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Campaigns: History of Persuasive Campaigns: Theoretical Approaches to Influence

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Michael Pfau, University of Wisconsin. Roxanne Parrott, University of Georgia

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Open publication This unique volume offers an overview of the diversity in research on communication: including perspectives from biology, sociality, economics, norms and human development. It includes general social science and humanities approaches to communication, from systems theory to cultural theory, as well as perspectives more specifically related to communication acts, such as linguistics and cognition. The volume also features chapters on the participants and various elements in communication processes, on possible effects and on wider consequences of mediation [with technical media]. The scope of the contributions is global, and the volume is relevant to both the empirical and the philosophical traditions in human sciences. Designed as a stand-alone collection to engage undergraduates as well as postgraduates and academics, this is also the first book in, and an introduction to, the de Gruyter Mouton multi-volume Handbooks of Communication Science.

Human beings have an intrinsic need to be with people who are similar to themselves. This is because they share the same ways of doing things, the same

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values, and function according similar rules. When one is with people who tend to be similar, human behavior is normalized, and one's actions appear to be in accordance with those exhibited by others in one's social circle. However, sometimes it becomes apparent that the situation is somewhat more complex. When this happens, one realizes that the issues that have been taken for granted about human interaction are not necessarily the same for everyone. This book elucidates what happens in the processes of communication when people from different cultural backgrounds experience other cultures. Emphasis is also given to the issue of interaction between people from various cultures. The book highlights the aspects that are recognized to posit difficulties in conveying messages from one culture to another. The notions of schemata, frames, scenarios and cultural scripts are outlined. The third part of the book examines some principles of critical discourse analysis, including, for instance, socio-political attitude, as well as concentrating on the notion of power relations of groups, legitimated by text as well as speech. This part also describes the concept of persuasion, as well as persuasive communication. The fourth part of the book is analytic. Attention is given to various discourses one encounters in everyday life and to the examination of various kinds of discourse, including for instance, complimenting, as well as political, discourse. As such, this book provides a new point of view for linguists as well as those interested in communication practice. The empirical part of the book will help shed some light on dilemmas people may be obliged to face in their career, and should be especially useful to students of intercultural communication.

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Table of contents

This book tackles the pressing need to expand the vision of strategic US public diplomacy. It explores the interplay of power politics, culture, identity, and communication and explains how the underlying communication and political dynamics have redefined what 'strategic communication' means in today's international arena.

The increased attention currently being paid to women's reproductive health issues has produced a corresponding interest in the role that communication plays in promoting better health care. Groundbreaking and comprehensive, this book is the first systematic examination of the major types and forms of messages about women's reproductive health - medical, social scientific and public - and the degree to which these messages compare with and contradict each other. Within the broad framework of communication, a range of women's health issues are examined in this book from political, historical, technological and feminist perspectives. The issues examined include: abortion; infertility; drug and alcohol use in pregnancy; childbirth; AIDS; menst

Outstanding scholars of political communication examine President Clinton's campaign--his words, texts, and the dynamics of his ability to inspire the public as

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"the man from Hope."

Cyber influence is an ongoing source of power in the international security arena. Although the U.S. has an enormous cyber information capacity, its cyber influence is not proportional to that capacity. This pub. by the Nat. Defense University Center for Technology and National Security Policy discusses impediments to American cyber influence. It also offers a multifaceted strategy to enhance the influence of the U.S in cyberspace that differentiates the circumstances of the messages, key places of delivery, and sophistication with which message are created and delivered, with particular focus on channels and messengers.

The first section covers theory-driven approaches and includes content and linguistic considerations, the role of fear in content, and using positive affect. Part II discusses audience-centered strategies and looks at the "America responds to AIDS" campaign and the cancer communication's "5 a day for better health" program. This comprehensive volume concludes with recent developments and policy and administrative practices for health message design