasingly important problem. Focusing on ten states with the strictest voter documentation requirements, the authors show how people face major barriers to exercising their fundamental democratic right to vote and are therefore slipping through the cracks of our electoral system. They explore voter experiences by drawing on hundreds of online surveys, audits of 150 election offices, community focus groups, and more. Waisanen, Jarvis, and Gordon call on policymakers to adopt uniform national voter identification standards that are simple, accessible, and cost-free. *States of Confusion* offers a comprehensive and up-to-date look at the voter ID crisis in our country, as well solutions for practitioners, government agencies, and citizens.

The International Encyclopedia of Media Effects, 4 Volume Set Mar 15 2021 The International Encyclopedia of Media Effects presents a comprehensive collection of the most up-to-date research on the uses and impacts of media throughout the world. Provides the definitive resource on the most recent findings of media effects research Covers all aspects of the uses and impact of media, utilizing empirical, psychological, and critical research approaches to the field Features over 200 entries contributed by leading international scholars in their associated fields Offers invaluable insights to for students, scholars and professionals studying and working in related fields, and will stimulate new scholarship in emerging fields such as the Internet, Social Media and Mobile Communication Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association. Online version available at Wiley Online Library.

Public Communication Campaigns Oct 02 2022 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.

Campaigns and Elections American Style Jun 25 2019 Following one of the most contentious and surprising elections in US history, the new edition of this classic text demonstrates unequivocally: Campaigns matter. With new and revised chapters throughout, *Campaigns and Elections American Style* provides a real education in contemporary campaign politics. In the fifth edition, academics and campaign professionals explain how Trump won the presidency, comparing his sometimes novel tactics with tried and true strategies including how campaign themes and strategies are developed and communicated, the changes in campaign tactics as a result of changing technology, new techniques to target and mobilize voters, the evolving landscape of campaign finance and election laws, and the increasing diversity of the role of media in elections. Offering a unique and careful mix of Democrat and Republican, academic and practitioner, and male and female campaign perspectives, this volume scrutinizes national and local-level campaigns with a special focus on the 2016 presidential and congressional elections and what those elections might tell us about 2018 and 2020. Students, citizens, candidates, and campaign managers will learn not only how to win elections but also why it is imperative to do so in an ethical way. Perfect

for a variety of courses in American government, this book is essential reading for political junkies of any stripe and serious students of campaigns and elections. Highlights of the Fifth Edition Covers the 2016 elections with an eye to 2018 and 2020. Explains how Trump won the presidency, the changes in campaign tactics as a result of changing technology, new techniques to target and mobilize voters, the evolving landscape of campaign finance and election laws, and the increasing diversity of the role of media. Includes a new part structure and the addition of part introductions to help students contextualize the major issues and trends in campaigns and elections.

Social Marketing Research for Global Public Health Mar 03 2020 '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

Strategic Communication for Organizations Apr 27 2022 Strategic Communication for Organizations elucidates the emerging research on strategic communication, particularly as it operates in a variety of organizational settings. This book, appropriate for both students and practitioners, emphasizes how theory and research from the field of communication studies can be used to support and advance organizations of all types across a variety of business sectors. Grounded in scholarship and organizational cases, this textbook: focuses on message design provides introductory yet comprehensive coverage of how strategy and message design enable effective organizational and corporate communication explores how theory and research can be synthesized to inform modern communication-based campaigns Strategic Communication for Organizations will help readers discuss how to develop, implement, and evaluate messages that are consistent with an organization's needs, mission, and vision, effectively reaching and influencing internal and external audiences.

Environmental Communication and the Public Sphere Jan 01 2020 "This is the best undergraduate text devoted to environmental communication. It's the standard book for an introduction to the field." —Jeffrey L. Courtright, Illinois State University The Fifth Edition of the award-winning Environmental Communication and the Public Sphere remains the most comprehensive introductory text in the growing field of environmental communication. This groundbreaking book focuses on the role that human communication plays in influencing the ways we perceive the environment. It also examines how we define what constitutes an environmental problem and how we decide what actions to take concerning the natural world. In the highly anticipated Fifth Edition, internationally recognized researcher Phaedra Pezzullo and three-time Sierra Club President Robert Cox leverage their vast experience to offer insights into the news media, Congress, environmental conflict, advocacy campaigns, and other real-world applications of environmental communication. This edition also explores recent events—the Trump Administration, wolf conservation, public land milestones, the Flint water crisis, corporate disinformation campaigns, new alliances for a "just transition" in a growing renewable energy economy, the People's Climate March, international legal precedents, and more—to illustrate key terms and the significance of environmental communication.

The Handbook of Applied Communication Research Sep 08 2020 An authoritative survey of different contexts, methodologies, and theories of applied communication The field of Applied Communication Research (ACR) has made substantial progress over the past five decades in studying communication problems, and in making contributions to help solve them. Changes in society, human relationships, climate and the environment, and digital media have presented myriad contexts in which to apply communication theory. The Handbook of Applied Communication Research addresses a wide array of contemporary communication issues, their research implications in various contexts, and the challenges and opportunities for using communication to manage problems. This innovative work brings together the diverse perspectives of a team of notable international scholars from across disciplines. The Handbook of Applied Communication Research includes discussion and analysis spread across two comprehensive volumes. Volume one introduces ACR, explores what is possible in the field, and examines theoretical perspectives, organizational communication, risk and crisis communication, and media, data, design, and technology. The second volume focuses on real-world communication topics such as health and education communication, legal, ethical, and policy issues, and volunteerism, social justice, and communication activism. Each chapter addresses a specific issue or concern, and discusses the choices faced by participants in the communication process. This important contribution to communication research: Explores how various communication contexts are best approached Addresses balancing scientific findings with social and cultural issues Discusses how and to what extent media can mitigate the effects of adverse events Features original findings from ongoing research programs and original communication models and frameworks Presents the best available research and insights on where current research and best practices should move in the future A major addition to the body of knowledge in the field, The Handbook of Applied Communication Research is an invaluable work for advanced undergraduate students, graduate students, and scholars.

Strategic Planning for Public Relations Jun 17 2021 First published in 2004. Routledge is an imprint of Taylor & Francis, an informa company.

Ground Wars May 29 2022 Political campaigns today are won or lost in the so-called ground war--the strategic deployment of teams of staffers, volunteers, and paid part-

timers who work the phones and canvass block by block, house by house, voter by voter. *Ground Wars* provides an in-depth ethnographic portrait of two such campaigns, New Jersey Democrat Linda Stender's and that of Democratic Congressman Jim Himes of Connecticut, who both ran for Congress in 2008. Rasmus Kleis Nielsen examines how American political operatives use "personalized political communication" to engage with the electorate, and weighs the implications of ground war tactics for how we understand political campaigns and what it means to participate in them. He shows how ground wars are waged using resources well beyond those of a given candidate and their staff. These include allied interest groups and civic associations, party-provided technical infrastructures that utilize large databases with detailed individual-level information for targeting voters, and armies of dedicated volunteers and paid part-timers. Nielsen challenges the notion that political communication in America must be tightly scripted, controlled, and conducted by a select coterie of professionals. Yet he also quashes the romantic idea that canvassing is a purer form of grassroots politics. In today's political ground wars, Nielsen demonstrates, even the most ordinary-seeming volunteer knocking at your door is backed up by high-tech targeting technologies and party expertise. *Ground Wars* reveals how personalized political communication is profoundly influencing electoral outcomes and transforming American democracy.

Planning and Managing Public Relations Campaigns Feb 11 2021 Getting a public relations campaign or programme off the ground can seem an overwhelming task. But, as with any project, the secret of success lies in good planning and effective management. This fully updated second edition of *Planning and Managing Public Relations Campaigns* provides a blueprint for all practitioners. It describes how to initiate and manage the ongoing development of a programme in a structured way to benefit both the organization and its clients. Practical and easy to read, the book takes the form of a step-by-step guide, covering many vital areas including: the public relations function; starting the planning process; research and analysis; setting objectives; strategy and tactics; timescales and resources; evaluation and review. Packed with numerous case studies, the book demonstrates a 10-point plan for ensuring successful campaigns and programmes. By using the techniques presented here, public relations practitioners will be able to drive events instead of being driven by them. Endorsed by the Institute of Public Relations, *Planning and Managing Public Relations Campaigns* is vital reading for students, practitioners or managers who want a definitive guide to the planning and management process.

A Primer on Policy Communication in Kazakhstan Jan 13 2021 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.

The Routledge Handbook of Strategic Communication Dec 12 2020 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.

Evaluating Public Communication Jan 25 2022 *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.

Immigration and Strategic Public Health Communication Oct 10 2020 This book engages a key question facing governments and similar institutions in countries of immigration or emigration: how should these governments and institutions communicate with immigrants so that they will listen to and act on their messages? Drawing on original research with Mexican emigrants in New York and the Mexican government's Seguro Popular health care program, the authors examine the ways in which governments integrate migrants into diasporic political, medical, educational, and other systems, and how migrant-sending countries communicate with their emigrants abroad. In analyzing how these efforts fail or succeed, this book presents strategies and policy recommendations that many governments and institutions can use to engage their citizens or clients ethically and effectively. Offering a valuable approach to the study of race, migration, and public policy, this book will be of key importance to researchers and graduate students in public health, sociology, marketing and business, political science, Latinx studies, and international communication.

Public Communication Campaigns Nov 03 2022 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.

Encyclopedia of Health Communication Nov 22 2021 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.

Strategic Urban Health Communication Oct 22 2021 *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.

Community Organizing and Community Building for Health and Social Equity, 4th Edition Dec 24 2021 The fourth edition of Community Organizing and Community Building for Health and Social Equity provides both classic and recent contributions to the field, with a special accent on how these approaches can contribute to health and social equity. The 23 chapters offer conceptual frameworks, skill- building and case studies in areas like coalition building, organizing by and with women of color, community assessment, and the power of the arts, the Internet, social media, and policy and media advocacy in such work. The use of participatory evaluation and strategies and tips on fundraising for community organizing also are presented, as are the ethical challenges that can arise in this work, and helpful tools for anticipating and addressing them. Also included are study questions for use in the classroom. Many of the book’s contributors are leaders in their academic fields, from public health and social work, to community psychology and urban and regional planning, and to social and political science. One author was the 44th president of the United States, himself a former community organizer in Chicago, who reflects on his earlier vocation and its importance. Other contributors are inspiring community leaders whose work on-the-ground and in partnership with us “outsiders” highlights both the power of collaboration, and the cultural humility and other skills required to do it well. Throughout this book, and particularly in the case studies and examples shared, the role of context is critical, and never far from view. Included here most recently are the horrific and continuing toll of the COVID-19 pandemic, and a long overdue, yet still greatly circumscribed, “national reckoning with systemic racism,” in the aftermath of the brutal police killing of yet another unarmed Black person, and then another and another, seemingly without end. In many chapters, the authors highlight different facets of the Black Lives Matter movement that took on new life across the country and the world in response to these atrocities. In other chapters, the existential threat of climate change and grave threats to democracy also are underscored. View the Table of Contents and introductory text for the supplementary instructor resources.

(https://d3tto5i5w9ogdd.cloudfront.net/wp-content/uploads/2022/02/04143046/9781978832176_optimized_sampler.pdf) Supplementary instructor resources are available on request: <https://www.rutgersuniversitypress.org/communityorganizing>

The SAGE Handbook of Persuasion Sep 20 2021 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.