

Comm 2367 Chapter 12 Notes

Communication Campaigns

Thinking About Campaigns

- Campaigns- Purposive attempts to inform, persuade, or motivate behavior changes in a relatively well-defined and large audience generally for noncommercial benefits to the individuals and/or society at large typically within a given time period by means of organized communication activities involving mass media and often complemented by interpersonal support.
- Mass media effects fall into three categories:
 - Intention of the message communicator (intended/unintended)
 - Level of influence (personal/public)
 - Outcome (positive/negative)

Theoretical Perspectives

- Three major models of campaigns have been developed:
 - Psychological- Emphasizes that you can't expect a campaign to change behavior instantly.
 - ?
- Diffusion Theory- Examines the processes by which innovations diffuse through society.
 - The more compatible an innovation is with people's values and cultural norm, the more likely it is to diffuse rapidly in society.
- Social Marketing- A process of designing, implementing, and controlling programs to increase the acceptability of a pro-social idea among population segments of consumers.
 - There are five strategic steps in a social marketing campaign:
 - Planning
 - Theory
 - Communication analysis
 - Implementation
 - Evaluation and reorientation
- Communication Analysis- After suitable theory and concept are selected, they must be aptly applied to the context.
- Implementation- Campaign is designed, finalized, and launched
- Evaluation and Reorientation- The final phase of the campaign; the point at which planners discover if the campaign worked.
- McGruff the Crime Dog
- Antismoking
 - Cognitive Campaigns
 - Affectively oriented campaigns
 - Behavioral Interventions'
 - State Antismoking Campaigns

- Cardiovascular Risk Reduction Campaigns
- Antidrinking Campaigns
 - Designated Driver Campaign
- Social-Norms Marketing- Target's people's perceptions of something
- Drug Prevention Campaigns
 - In order to change people's attitudes toward drugs, campaigns must consider communication principles such as these:
 - Pretest, target, and tailor
 - Segment the audience
 - Use multiple formats and channels