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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.

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In this fully revised and updated Fourth Edition, Rice and Atkin provide readers with a comprehensive and contemporary look into the field of public communication campaigns. The volume begins with a theoretical and historical overview of public communication campaigns, which generally aim to promote non-commercial benefits to individuals or society.

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Public Communication Campaigns Public communications campaigns impart ideas for a strategic purpose. They are an attempt to shape behavior toward desirable social outcomes. Definition “ Public communication campaigns are campaigns that use the media, messaging, and an organized set of communication activities to generate specific outcomes in ...

PUBLIC COMMUNICATION CAMPAIGNS

Public Communication Campaigns, 4th ed. B13. Rice,R. E. & Atkin, C. K. (Eds.) (2012). Public communication campaigns (4th ed). Thousand Oaks, CA: Sage. ISBN9781412987707[Translated and published in Korean by CommunicationBooks, Inc. Mapo-go,

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The campaign combined two elements: the London Olympic Games and a mother's unwavering support, two fundamentals that lead many athletes to victory. This campaign was created to thank the mothers from all over the world for their contributions to the success in their children's lives.

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Media advocacy campaigns seek to achieve policy change by exerting influence on public will and engagement. How effective are public communication campaigns? Targeted and well-executed campaigns can have small-to-moderate effects on knowledge, beliefs, attitudes and behaviour (Noar, 2006). How (cost-) effective are public communication campaigns?

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In this 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.

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