

Health Communication Message Design: Theory and Practice

From Brand: SAGE Publications, Inc
audiobook / *ebooks / Download PDF / ePub / DOC



Health Communication Message Design

Theory and Practice

Editor **Hyunyi Cho**



DOWNLOAD



READ ONLINE

#766393 in Books SAGE Publications, Inc 2011-10-26 2011-10-26 Original language: English PDF # 1 9.13 x .67 x 7.38l, 1.01 #File Name: 1412986559296 pages | File size: 61.Mb

From Brand: SAGE Publications, Inc : Health Communication Message Design: Theory and Practice before purchasing it in order to gauge whether or not it would be worth my time, and all praised Health Communication Message Design: Theory and Practice:

The desire to impact positive changes in individuals and society motivates many students, practitioners, and researchers of health communication. This one of a kind text offers guidance on how to design effective health communication messages. This book shows how to build theory-based messages and how to address the diverse characteristics of audiences. While integrating perspectives from public health and social marketing, this book clearly explains core health communication principles and processes for designing effective messages for health

communication interventions and campaigns.