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Mass media campaigns are widely used to expose high proportions of large populations to messages through routine uses of existing media, such as television, radio, and newspapers. Exposure to such messages is, therefore, generally passive. Such campaigns are frequently competing with factors, such as pervasive product marketing, powerful social norms, and behaviours driven by addiction or habit.

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Such communication channels include mass media campaigns, news media stories, popular entertainment, media advocacy, and interpersonal communication. Mass Media Campaigns The mass media campaign, a traditional communication approach intended to produce a specific outcome within a specified period, is directed at large numbers of people through an organized set of communication activities (15) .

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Public Communication Campaigns, Paperback by Rice, Ronald E. (EDT); Atkin, Charles K. (EDT), ISBN 1412987709, ISBN-13 9781412987707, Brand New, Free shipping in the US In this completely revised and expanded fourth edition, the authors offer a detailed examination of the current state of public communications campaigns.

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He has been a Fellow of the International Communication Association since 1999. He has published almost 100 journal articles and ten books, including Mass Communication and Public Health (1990, SAGE) and Public Communication Campaigns (1989, 2001, SAGE).

Use of mass media campaigns to change health behaviour ...

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For the first time, health communication was allocated a chapter in the United States of America (USA)'s Healthy People 2010 objectives, illustrating its growing importance, according to Parrott. 1 In these objectives, set by the United States Department of Health and Human Services, health communication is seen to have relevance for virtually every aspect of health and well-being, including ...

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In 2015, four authors from the Sydney School of Public Health and Cancer Council NSW published a detailed study on the lessons the public health sector could draw from nine public health social media campaigns by the corporate and the social change sector.

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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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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. The contributors then explore methods and models of designing, implementing, and evaluating campaigns in depth.

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