

List of figures

 <https://doi.org/10.1075/pbns.222.lof>

Page ix of

**Public Information Messages: A contrastive genre analysis
of state-citizen communication**

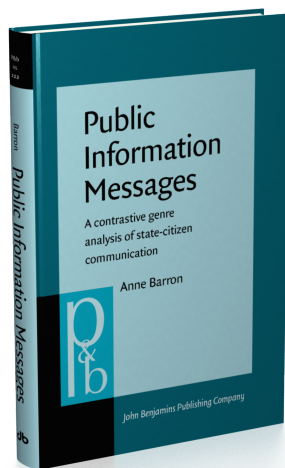
Anne Barron

[Pragmatics & Beyond New Series, 222] 2012. xix, 340 pp.

© John Benjamins Publishing Company

This electronic file may not be altered in any way. For any reuse of this material written permission should be obtained from the publishers or through the Copyright Clearance Center (for USA: www.copyright.com).

For further information, please contact rights@benjamins.nl or consult our website at benjamins.com/rights



List of figures

Figure 1-1. Irish physical activity campaign (I-PHA-PO4). Source: Health Promotion Unit	1
Figure 3-1. Irish euro campaign (I-E79-PR1). Source: Euro Changeover Board of Ireland (Department of Finance)	57
Figure 3-2. Categorisation of advertising sub-types (based on Hermerén 1999: 15)	60
Figure 3-3. Framework for developing effective public communication campaigns (Witte 1995: 148)	71
Figure 4-1. Overview of size of corpus of public information messages: Focus on campaigns	92
Figure 4-2. Overview of size of corpus of public information messages: Focus on texts	93
Figure 4-3. Irish price awareness campaign (I-PA-PP3, I-PA-PP4, I-PA-PP5, I-PA-PP6, I-PA-PP7). Source: Office of the Director of Consumer Affairs (ODCA)	95
Figure 4-4. Irish anti-smoking campaign (I-AS-PP1). Source: Health Promotion Unit	95
Figure 5-1. Irish drug assisted rape campaign (I-DR-PP4). Source: National Steering Committee on Violence against Women, Department of Justice, Equality and Law Reform	115
Figure 5-2. German organic consumer label (extent of use) campaign (G-OL2-PP1). Source: <i>Bundesministerium für Verbraucherschutz, Ernährung und Landwirtschaft</i> ('Federal Ministry for Consumer Protection, Food and Agriculture')	126
Figure 5-3. Irish anti-litter campaign (I-AL-PO3). Source: Department of the Environment, Heritage and Local Government	143
Figure 5-4. German reform of the labour market (fight unemployment) campaign (G-FU-PR7). Source: <i>Bundesministerium für Wirtschaft und Arbeit</i> ('Federal Ministry for the Economy and Labour')	155
Figure 5-5. Irish sexual health campaign (I-SA-PO1). Source: Health Promotion Unit	161
Figure 6-1. Participant roles in public information messages (adapted, based on Hillier 2004: 189)	174
Figure 6-2. Irish plastic bag environmental levy campaign (I-PB-PP1). Source: Department of the Environment, Heritage and Local Government	233
Figure 6-3. Irish drug assisted rape campaign (I-DR-PP1). Source: National Steering Committee on Violence against Women, Department of Justice, Equality and Law Reform	238
Figure 6-4. German return on cans campaign (G-RC-PO2). Source: <i>Bundesministerium für Gesundheit, Naturschutz und Reaktorsicherheit</i> ('Federal Ministry for the Environment, Nature Conservation and Nuclear Safety')	239
Figure 7-1. German anti-smoking campaign (G-SF-PR2). Source: <i>Bundeszentrale für gesundheitliche Aufklärung</i> ('Federal Centre for Health Education')	251
Figure 7-2. Irish anti-smoking campaign (I-AS-PP2). Source: Health Promotion Unit	258
Figure 7-3. V-sign	260