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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

a comprehensive handbook covering social interaction skills skill acquisition in the context of personal professional and public stages for scholars students in interpersonal group family health communication

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with its emphasis on australian contexts and examples this text is an excellent introduction to the world of professional communication

focusing on personal intimate relationships this text offers a sophisticated integration of current theory and research that is interdisciplinary in scope to help students see how important theories about communication and relationships pertain to everyday experiences part one of the book provides a conceptual framework for thinking about personal relationships chapters focus on theories and research that illuminate what personal relationships involve and how they develop through communication processes part two extends the conceptual foundations to trace the processes by which we build sustain transform and sometimes disassemble intimate connections with others

providing a comprehensive survey of the empirical research theory and history of public speaking this handbook fills a crucial gap in public speaking pedagogy resources and provides a foundation for future research and pedagogical development bringing together contributions from both up and coming and senior scholars in the field this book offers a thorough examination of public speaking guided by research across six key themes the history of public speaking the foundations of public speaking issues of diversity equity and inclusion considerations of public speaking across contexts assessment of public speaking and the future of public speaking in the twenty first century the evidence based chapters engage with a broad discussion of public speaking through a variety of viewpoints to demonstrate how subtopics are connected and fraught with complexity contributors explore public speaking in education business and professional settings and political contexts and outline how skills learned through public speaking are applicable to interpersonal small group and business interactions reinforcing the relevance importance and significance of public speaking in individual interpersonal social and cultural communication contexts this accessibly written handbook will be an indispensable resource for public speaking instructors and program administrators it will also be valuable reading for communication pedagogy and introduction to graduate studies courses

brief biographical information on members of the speech communication association central states speech association eastern communication association southern speech communication association and western speech communication association also includes information about the organization institutions offering graduate degrees in speech communication lists of books equipment and supplies in speech and advertisements

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