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Health Communication Message Design: Theory And Practice

Health Communication Message Design

Theory and Practice

Editor **Hyunyi Cho**
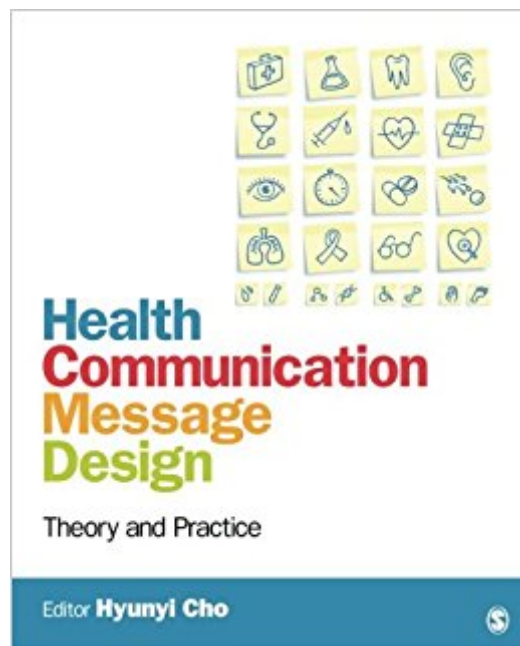
Synopsis

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.

Book Information

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Customer Reviews

Hyunyi Cho (PhD, Michigan State University) is a professor of communication atÃ Â Ohio State UniversityÃ Â Her program of research examines the effects of communication on judgments and actions relevant to environmental risk and health risk and the role of messages and the media in social change and behavior change processes.

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