

COURSE DETAIL

PUBLIC COMMUNICATION CAMPAIGN: THEORY AND PRACTICE

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

120

UCEAP Course Suffix**UCEAP Official Title**

PUBLIC COMMUNICATION CAMPAIGN: THEORY AND PRACTICE

UCEAP Transcript Title

PUBLIC COMM CAMPAIGN

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course covers theories and research that guide public communication campaigns with a particular attention to message design principles. It also familiarizes students with areas of communication research including health communication (environmental and technological), risk communication, social marketing, and political campaigns. The course provides the opportunity to apply the concepts and theories learned in class in practical settings and examines the following questions: What are the theories often used in developing campaign messages? Do public service announcements communicated via the mass media really work? If not, how can we improve them? Other topics include how theories can be used to design effective campaign messages; how to critically assess and address barriers to communicating important social issues and induce social change; how to utilize relevant communication theories in designing real-life campaign messages; and how to utilize materials learned to design a real-life campaign message on a social issue.

Language(s) of Instruction

English

Host Institution Course Number

COM4214

Host Institution Course Title

PUBLIC COMMUNICATION CAMPAIGN: THEORY AND PRACTICE

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Mass Communication

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