Download Ebook How To Win Campaigns Communications For Change Read Pdf Free

How to Win Campaigns Communication For Change Management: Mastering Communication To Architect Change **Organizational Change Communicating for Change Communication for Social Change** *Communicate for a Change* **Leadership in Times of Change Communication for Development and Social Change Winning Em' Over Strategic Employee Communication A Leader's Guide to Storytelling Continuous Change and Communication in Knowledge Management Transformation and Your New EHR** Beyond Prime Time Activism *Effective Communication Skills* Communication Technology and Social Change **Public Health Communication The Handbook of Development Communication and Social Change** The Handbook of Public Sector Communication **Humanitarianism, Communications and Change** *Communication for Behavior Change* **Communicating for a Change Handbook of Climate Change Communication: Vol. 1 Communication, Technology and Cultural Change** Communication for Behavior Change *Communicating Social Change* The Routledge Handbook of Positive Communication **Climate Change Denial and Public Relations** *Communication and Social Change* Media, Democracy and Social Change **Engaging the Public with Climate Change** *Global Perspectives on NGO Communication for Social Change* Leading Organizations Through Transition *Media, Communication and the Struggle for Democratic Change The Only Constant is Change* Words that Change Minds **Participatory Communication** Family Communication **Entertainment-Education Solvency II**

Beyond Prime Time Activism Sep 13 2021 In this accessible introduction to communication activism, organizer Karen Jeffreys and sociologist Charlotte Ryan draw on more than two decades of ongoing collaboration, using the Rhode Island Coalition for the Homeless (RICH) as a case study. The book examines a community with shared values, decision-making, and conflict resolution procedures, tracking its organizing strategy and matched communication plan. The authors first describe a communication campaign during the welfare reform battles (1990–1995) in which they began to practice communication activism. In ongoing work with two organizations over the next two decades, they distil a model of communication activism that draws directly from vibrant traditions of empowerment communication in U.S. social movements and movements from the Global South. Beyond Prime Time Activism provides students and researchers with an invaluable look at contemporary activism practices and with practical tools tried and tested in two decades of social movement engagement. This book is ideal for anyone participating in social change movements or studying how they navigate communication and media inequalities.

Handbook of Climate Change Communication: Vol. 1 Dec 04 2020 This comprehensive handbook provides a unique overview of the theory, methodologies and best practices in climate change communication from around the world. It fosters the exchange of information, ideas and experience gained in the execution of successful projects and initiatives, and discusses novel methodological approaches aimed at promoting a better understanding of climate change adaptation. Addressing a gap in the literature on climate change communication and pursuing an integrated approach, the handbook documents and disseminates the wealth of experience currently available in this field. Volume 1 of the handbook provides a unique description of the theoretical basis and of some of the key facts and phenomena which help in achieving a better understanding of the basis of climate change communication, providing an essential basis for successful initiatives in this complex field.

Solvency II Jun 17 2019 As the deadline for Solvency II approaches, affected entities will find implementing the required policies into everyday practices becomes a major focus. The second edition of Solvency II: Stakeholder Communications and Change, explains how to prepare for and negate the associated risks. Gabrielle O'Donovan uses her research and the latest industry developments to demonstrate how to approach stakeholder communications and change management in a structured and disciplined way, framed by the EU Directive's governance requirements. She shows how to use a variety of tools and techniques to engage people with change and embed new ways of doing things. She also reveals how to entrench risk consciousness into your culture, helping you secure Solvency II approval and operate successfully in the Solvency II world.

Communication and Social Change May 29 2020 How do the communication practices of governments, NGOs and social movements enhance opportunities for citizen-led change? In this incisive book, Thomas Tufte makes a call for a fundamental rethinking of what it takes to enable citizens' voices, participation and power in processes of social change. Drawing on examples ranging from the Indignados movement in Spain to media activists in Brazil, from rural community workers in Malawi to UNICEF's global outreach programmes, he presents cutting-edge debates about the role of media and communication in enhancing social change. He offers both new and contested ideas of approaching social change from below, and highlights the need for institutions – governments and civil society organizations alike – to be in sync with their constituencies. Communication and Social Change provides essential insights to students and scholars of media and communications, as well as anyone concerned with the practices and processes that lead to citizenship, democracy and social justice.

Global Perspectives on NGO Communication for Social Change Feb 24 2020 This book examines the central role media and communication play in the activities of Non-Governmental Organizations (NGOs) around the globe, how NGOs communicate with key publics, engage stakeholders, target political actors, enable input from civil society, and create participatory opportunities. An international line-up of authors first discuss communication practices, strategies, and media uses by NGOs, providing insights into the specifics of NGO programs for social change goals and reveal particular sets of tactics NGOs commonly employ. The book then presents a set of case studies of NGO organizing from all over the world—ranging from Sudan via Brazil to China – to illustrate the particular contexts that make NGO advocacy necessary, while also highlighting successful initiatives to illuminate the important spaces NGOs occupy in civil society. This comprehensive and wide-ranging exploration of global NGO communication will be of great interest to scholars across communication studies, media studies, public relations, organizational studies, political science, and development studies, while offering accessible pieces for practitioners and organizers.

Communication Technology and Social Change Jul 11 2021 Communication Technology and Social Change is a distinctive collection that provides current theoretical, empirical, and legal analyses for a broader understanding of the dynamic influences of communication technology on social change. With a distinguished panel of contributors, the volume presents a systematic discussion of the role communication technology plays in shaping social, political, and economic influences in society within specific domains and settings. Its integrated focus expands and complements the scope of existing literature on this subject. Each chapter is organized around a specific structure, covering: *Background—offering an introduction of relevant communication technology that outlines its technical capabilities, diffusion, and uses; *Theory—featuring a discussion of relevant theories used to study the social impacts of the communication technology in question; *Empirical Findings—providing an analysis of recent academic and relevant practical work that explains the impact of the communication technology on social change; and *Social Change Implications—proposing a summary of the real world implications for social change that stems from synthesizing the relevant theories and empirical findings presented throughout the book. Communication Technology and Social Change will serve scholars, researchers, upper-division undergraduate students, and graduate students examining the relationship between communication and technology and its implications for society.

Effective Communication Skills Aug 12 2021 Weather we are dealing with a disagreeable person, spouse, child, team member or difficult client or simply saying "NO" we attempt or avoid difficult conversations every

day. Learn a strategic and purposeful way to communicate with others that will influence your relationships forever. Our interest is in helping you learn to connect and disconnect more effectively and collaboratively. How much are potential difficult situations costing you in time, energy, stress and profit? How important is resolving those difficult situations to your career and to your important relationships as a leader? Each chapter in this workbook is designed to layout a step by step process in learning and applying basic assertive communication skills. You'll gain practical tools for analyzing situations and you will practice and be coached through out the eight chapters in this workbook. Learn how to: • Establish immediate rapport • Initiate change • Facilitate change • Reduce stress • Rebuild trust • Diagnose and resolve internal conflict • Deal with conflict effectively and efficiently • Handle difficult situations • Build a collaboration model • Reduce misunderstandings and miscommunications

Transformation and Your New EHR Oct 14 2021 Transformation and Your New EHR offers a robust communication and change leadership approach to support electronic health record (EHR) implementations and transformation journeys. This book highlights the approach and philosophy of communication, change leadership, and systems and process design, giving readers a practical view into the successes and failures that can be experienced throughout the evolution of an EHR implementation.

Climate Change Denial and Public Relations Jun 29 2020 This is the first book on climate change denial and lobbying that combines the ideology of denial and the role of anthropocentrism in the study of interest groups and communication strategy. Climate Change Denial and Public Relations: Strategic Communication and Interest Groups in Climate Inaction is a critical approach to climate change denial from a strategic communication perspective. The book aims to provide an in-depth analysis of how strategic communication by interest groups is contributing to climate change inaction. It does this from a multidisciplinary perspective that expands the usual approach of climate change denialism and introduces a critical reflection on the roots of the problem, including the ethics of the denialist ideology and the rhetoric and role of climate change advocacy. Topics addressed include the power of persuasive narratives and discourses constructed to support climate inaction by lobbies and think tanks, the dominant human supremacist view and the patriarchal roots of denialists and advocates of climate change alike, the knowledge coalitions of the climate think tank networks, the denial strategies related to climate change of the nuclear, oil, and agrifood lobbies, the role of public relations firms, the anthropocentric roots of public relations, taboo topics such as human overpopulation and meat-eating, and the technological myth. This unique volume is recommended reading for students and scholars of communication and public relations.

Family Communication Aug 20 2019 Family Communication: Cohesion and Change encourages students to think critically about family interaction patterns and to analyze them using a variety of communication theories. Using a framework of family functions, current research, and first-person narratives, this text emphasizes the diversity of today's families in structure, ethnic patterns, gender socialization, and developmental experiences. New for the tenth edition are expanded pedagogical features to improve learning and retention, as well as updates on current theory and research integrated throughout the chapters for timely analysis and discussion. Cases and research featured in each chapter provide examples of concepts and themes, and a companion website offers expanded resources for instructors and students. On the book's companion website, www.routledge.com/cw/galvin, intstructors will find a full suite of online resources to help build their courses and engage their students, as well as an author video introducing the new edition: Course Materials Syllabi & Suggested Calendars Course Projects & Paper Examples Essay Assignments Test/Quiz Questions and Answer Keys Case Studies in Family Communication Family Communication Film and Television Examples Family Communication in Literature Examples Chapter Outlines Detailed Outlines Discussion Questions Case Study Questions Sample Chapter Activities Chapter PowerPoint Slides

Communication for Development and Social Change Mar 19 2022 This volume is first and foremost about people and the processes needed to facilitate sharing of knowledge in order to effect positive developmental change. It is contextual and based on dialogue necessary to promote stakeholder's participation, which is essential for the understanding of their perceptions, perspectives, values, attitudes and practices, so that these can be incorporated into the design and implementation of development initiatives. This volume follows the two-way horizontal model and increasingly makes use of many-to-many forms of communications to facilitate the understanding of people's perceptions, priorities and knowledge with its use of a number of tools, techniques, media and methods. It aims to give voice to those most affected by the development issue(s) at stake, allowing them to participate directly in defining and implementing solutions and identifying development directions. Based on the assumption that authentic participation directly addresses power and its distribution in society, which often decreases the advantage of certain elite groups, the authors argue that structural and sustainable change necessitates the redistribution of power. This collection offers perceptive insights and vivid examples to prove that the field of communication for development and social change is indeed vibrant.

Communication for Behavior Change Feb 06 2021 A valuable resource for creating distance education programs for radio, TV, Internet and mobile, using an entertainment–education approach. This volume explains how to integrate education into an entertaining format so that it holds people's attention while enabling them to improve their health and lifestyle. It also demonstrates how mobile technologies can be used for educating frontline health workers as well as the communities they serve. This book offers many examples of such programs and provides essential guidance on: • Understanding precisely what knowledge must be imparted to the communities and how. • Why mobile technology is the new and most important platform for delivering educational content. • How educational programs can be designed for developing countries in a sustainable way.

Words that Change Minds Oct 22 2019

Winning Em' Over Feb 18 2022 A historic shift is occurring in the nature of management. Until recently, bosses could simply use the power of their positions to direct and order their subordinates. However, in today's workplace, which is significantly different from the remarkably homogenous and traditional business environment of just two decades ago, the approach of command authority no longer works effectively. Winning 'em Over chronicles a revolution. We are witnessing an ancient model of managing built around command and hierarchy give way to a new model built around persuasion and teamwork. Jay Conger demonstrates to managers on all levels how to thrive in the wake of this momentous transformation. Today we work in an environment where people don't just ask "What should I do?" but "Why should I do it?" To successfully answer this "why" question is to persuade. Yet many businesspeople misunderstand and still more make little use of persuasion. The problem? Persuasion is widely perceived as a skill reserved for selling products and closing deals. But in reality, good managers are persuading all day long. As Conger explains with insight and conviction, today's most effective managers are influencing others through constructive forms of persuasion -- and their employees give them levels of commitment and motivation that the managers of the last generation could only dream of. Conger illustrates how three important forces -- new generations of managers and executives, cross-functional teams, and unprecedented access to information that was once the privilege of the most senior levels of management -- are undermining the old Age of Command and ushering in the new Age of Persuasion. He exposes the most commonly held myths about the art of persuasion and shows how to influence others productively, without manipulation. Most important, he outlines the four crucial components of effective managing by persuasion: building one's credibility, finding common ground so that others have a stake in one's ideas, finding compelling positions and evidence, and emotionally connecting with coworkers so that solutions resonate with them on a personal level. In Winning 'em Over, Conger explains how to implement a management style that will succeed in what is becoming a fundamentally and radically different business environment, and he provides readers with all of the new tools they will need to become effective, constructive persuaders.

Communicating Social Change Sep 01 2020 Communicating Social Change: Structure, Culture, and Agency explores the use of communication to transform global, national, and local structures of power that create and sustain oppressive conditions. Author Mohan J. Dutta describes the social challenges that exist in current globalization politics, and examines the communicative processes, strategies, and tactics through which social change interventions are constituted in response to the challenges. Using empirical evidence and case studies, he documents the ways through which those in power create conditions at the margins, and he provides a theoretical base for discussing the ways in which these positions of power are resisted through communication processes, strategies, and tactics. The interplay of power and control with resistance is woven through

each of the chapters in the book. This exceptional volume highlights the points of intersection between the theory and praxis of social change communication, creating theoretical entry points for the praxis of social change. It is intended for communication scholars and students studying activism, social movements, and communication for social change, and it will also resonate in such disciplines such as development, sociology, and social work, with those who are studying social transformations.

Humanitarianism, Communications and Change Mar 07 2021 "Humanitarianism, Communications and Change" is the first book to explore humanitarianism in today's rapidly changing media and communications environment. Based on the latest academic thinking alongside a range of professional, expert and insider views, the book brings together some of the most authoritative voices in the field today. It examines how the fast-changing nature of communications throws up new challenges but also new possibilities for humanitarian relief and intervention. It includes case studies deployed in recent humanitarian crises, and significant new communication developments including social media, crisis mapping, SMS alerts, big data and new hybrid communications. And against the backdrop of an increasingly globalized and threat-filled world, the book explores how media and communications, both old and new, are challenging traditional relations of communication power.

Organizational Change Aug 24 2022 Organizational Change integrates major empirical, theoretical and conceptual approaches to implementing communication in organizational settings. Laurie Lewis ties together the disparate literatures in management, education, organizational sociology, and communication to explore how the practices and processes of communication work in real-world cases of change implementation. Gives a bold and comprehensive overview of communication research and ideas on change and those who bring it about Fills in an important piece of the applied communication puzzle as it relates to organizations Illustrated with student friendly, real life case studies from organizations, including organizational mergers, governmental or nonprofit policy or procedural implementation, or technological innovation Winner of the 2011 Organizational Communication NCA Division Book of the Year

The Handbook of Development Communication and Social Change May 09 2021 This valuable resource offers a wealth of practical and conceptual guidance to all those engaged in struggles for social justice around the world. It explains in accessible language and painstaking detail how to deploy and to understand the tools of media and communication in advancing the goals of social, cultural, and political change. A stand-out reference on a vital topic of primary international concern, with a rising profile in communications and media research programs Multinational editorial team and global contributors Covers the history of the field as well as integrating and reconceptualising its diverse perspectives and approaches Provides a fully formed framework of understanding and identifies likely future developments Features a wealth of insights into the critical role of digital media in development communication and social change

Communicating for Change Jul 23 2022 This book offers a fresh set of innovative and creative contributions related to the role of communication in processes of change. Given the current fast pace of social-economic, political and technological change across the globe, and the central role of communication in this, there is a growing need to reconceptualize how we approach communication and change that provides entry points to help us expand and enrich our scholarly and practical work. This collection presents 14 concepts from a multi-disciplinary collection of internationally leading and emerging scholars, from 13 countries on 5 continents. They come together around three meta-topics: citizenship and justice, critiques of development, and renewing thought (from and for the margins). The short chapter format ensures that authors get straight to the nub of their ideas, providing readers — students, scholars and practitioners alike — with accessible, engaging and innovative ways to think critically about communication and social change, in new ways.

The Handbook of Public Sector Communication Apr 08 2021 A multidisciplinary collection on global public entity strategic communication Research into public sector communication investigates the interaction between public and governmental entities and citizens within their sphere of influence. Today's public sector organizations are operating in environments where people receive their information from multiple sources. Although modern research demonstrates the immense impact public entities have on democracy and societal welfare, communication in this context is often overlooked. Public sector organizations need to develop "communicative intelligence" in balancing their institutional agendas and aims of public engagement. The Handbook of Public Sector Communication is the first comprehensive volume to explore the field. This timely, innovative volume examines the societal role, environment, goals, practices, and development of public sector strategic communication. International in scope, this handbook describes and analyzes the contexts, policies, issues, and questions that shape public sector communication. An interdisciplinary team of leading experts discusses diverse subjects of rising importance to public sector, government, and political communication. Topics include social exchange relationships, crisis communication, citizen expectations, measuring and evaluating media, diversity and inclusion, and more. Providing current research and global perspectives, this important resource: Addresses the questions public sector communicators face today Summarizes the current state of public sector communication worldwide Clarifies contemporary trends and practices including mediatization, citizen engagement, and change and expectation management Addresses global challenges and crises such as corruption and bureaucratic roadblocks Provides a framework for measuring communication effectiveness Requiring minimal prior knowledge of the field, The Handbook of Public Sector Communication is a valuable tool for academics, students, and practitioners in areas of public administration, public management, political communication, strategic and organizational communication, and related fields such as political science, sociology, marketing, journalism, and globalization studies.

Communication for Behavior Change Oct 02 2020 The book demonstrates how to create TV and FILM DRAMAS that encourage people to make positive behavioral changes to improve their lives. The book teaches people how to: • Create SERIAL OR STAND-ALONE DRAMAS that will appeal to a select audience • Create characters that represent and attract the target audience • Introduce subtle and convincing ways to improve the standard of living of the audience • Conduct design workshops for preparing design documents that help script writers create 'convincing' dramas containing the behavior-change message accurately

Communicate for a Change May 21 2022 "This book models conversations about the difficult questions higher education now regularly avoids. It breaks new ground in terms of both its subject matter and its format, which is a set of frank and revealing conversations between two friends and colleagues who have known each other and worked together for more than a decade"--

Engaging the Public with Climate Change Mar 27 2020 Despite increasing public awareness of climate change, our behaviours relating to consumption and energy use remain largely unchanged. This book answers the urgent call for effective engagement methods to foster sustainable lifestyles, community action, and social change. Written by practitioners and academics, the chapters combine theoretical perspectives with case studies and practical guidance, examining what works and what doesn't, and providing transferable lessons for future engagement approaches. Showcasing innovative thought and approaches from around the world, this book is essential reading for anyone working to foster real and lasting behavioural and social change.

How to Win Campaigns Oct 26 2022 How to Win Campaigns is a practical guide for creating and running successful campaigns. Written for the new campaigner and the experienced communicator alike, it explores what works (and what doesn't) and shows how to use principles and strategy in campaigning as a new form of public politics. Applicable to any issue and from any point of view, the book's key steps and tools provide models of motivation, analysis and communication structure. This fully revised and updated second edition includes the following new features: * Campaign Master Planner * Political Checklist * Motivational Values * Behaviour Change * Campaigning and the Climate Issue * Dealing With Disasters * Using Celebrities * Being Interesting * Brainstorming * Visual Narratives * A Strategy For Values, Behaviour, Politics and Opinion * Emergencies * Tame and Wicked Problems * How To Tell If You Are Winning * Plus all new case studies on - new media and the Obama campaign, the smoking ban, chemicals and health and greening Apple computers.

Participatory Communication Sep 20 2019 This pioneering and thought-provoking volume explores the strengths, weaknesses, and complex nature of participation in many diverse settings while pinpointing important related concepts such as power and control, conscientization, and empowerment and self-reliance. Two central themes run throughout Participatory Communication: development communication must be dialogic and transactional; and development communicators must play a critical role in offering new philosophies, concepts, and models which facilitate participation at all stages of the development process. With its

judicious blend of theoretical models and case studies and its refreshing ability to challenge received wisdom concerning participation, development, and communication processes, Participatory Communication will interest a wide range of academics and professionals as well as voluntary agencies. "This book comes close to being unrivalled for its scope . . . and reflects the sincerity and concern of the contributors for the toiling marginalised muted millions." -Economic and Political Weekly "As a professor of development communication myself, I intend to read the book again and again. It fulfills the voracious requirements of the duty to profess to students. It is a virtual encyclopedia on development communication, what with its 21 chapters dedicated to one or the other aspect of the philosophies, theories, models, practices, and history of that field, particularly the concept of participation . . . All in all, the book celebrates a philosophy that `has influenced a generation' of practitioners, students, and scholars of development and communication." -Media Asia

Communicating for a Change Jan 05 2021 When You Talk, Are People Changed? Whether you speak from the pulpit, podium, or the front of a classroom, you don't need much more than blank stares and faraway looks to tell you you're not connecting. Take heart before your audience takes leave! You can convey your message in the powerful, life-changing way it deserves to be told. An insightful, entertaining parable that's an excellent guide for any speaker, Communicating for a Change takes a simple approach to delivering effectively. Join Pastor Ray as he discovers that the secrets to successful speaking are parallel to the lessons a trucker learns on the road. By knowing your destination before you leave (identifying the one basic premise of your message), using your blinkers (making transitions obvious), and implementing five other practical points, you'll drive your message home every time! "Long ago, in a galaxy far, far away…" "Once upon a time…" "In the beginning…" Great stories capture and hold an audience's attention from start to finish. Why should it be any different when you stand up to speak? In Communicating for a Change, Andy Stanley and Lane Jones offer a unique strategy for communicators seeking to deliver captivating and practical messages. In this highly creative presentation, the authors unpack seven concepts that will empower you to engage and impact your audience in a way that leaves them wanting more. "Whether you are a senior pastor with weekly teaching responsibilities or a student pastor who has bern charged with engaging the hearts and minds of high school students, this book is a must-read." -Bill Hybels, Senior pastor, Willow Creak Community Church "A very practical resource for every biblical communicator who wants to go from good to great." -Ed Young, Senior pastor, Fellowship Church, Grapevine, Texas "To communicate effectively, you have to connect. Andy has been connecting with people for years, and now he's sharing his insights with the rest of us." -Jeff Foxworthy, Comedian Story Behind the Book Andy Stanley and Lane Jones are on staff at one of America 's largest churches, North Point Community. Leaders of thousands of people, they regularly speak in front of large groups. They also listen to numerous speakers and know the disastrous effects of a poorly delivered message. This book is the result of their efforts to make public speaking—one of the most common fear-inducing activities known to mankind—simple, easy, and even enjoyable, so that God's messages will readily produce the life-changing results they should.

Leading Organizations Through Transition Jan 25 2020 This book addresses the role of communication in cultural change efforts within organizations, especially during periods of transition, mergers, technological innovations and globalization.

Communication for Social Change Jun 22 2022 Communication for Social Change: Context, Social Movements and the Digital is a critical introduction to communication for social change (CSC) theory. The book presents refreshingly new perspectives and specifically makes the case for CSC theory to factor in context, leanings from social movements and a critique of the digital technology. This book offers perspectives on the historical continuities within this field of study along with the departures that have been hastened and shaped by confluences between ideas and practice as well as by digital technology and social movements. It introduces readers to a raft of new theorists of CSC and puts forth new thinking, new ideas, and a new basis for theorisation of communication for social change.

Communication For Change Management: Mastering Communication To Architect Change Sep 25 2022 Are you familiar with any of the statements below: "I was baffled about the changes in my company.""Management fail to communicate the reason for the change." "I offered my feedback, but my manager did not take me seriously.""I heard about the changes via the grave vine.""I have problems communicating with my team.""My employees are not buying into the changes."Sadly, when companies promote people into a management position and do not provide the necessary training, they end up with a host of bosses who have significant problems communicating with their team. From my research, 60% of new managers underperform in their first two years resulting in increased performance gaps, an uninspired workforce and a significantly high rate of employee turnover. Many managers and leaders have a significant problem communicating effectively with their team, and as a result, their team suffers, and their organization becomes a very toxic place to work. Change is hard for many people, and quite frankly people don't like change. As the leader, you must understand the crucial role communication plays in your organization especially during a change because it will determine if your change is a success or a complete failure. This book will help all leaders (existing, new and upcoming) understand why communicating the "why" of the change is so essential, the various communication channels one can use to deliver their message, how to segment their communication and many, many more. This book will help any leader from any sector create an excellent organization, and in the process help all leaders become great communicators.

The Only Constant is Change Nov 22 2019 The overarching goals of political communication rarely change, yet political communication strategies have evolved a great deal over the course of American history. This book explores the technological, behavioral, and political forces that bring about disruptive and permanent changes in political communication. Covering over 300 years of political communication revolutions, Ben Epstein provides greater understanding of where we are currently in the recurringpolitical communication cycle, and where we might be headed.

Leadership in Times of Change Apr 20 2022 This book addresses many of the issues facing new and seasoned communication and media administrators. Though there are business-oriented management and leadership books, there is no handbook--to the editor's knowledge--that emphasizes academic administration. This book fills an important gap in the literature by providing--in one place--interesting, important, and useful information that will help administrators by anticipating problems and suggesting strategies for the variety of challenges they face. This scholarly, anecdotal, useful, and very readable volume is conceived as an action handbook that contains philosophical, theoretical, and practical information. It is divided into three sections: background material, programmatic challenges facing administrators, and specific challenges facing administrators. It contains information that both the seasoned administrator and those faculty who are thinking about moving into administration will find useful. Although aimed at the communication and media disciplines, administrators in other fields will also find it valuable. In addition, deans and vice presidents outside the discipline who are responsible for communication and media programs will view the book a "must" read.

Entertainment-Education Jul 19 2019 Arvind Singhal and Everett M. Rogers have developed this unique volume focused on the history and development of entertainment-education. This approach to communication is the process of designing and implementing a media message to both entertain and educate to increase audience members' knowledge about an educational issue, create favorable attitudes, and change overt behavior. It uses the universal appeal of entertainment to show individuals how they can live safer, healthier, and happier lives. Entertainment formats such as soap operas, rock music, feature films, talk shows, cartoons, comics, and theater are utilized in various countries to promote messages about educational issues. This book presents a balanced picture of the entertainment-education strategy, identifying ethical and other problems that accompany efforts to bring about social change.

Media, Democracy and Social Change Apr 27 2020 A timely and provocative exploration of contemporary political communication from a world-leading author team. In an age of "fake news" and Youtube algorithms it can be tempting to see politics as all mediation, but this book refocuses on the broader contexts or neoliberalism, elites, populism, activism and so on. There´s more to Trump than Twitter.

Strategic Employee Communication Jan 17 2022 Employee engagement (or a lack thereof) can often be linked to poor communication and a detachment from company goals. Companies of all sizes are looking for

ways to boost communication, recognizing its impact on key business outcomes, such as productivity and profitability. This book offers fresh insights about opportunities to improve the quality of employee communications based on employees' needs. It highlights the importance of simple, jargon-free communication that focuses on dialogue and content. High-performing organizations are more likely to think about communication from the audience perspective, rather than purely from the management perspective. The case studies offer readers a firm understanding of ways to implement and measure communication in daily practice. Effective communication requires planning and this book, with its focus on the US, Latin America, and emerging markets, will guide readers in using communication in the alignment of corporate and employee needs.

The Routledge Handbook of Positive Communication Jul 31 2020 The Routledge Handbook of Positive Communication forms a comprehensive reference point for cross-disciplinary approaches to understanding the central role of communication in the construction of hedonic and eudemonic happiness,or subjective and psychological well-being. Including contributions from internationally recognized authors in their respective fields, this reference uses as its focus five main scenarios where communication affects the life of individuals: mass and digital media, advertising and marketing communication, external and internal communication in companies and organizations, communication in education, and communication in daily life interactions.

Public Health Communication Jun 10 2021 This volume argues the case that public health communication has affected health behavior. It brings together 16 studies of large-scale communication in a variety of substantive health areas--tobacco, drugs, AIDS, family planning, heart disease, childhood disease, highway safety--prepared by the authors who did the original research. These studies show important effects and illustrate the central conditions for success. The book also includes complementary analytic chapters which provide a meta-analysis of published results, some approaches to developing communication interventions, and alternative methods for evaluation of public health communication projects. Including studies based on communication programs in the United States, as well as projects done elsewhere in the world, including Europe, Africa, Asia and Latin America, this book: *offers a broad presentation of the alternative research designs that have been used to evaluate public health communication programs; *includes a great range of approaches from field experiments and natural experiments to simple before-after and complex time series designs, using data gathered from individuals and from archives; and *utilizes an innovative perspective on how to exercise public health communication from a leading and thoughtful practitioner. As such, it is required reading for scholars, students, practitioners, and policymakers in public health, health communication, health psychology, and related areas.

Media, Communication and the Struggle for Democratic Change Dec 24 2019 This book investigates the role of media and communication in processes of democratization in different political and cultural contexts. Struggles for democratic change are periods of intense contest over the transformation of citizenship and the reconfiguration of political power. These democratization conflicts are played out within an increasingly complex media ecology where traditional modes of communication merge with new digital networks, thus bringing about multiple platforms for journalists and political actors to promote and contest competing definitions of reality. The volume draws on extensive case study research in South Africa, Kenya, Egypt and Serbia to highlight the ambivalent role of the media as force for democratic change, citizen empowerment, and accountability, as well as driver of polarization, radicalization and manipulation.

Communication, Technology and Cultural Change Nov 03 2020 With a foreword by Norman Denzin Communication and the history of technology have invariably been examined in terms of artefacts and people. Gary Krug argues that communication technology must be studied as an integral part of culture and lived-experience. Rather than stand in awe of the apparent explosion of new technologies, this book links key moments and developments in communication technology with the social conditions of their time. It traces the evolution of technology, culture, and the self as mutually dependent and influential. This innovative approach will be welcomed by undergraduates and postgraduates needing to develop their understanding of the cultural effects of communication technology, and the history of key communication systems and techniques.

A Leader's Guide to Storytelling Dec 16 2021 Part manual, part memoir and part call to action, this book demonstrates why the core skill needed by leaders in the next decade and into the future will be authentic and effective communication. Communications based on character, integrity and values will be critical in helping leaders navigate the two mega trends of accelerated technological change and increasing demands for social change. This book is the first to marry practical advice on deepening communication skills with insight from a coaching and cognitive point of view into what techniques works and why, and to pull together the wider societal issues and the operating context for leaders. Counter-intuitive and written to provoke thought and awareness, the author looks at the psychological and emotional effects of our communications and what leaders can do to inspire and engage, guiding them through three sections: • A framework for effective communications • A toolkit, detailing what good looks like in practical situations • The authentic leader, an exploration of the changing communications landscape and why a different kind of leadership is needed C-suite executives, leaders about to take that last step into the C-suite or millennial leaders about to enter the boardroom will value this book as an advisory guide, as a handbook to be used in internal coaching and training sessions and as a manual and aide memoir for themselves.

Continuous Change and Communication in Knowledge Management Nov 15 2021 Until now, change leadership has lacked a theoretical basis for use by leaders as a starting point when implementing change processes. Continuous Change and Communication in Knowledge Management addresses this.