

Public Communication Campaigns 4th Edition

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Handbook of Party Politics
Planning and Managing Public Relations Campaigns, 4th Edition
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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

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

the most comprehensive and up to date textbook on public communication campaigns currently available fundamentals of public communication campaigns provides students and practitioners with the theoretical and practical knowledge needed to create and implement effective messaging campaigns for an array of real world scenarios assuming no prior expertise in the subject this easily accessible textbook clearly describes more than 700 essential concepts of public communication campaigns numerous case studies illustrate real world media campaigns such as those promoting covid 19 vaccinations and social distancing campaigns raising awareness of lgbtq issues entertainment and hollywood celebrity campaigns and social activist initiatives including the metoo movement and black lives matter blm opening with a thorough introduction to the fundamentals of public communication campaigns the text examines a wide array of different health communication campaigns social justice and social change campaigns and counter radicalization campaigns readers learn about the theoretical foundations of public communication campaigns the roles of persuasion and provocation how people s attitudes can be changed through fear appeals the use of ethnographic research in designing campaigns the ethical principles of public communication campaigns the potential negative effects of public messaging and much more describes each of the 10 steps of public communication campaigns from defining the topic and setting objectives to developing optimal message content and updating the campaign with timely and relevant information covers public communication campaigns from the united states as well as 25

other countries including australia brazil canada china egypt india israel singapore south korea and the united kingdom offers a template for creating or adapting messages for advertising public relations health safety entertainment social justice animal rights and many other scenarios incorporates key theories such as the diffusion of innovations doi theory social judgment theory sjt the health belief model hbm social cognitive theory sct and self determination theory sdt includes in depth case studies of communication campaigns of islamophobia antisemitism white supremacism and violent extremism fundamentals of public communication campaigns is the perfect textbook for undergraduate students across the social sciences and the humanities and a valuable resource for general readers with interest in the subject

the handbook of party politics is the first book to comprehensively map the state of the art in contemporary party politics scholarship this major new work brings together the world s leading party theorists to provide an unrivalled resource on the role of parties in the pressing contemporary problems of institutional design and democratic governance today

drive events rather than be driven by them with the techniques laid out in the new edition of this popular definitive guide

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

how effective are election campaign posters providing a unique political history this book traces the impact that these posters as well as broadsides banners and billboards have had around the world over the last two centuries it focuses on the use of this campaign material in the united states as well as in france great britain germany south africa japan mexico and many other countries the book examines how posters evolved and discusses their changing role in the twentieth century and thereafter how technology education legislation artistic movements advertising and political systems effected changes in election posters and other campaign media and how they were employed around the world this comprehensive and original overview of this campaign material includes the first extensive review of the research literature on the topic posters propaganda and persuasion will be useful to scholars and students interested in communications politics history advertising and marketing art history and graphic design

when american and south vietnamese forces led by general creighton abrams launched an attack into neutral cambodia in 1970 the invasion ignited a firestorm of violent antiwar protests throughout the united states dealing yet another blow to nixon s troubled presidency but as john shaw shows the

campaign also proved to be a major military success most histories of the vietnam war either give the cambodian invasion short shrift or merely criticize it for its political fallout thus neglecting one of the campaign s key dimensions approaching the subject from a distinctly military perspective shaw shows how this carefully planned and executed offensive provided essential support for nixon s decent interval and peace with honor strategies by eliminating north vietnamese sanctuaries and supply bases located less than a hundred miles from saigon and by pushing communist troops off the vietnamese border despite the political cloud under which the operation was conducted shaw argues that it was not only the best of available choices but one of the most successful operations of the entire war sustaining light casualties while protecting american troop withdrawal and buying time for nixon s pacification and vietnamization strategies he also shows how the united states took full advantage of fortuitous events such as the overthrow of cambodia s prince sihanouk the redeployment of north vietnamese forces and the late arrival of spring monsoons although critics of the operation have protested that the north vietnamese never did attack out of cambodia shaw makes a persuasive case that the near border threat was very real and imminent in the end he contends the campaign effectively precluded any major north vietnamese military operations for over a year based on exhaustive research and a deep analysis of the invasion s objectives planning organization and operations shaw s shrewd study encourages a newfound respect for one of america s genuine military successes during the war

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