

A Systematic Literature Review of Influential Theories in Publicity Materials Development for English for Professional Communication

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Abstract

Publicity materials are crucial tools in public relations, media communication, and marketing, playing a significant role in shaping public perception and disseminating key messages. This paper addresses the gap in comprehensive understanding and systematic exploration of the theoretical foundations and practical frameworks that guide the development of these materials. Utilizing a systematic literature review, we analyze existing frameworks and theories related to publicity materials, with a specific focus on their application in educational settings for undergraduate students learning English for Professional Communication. By synthesizing insights from seminal works and contemporary studies, this paper equips educators, students, and practitioners with a robust understanding of the principles, best practices, and innovative approaches for creating impactful publicity materials. Our findings highlight the evolution of publicity materials, the integration of digital platforms, personalization strategies, data analytics, and ethical considerations. These insights offer practical guidance for enhancing educational and professional development curricula, ensuring the effective use of publicity materials in various contexts.

Keywords: *English for Professional Communication, publicity materials development, systematic literature review, public relations, media, communication, marketing*

1. Introduction

Publicity materials play a crucial role in shaping public perception, influencing behaviors, and conveying key messages in various fields such as public relations, media and communication, and marketing. Despite their significance, there remains a substantial gap in the comprehensive understanding and systematic exploration of the theoretical foundations and practical frameworks guiding the development of these materials for

students and professional communicators in the field of Public Relations, Media, and Marketing.

This paper aims to fill this gap by conducting a systematic literature review of existing frameworks and theories related to publicity materials development across these fields. The setting for this study is undergraduate students learning English for Professional Communication. This context provides a unique opportunity to explore the creation and impact of publicity materials within an educational framework, where students are trained to effectively communicate in professional settings. The educational environment serves as a controlled platform to observe how theoretical principles are applied in practice, making it a challenging study for examining the theories and practices of effective communication strategies.

By synthesizing and analyzing relevant literature, this paper seeks to provide educators, students, and practitioners with a robust understanding of the theoretical underpinnings, practical frameworks, integration strategies, evaluation insight, and future directions pertinent to the creation of publicity materials. Through this exploration, the paper endeavors to contribute to the enhancement of educational and professional development curriculum in English for Professional Communication within the fields of public relations, media, communication, and marketing. By equipping educators, students, and practitioners with a comprehensive understanding of the principles and practices underlying publicity materials development, this paper aims to empower them to create persuasive and impactful communications. In doing so, it not only bridges the gap in existing literature but also fosters the development of skills and knowledge essential for effective communication in contemporary media landscapes.

The primary purpose of this paper is to review existing frameworks and theories related to the development of publicity materials, specifically tailored for scholars and professionals. As the landscape of English for Professional Communication evolves, understanding the principles behind effective publicity materials becomes increasingly important for students pursuing careers in these fields and professionals for fulfilling their roles. This paper synthesizes the current body of knowledge, offering insights and practical guidance that can be leveraged by educators and students alike to enhance their competencies in creating impactful publicity materials.

This literature review encompasses a comprehensive examination of both traditional and contemporary frameworks and theories relevant to the development of publicity materials throughout different periods. The objectives are to identify and analyze key theoretical models and frameworks that have shaped the field of publicity and promotion, and to highlight best practices and innovative approaches that can be integrated into educational curricula or professional settings. By addressing these objectives, the review aims to provide a robust foundation for developing effective publicity materials within academic and professional contexts.

2. Methodology

2.1. Systematic Literature Review Method

The systematic literature review (SLR) method is a structured and rigorous approach to synthesizing research findings across multiple studies. This method involves a comprehensive and replicable search of the literature, followed by the critical appraisal and synthesis of relevant studies (Pursell & McCrae, 2020; Cooper et. al., 2018; Okoli, 2015). The SLR method is highly relevant to this study as it ensures a thorough and unbiased review of existing frameworks and theories related to the development of publicity materials. By employing this method, we aim to provide a clear and comprehensive overview of the current state of knowledge, identify gaps in the literature, and offer evidence-based recommendations.

2.2. Literature Search Approach

To identify relevant literature, a comprehensive search was conducted through Google Scholar. The search strategy was designed to capture a wide range of studies related to publicity materials development in Public Relations, Communication and Media, Promotion, and Marketing. The keywords used were "Public Relations", "Communication and Media", "Marketing", and "Promotion".

2.3. Selection Criteria

The inclusion criteria for selecting studies were as follows:

1. Language: Only studies published in English were considered.
2. Publication Date: All studies published anytime were included to ensure the review reflects the whole trends and practices from the early time to currently.
3. Type of Study: Both empirical studies and theoretical papers were included to get insights into the development or application of publicity materials.
4. Relevance: To get the most influential sources, selected studies must have minimally 1000 citation number in the whole time.
5. Population: the population was all references found on the first ten pages of Google Scholar searched by using the four keywords.

Studies that did not meet these criteria were excluded from the review.

2.4. Data Extraction Process

Data extraction involved systematically recording relevant information from each selected study. A standardized data extraction form was used to ensure consistency and comprehensiveness. The extracted data included:

- Study title and authors
- Year of publication
- Research objectives
- Key frameworks and theories discussed

- Methodological approach
- Main findings and conclusions
- Relevance

The data extraction process was conducted independently by five reviewers to minimize bias and ensure accuracy. Any discrepancies between the reviewers were resolved through discussion and consensus.

3. Findings

3.1. Selected sources based on keyword searches

In conducting a Systematic Literature Review (SLR) on influential references related to publicity materials, a thorough selection process was undertaken using Google Scholar and focusing on four key search terms: public relations, media and communication, marketing, and promotion. A total of 77 references were selected based on their citation index, with a criterion set at a minimum of 1000 citations (Appendix 1). The selection encompassed papers found within the first ten pages of Google Scholar results for each keyword category. The distribution of selected references across these categories was as follows (Figure 1): 12 references (15%) from “public relations”, 22 references (29%) from “media and communication”, 29 references (38%) from “marketing”, and 14 references (18%) from “promotion”.

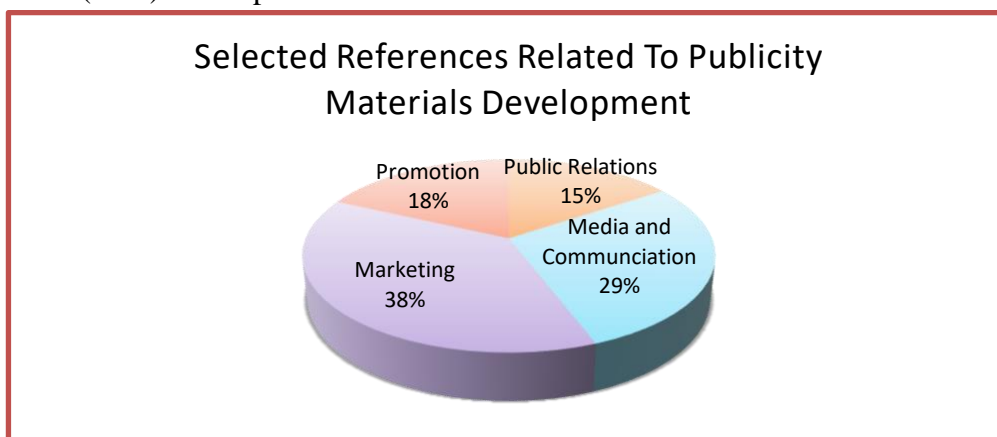


Figure 1. Selected references based on the keyword search on Google Scholar

The rationale behind this selection process was to capture seminal works that have significantly influenced the field of publicity materials across various disciplines. By focusing on highly cited references, the SLR aimed to identify foundational theories, empirical studies, and key insights that have shaped understanding and practices related to public relations strategies, media influence, marketing communications, and promotional tactics. This approach ensures that the review encompasses a broad spectrum of perspectives and methodologies, providing a comprehensive basis for analyzing the

evolution and current state of knowledge in the domain of publicity materials within the context of contemporary scholarship and practical applications.

The selected references can be classified into three primary categories based on their focus: Public Relations, Media and Communication, and Marketing and Promotion. Each category includes seminal works that have made influential contributions to their respective fields.

Public Relations

The field of public relations is significantly enriched by several key references. Grunig and Grunig's (2013) "Models of Public Relations and Communication" is a foundational text that delineates various models of public relations, contributing to a theoretical framework that practitioners and scholars use to guide effective communication strategies. Seitel's (2017) "The Practice of Public Relations" provides a comprehensive overview of practical approaches and techniques in public relations, making it an essential resource for both students and professionals. Cutlip's (1962) "Effective Public Relations" remains a classic, offering time-tested principles and strategies that have shaped the practice of public relations over decades. Daymon and Holloway's (2010) work on "Qualitative Research Methods in Public Relations and Marketing Communications" highlights the importance of qualitative research in understanding and improving PR practices. Additionally, Kent and Taylor's (2002) "Toward a Dialogic Theory of Public Relations" introduces a dialogic approach, emphasizing the significance of two-way communication and engagement between organizations and their publics.

Media and Communication

The contributions in media and communication are diverse, addressing theoretical, empirical, and methodological aspects. Castells' (2013) "Communication Power" explores the transformative impact of communication networks on power dynamics in society, offering deep insights into the role of media in political and cultural processes. McChesney's (2004) "The Problem of the Media" critically examines the political and economic influences on media, advocating for reforms to enhance media democracy. Carey and Adam's (2008) "Communication as Culture" emphasizes the cultural implications of media and communication practices, contributing to a deeper understanding of media's role in shaping societal norms. Thompson's (1995) "The Media and Modernity" provides a social theory of media, discussing its impact on modern social structures and interactions. Lastly, Yates and Orlikowski's (1992) work on organizational communication genres offers a structural approach to studying communication practices within organizations, highlighting the interplay between communication and organizational structures.

Marketing and Promotion

In the realm of marketing, several references stand out for their influential contributions. Kotler and Armstrong's (2010) "Principles of Marketing" is a seminal textbook that has educated generations of marketing students and professionals, outlining fundamental marketing concepts and strategies. Kotler's (2012) "Kotler on Marketing" provides strategic insights and innovative ideas that have shaped modern marketing practices. Strauss and Frost's (2014) "E-marketing" addresses the burgeoning field of digital marketing, offering strategies and tools for effective online marketing. Levitt's (1986) "Marketing Imagination" emphasizes the importance of creativity and imagination in marketing, inspiring marketers to think outside the box. Additionally, Borden's (1964) "The Concept of the Marketing Mix" introduces the marketing mix framework, which remains a cornerstone of marketing strategy and planning. Each of these references has contributed to the evolution of marketing theory and practice, providing valuable knowledge and tools for effective marketing management.

3.2. Selected sources based on publication year

The selected references on publicity materials and related marketing concepts span from the 1960s to the 2020s, reflecting the evolution and expansion of the field over six decades. Each period is characterized by a distinct number of seminal works contributing to our understanding of marketing and communication strategies (Figure 2).

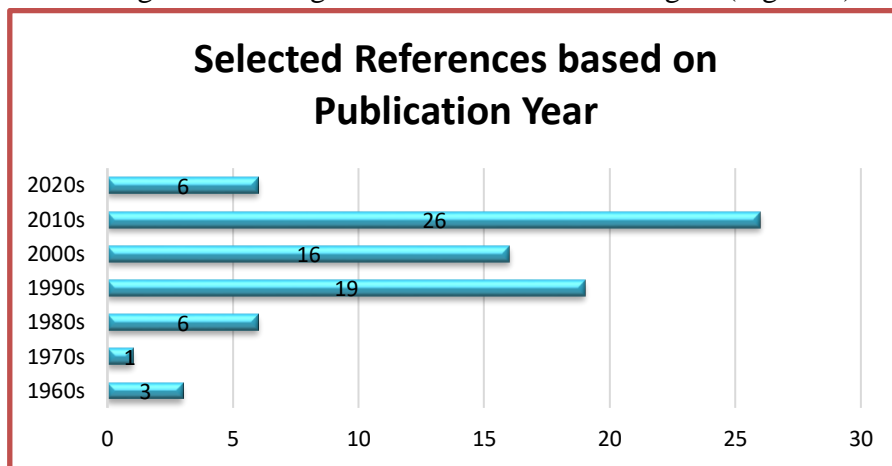


Figure 2. Selected references based on publication year

In the 1960s, the foundation for modern marketing practices was laid with three influential references, including Keith's "The Marketing Revolution" (1960), Cutlip's "Effective Public Relations" (1962), and Borden's "The Concept of the Marketing Mix" (1964). These works collectively highlighted the burgeoning recognition of marketing's importance in business strategy and communication. The 1970s saw a slight dip in prolific publications, with one notable work by McCarthy, Shapiro, and Perreault (1979) entitled

"Basic Marketing." This period marked a phase of consolidation and further development of the marketing principles established in the previous decade.

The 1980s experienced a surge in marketing literature, with seven significant references contributing to the field. Noteworthy among these are Kotler and McDougall's "Marketing Essentials" (1984), Houston's "The Marketing Concept" (1986), and Levitt's "Marketing Imagination" (1986). This decade was pivotal as it witnessed the expansion of marketing theories and their application across various sectors, underlining the increased academic and practical interest in the discipline.

In the 1990s, the momentum continued with nineteen influential works. This era is marked by a broadening of scope, with Green and Kreuter's "Health Promotion Planning" (1991), Berkman's exploration of social relations in health promotion (1995), and Jefkins' examination of public relations (1992). The decade also saw the rise of integrated marketing communication and the recognition of public relations as a strategic management function, evidenced by Hon and Grunig's guidelines for measuring relationships in public relations (1999).

The 2000s maintained this high level of scholarly activity with sixteen references. This period was notable for the integration of digital technologies into marketing strategies, as highlighted by Flew's "New Media: An Introduction" (2007) and Shimp's "Advertising Promotion" (2000). The decade also emphasized the importance of understanding consumer behavior in a rapidly changing digital landscape.

The 2010s saw a slight decline with twelve references yet continued to build on the integration of digital marketing and social media into traditional marketing frameworks. Kotler's numerous contributions during this period, including "Principles of Marketing" (2010) and "Marketing Insights from A to Z" (2010), underscore the ongoing relevance of foundational marketing principles amidst technological advancements.

The 2020s have so far contributed six references, reflecting the latest developments in marketing strategies and the increasing influence of technology. Kotler's "Marketing 5.0: Technology for Humanity" (2021) and McKenzie et al.'s "Planning, Implementing, and Evaluating Health Promotion Programs" (2022) illustrate the current focus on leveraging digital tools and data analytics to enhance marketing effectiveness.

Overall, the progression from the 1960s to the 2020s reveals a steady increase in the complexity and scope of marketing literature, with notable peaks in the 1990s and 2000s. Each decade has built upon the previous ones, incorporating new theories and technological advancements to enrich the field of marketing and publicity materials.

3.3. Overview of publicity materials

Publicity materials play a pivotal role in the realms of public relations, marketing and promotion, and communication and media, as evidenced by seminal works in these fields. According to Grunig and Grunig (2013), effective public relations strategies often hinge on the creation and dissemination of compelling publicity materials that shape public

perceptions and enhance organizational reputation. These materials, ranging from press releases to social media content, serve as crucial tools in fostering positive relationships with stakeholders (Seitel, 2017). They not only convey key messages but also influence public opinion and build brand identity (Daymon & Holloway, 2010).

In the context of marketing, Kotler and Armstrong (2010) highlight that publicity materials are integral components of promotional strategies, essential for raising awareness about products and services among target audiences (Botan & Taylor, 2004). They facilitate communication between organizations and consumers, aiding in the achievement of marketing objectives such as brand recognition and customer engagement (Jefkins, 1992; Cutlip, 1962). Moreover, in the rapidly evolving landscape of digital marketing, Strauss and Frost (2014) emphasize the role of e-marketing techniques, where publicity materials are adapted to leverage digital platforms for maximum reach and impact.

Within media and communication studies, publicity materials are viewed as instruments that frame and disseminate information to the public (Rafaeli, 1988; Lull, 2000). They contribute to the construction of media narratives and influence public discourse on various issues (Yates & Orlikowski, 1992). Carey and Adam (2008) argue that these materials are cultural artifacts that reflect and shape societal norms and values, playing a significant role in the mediation of public communication (Thompson, 1995).

Overall, the criticality of publicity materials lies in their ability to bridge organizational messages with public perception across diverse contexts. They serve as catalysts for effective communication strategies, whether in enhancing organizational visibility, supporting marketing efforts, shaping public opinion, or contributing to media discourse. This multifaceted role underscores their importance as strategic assets in contemporary communication practices across disciplines (Castells, 2013; McQuail, 2010).

The term Publicity Materials is common in professional contexts so that sources are rare in clarifying the definition. Even, Cambridge Dictionary categorizes “publicity materials” into a collocation in English without explicit definition. However, this term is common in the literature of Public Relations and can be understood as physical substances or tools used to disseminate information purposively about anything; it can be a product, service, event, organization, or even person, to a particular audience. These materials are created in a such a way to generate public awareness, interest, and engagement, often contributing to the overall marketing and public relations strategies. Publicity materials can be categorized into 4 types: printed, digital, audio-visual, and merchandise, each serving distinct purposes and audiences.

Printed Materials

Printed materials are those produced in prints like booklets, brochures, flyers, posters, newsletters, catalogues, press releases, and others (Table 1). Booklets, often used for

detailed information dissemination, are praised for their ability to convey comprehensive content effectively (Grunig & Grunig, 2013; Seitel, 2017). Brochures serve as compact, visually appealing documents that condense key messages for targeted audiences, emphasizing clarity and persuasion (Daymon & Holloway, 2010; Botan & Taylor, 2004). Flyers, with their concise messaging and eye-catching designs, are highlighted for their role in attracting immediate attention and promoting events or offers effectively (Jefkins, 1992; Cutlip, 1962). Posters are noted for their visual impact and ability to enhance brand visibility in public spaces, making them essential for awareness campaigns (Smith, 2020; Grunig, 2013).

Table 1. *Definition and general characteristics of printed publicity materials*

<i>Examples</i>	<i>Definition and General Characteristics</i>
1 Booklets	<ul style="list-style-type: none"> • small books consisting of a few pages that provide information about a specific product, service, event, or organization. • comprehensive delivery of information • suitable for trade shows and direct mail campaigns. • high costs and limited reach
2 Brochures	<ul style="list-style-type: none"> • folded documents that provide information about a company, product, or service, usually including images and graphics. • visually appealing, relatively lower cost, and easy to distribute • suitable for trade shows and direct mail campaigns. • easily discarded and limited space for information
3 Flyers	<ul style="list-style-type: none"> • single-page printed materials intended to provide quick information or announcements. • highly versatile, easy to produce and distribute • widely used for events, sales promotion, and advertising • easily discarded and limited space for information
4 Posters	<ul style="list-style-type: none"> • large printed materials designed to attract attention through bold visuals and concise messaging. • visually striking and placed in public areas for maximum visibility • widely used for events, concerts, public information campaigns • limited space for information, easily ignored, can be costly
5 Newsletters	<ul style="list-style-type: none"> • periodic publications that provide updates, news, and information about an organization or industry to a targeted audience. • Regularly distributed to keep the audience informed and engaged. • Time-consuming for consistent updates and costly
6 Press Releases	<ul style="list-style-type: none"> • official statements distributed to media outlets to announce information about events, product launches, or updates • impactful to generate public awareness and builds credibility • requires newsworthy content • can lead to media fatigue
7 Catalogues	<ul style="list-style-type: none"> • comprehensive listings of products or services, often accompanied by descriptions, prices, and images.

-
- provides extensive information about products and useful for direct sales
 - high production costs, can be bulky
-

Newsletters, another significant tool, are valued for their regularity in updating stakeholders and fostering ongoing engagement through curated content (Hon & Grunig, 1999; Wilcox et al., 2015). Press releases, designed to capture media attention and disseminate organizational news, are essential for managing public perceptions and shaping media narratives (Kent & Taylor, 2002; Hallahan, 1999). Catalogues, though primarily commercial in nature, are praised for their role in showcasing product ranges comprehensively, enhancing customer decision-making (Rafaeli, 1988; Lull, 2000).

These materials are strategically employed across various communication contexts, aligning with different communication models and theories. They serve to inform, persuade, and engage audiences effectively, reflecting the broader principles of marketing communication and public relations strategies (Yates & Orlikowski, 1992; Chandler & Munday, 2011). By leveraging design, content strategy, and distribution channels, organizations enhance their visibility and influence, thereby achieving communication objectives effectively (McChesney, 2004; Carey & Adam, 2008).

The evolution and strategic deployment of printed publicity materials highlight their enduring significance in contemporary communication practices. They not only facilitate information dissemination but also play a pivotal role in shaping perceptions, fostering engagement, and achieving organizational goals across diverse sectors of marketing and public relations (Thompson, 1995; Castells, 2013).

Digital materials

Digital materials are those created on digital platform including website content, social media posts, email campaigns, e-books, whitepapers, and all digitalized materials from printed versions crafted to enhance organizational visibility, engagement, and communication effectiveness across various online platforms (Table 2).

Table 2. Definition and general characteristics of digital publicity materials

1	Website Content	<ul style="list-style-type: none"> • all the textual, visual, and multimedia elements on a website that provide information, engage visitors, and promote organizations, products, or services. • provide extensive and attractive information supported by various media types (texts, images, videos) • highly popular and essential for businesses and organizations to establish brand identity • Initial set up is costly, with ongoing maintenance and content creation costs
2	Social Media Posts	<ul style="list-style-type: none"> • Short messages, images, videos, or links shared on social media platforms to engage with followers and promote content.

	<ul style="list-style-type: none">• impactful to increase brand visibility and build community and public engagement• extremely popular across all sectors, low cost, and easy to share and reach audience• can be time-consuming and vulnerable to negative feedback
3 Email Campaigns	<ul style="list-style-type: none">• Series of emails sent to a targeted audience to promote products, services, or events.• Impactful promotion through direct and personalized communication with customers• Easy to measure and relatively low cost depending on the scale and tools used• Very popular but can easily be perceived as spam and ignored.
4 E-books	<ul style="list-style-type: none">• Digital books that provide in-depth information on a specific topic, often used as valuable resources to the audience• Impactful to generate leads and builds email lists with long lasting value of the extensive content/information• Popular in educational and professional fields• Can be time consuming and require effective promotion and professional design to be impactful
5 Whitepapers	<ul style="list-style-type: none">• Authoritative reports or guides that address complex issues, providing research and solutions.• Can be impactful to establish thought leadership, generates leads and supports decision-making, and to provide detailed insights and data• Popular in B2B marketing and technology industries• Very time consuming and needs significant effort to produce and to distribute
6 Infographics	<ul style="list-style-type: none">• Visual representations of information, data, or knowledge intended to present information quickly and clearly.• Impactful to increase engagement and shareability by simplifying complex information and enhancing content marketing efforts• Extremely popular on social media and web but can oversimplify complex information and not SEO-friendly
7 E-booklet	<ul style="list-style-type: none">• A digital version of a booklet, typically distributed as a PDF or an interactive HTML document• Impactful to provide comprehensive information on a specific topic, product, or service• Easy to distribute and often used for educational or informational purposes• Needs effective design and promotion to be read by audience
8 E-brochure	<ul style="list-style-type: none">• A digital version of a brochure, often presented in a PDF format or as an interactive online document, can include images, graphics, and hyperlinks for a more engaging experience• Visually appealing to highlight the features and benefits of a product, service, or organization

	<ul style="list-style-type: none"> • Easily distributed online through the company’s website, email campaigns, or social media to reach a broader audience • Popular in marketing and sales, but can be overlooked if the design is not engaging
9 E-flyer	<ul style="list-style-type: none"> • Digital flyers used for short-term promotions, events, or announcements • Impactful for quick dissemination of information to engage audience with visual appeal and to drive event attendance or promotions • Popular for short-term promotion with limited information capacity
10 E-poster	<ul style="list-style-type: none"> • Digital posters used for promotional or informative purposes, commonly more informative than flyer, but today both can overlap in use • Impactful to capture attention with visual appeal, can be shared on various platforms • Popular for promoting events and organizations with limited information capacity
11 E-newsletter	<ul style="list-style-type: none"> • Regularly distributed digital newsletters providing updates, news, and information to subscribers • Useful to maintains regular communication with the audience, build relationships and engagement, and drive traffic to main websites • Popular across industries but can be time consuming in preparing the content
12 E-press release	<ul style="list-style-type: none"> • Digital press releases sent to media outlets and journalists to announce news or events. • Quick dissemination of news, commonly used in PR and media relations to generate media coverage and enhances brand visibility. • Can be easily overlooked by media.
13 E-catalogue	<ul style="list-style-type: none"> • Digital catalogues showcasing a range of products or services with detailed descriptions and visuals. • Popular in retail and e-commerce to provide comprehensive product information, enhances online shopping experience, and drives sales and customer engagement. • Time-consuming and require effective promotion to reach audience

Website Content serves as a pivotal element in digital publicity, acting as a virtual storefront and central hub for brand messaging and engagement (Kotler & Armstrong, 2010; Cutlip, 1962). Websites are designed to convey brand identity, product information, and interactive features that facilitate user engagement and conversion (Strauss & Frost, 2014). Social Media Posts play a crucial role in digital publicity strategies, leveraging platforms like Facebook, Instagram, and Twitter to disseminate timely updates, promotions, and user-generated content (Carr & Hayes, 2015; Schivinski & Dabrowski, 2016). Social media posts are crafted to resonate with target audiences, foster community

interaction, and amplify brand visibility (Castells, 2013). Email Campaigns are utilized for targeted communication with segmented audiences, delivering personalized content such as newsletters, product announcements, and promotional offers (Hon & Grunig, 1999; Wilcox et al., 2015). Effective email campaigns leverage data-driven insights to optimize open rates and engagement levels (Botan & Taylor, 2004).

E-books and Whitepapers serve as authoritative resources that educate audiences on industry trends, best practices, and thought leadership (Daymon & Holloway, 2010; McQuail, 2010). These digital assets are designed to showcase expertise, build credibility, and capture leads through gated access and download mechanisms (Kent & Taylor, 2002). Infographics merge visual storytelling with data-driven insights to convey complex information in a compelling and easily digestible format (Chandler & Munday, 2011; Jensen, 2002). Infographics are widely shared across social media and websites to enhance content virality and audience engagement (McChesney, 2004). E-booklets, E-brochures, E-flyers, and E-posters are digital adaptations of traditional print materials, designed for online distribution and consumption (Lull, 2000; Carey & Adam, 2008). These formats leverage multimedia elements to convey product benefits, event details, and promotional offers effectively (Thompson, 1995).

E-newsletters serve as recurring updates that nurture subscriber relationships through curated content, industry insights, and exclusive offers (Grunig & Grunig, 2013; Schultz et al., 2011). E-newsletters are crafted to maintain brand recall and encourage repeat engagement (Rafaeli, 1988). E-press releases facilitate timely dissemination of organizational news and announcements to media outlets and stakeholders (Jefkins, 1992; Kotler et al., 2015). These digital releases optimize search engine visibility and media coverage, enhancing brand reputation and industry authority (Berger, 2018). E-catalogues provide comprehensive listings of products or services in a digital format, offering interactive features such as search functionalities and multimedia content (Flew, 2007; Kotler, 2021). E-catalogues enhance shopping experiences and support informed purchase decisions (McCarthy et al., 1979).

Audiovisual materials

Audiovisual publicity materials encompass a diverse array of media forms utilized in contemporary communication strategies across various sectors, as evidenced by seminal works in public relations, marketing, and media studies (Table 3). Videos, a prominent format, are leveraged for their ability to convey rich narratives and visual messages effectively. They serve dual purposes, from corporate videos that showcase organizational culture and brand identity (Cutlip, 1962; Wilcox et al., 2015) to product demos highlighting functionalities and benefits (Kotler et al., 2015; Strauss & Frost, 2014). In marketing contexts, online video ads (Kotler et al., 2015; Kotler & Armstrong, 2010) and animated explainers (Schultz et al., 2011; Berger, 2018) are instrumental in engaging audiences and simplifying complex concepts.

Table 3. Definition and general characteristics of audiovisual publicity materials

1	Videos	<ul style="list-style-type: none"> • Visual and auditory content that can convey messages, demonstrate products, or share stories. • Engaging, informative, and shareable content that can increase brand awareness and engagement. • High production costs with attention span limitations, and potential saturation in the market.
2	Podcasts	<ul style="list-style-type: none"> • Audio programs that provide information, discussions, or entertainment on various topics. • Impactful to reach niche audiences, build credibility, and establish thought leadership. • Limited visual component, requires consistent content creation, and potential difficulty in monetization.
3	Television Commercials	<ul style="list-style-type: none"> • Short advertisements broadcast on television to promote products or services. • Impactful for wide reach, brand exposure, and influence on consumer behavior. • High production costs, limited time for message delivery, and audience fragmentation due to multiple channels.
4	Corporate Videos	<ul style="list-style-type: none"> • Videos created by businesses to showcase their brand, culture, products, or services. • Impactful to build trust, showcase expertise, and engage with stakeholders. • Potential to come across as self-promotional, lack of authenticity, and difficulty in capturing and retaining viewer attention.
5	Online Video Ads	<ul style="list-style-type: none"> • Video advertisements displayed on websites, social media, or streaming platforms. • Impactful for targeted reach, high engagement rates, and measurable ROI (Return On Investment). • Very competitive for viewer attention with ad fatigue and ad-blocking
6	Product Demos	<ul style="list-style-type: none"> • Demonstrations showcasing how a product works or its key features. • Impactful to increase product understanding, demonstrate value, and drive purchasing decisions. • Limited reach compared to mass media, potential bias in demonstrations, and the need for compelling storytelling.
7	Virtual Tours	<ul style="list-style-type: none"> • Interactive videos or 360-degree videos that provide a virtual walk-through of a location, such as a real estate property, hotel, or products. • Impactful to enhance customer experience, increase engagement, and showcase physical locations remotely. • Technological barriers, potential for disorientation, and limitations in replicating physical experiences.
8	Infomercials	<ul style="list-style-type: none"> • Longer-format television commercials that combine information and entertainment to promote products, blurring the line between advertising and entertainment

		<ul style="list-style-type: none"> • Effective for in-depth product presentation, direct response marketing potential, and potential for viral sharing. • Perception as overly promotional, limited appeal to certain audiences, and potential for credibility issues.
9	Social Media Stories	<ul style="list-style-type: none"> • Temporary visual or video posts on social media platforms that provide a glimpse into daily activities. • Excellent to fosters authenticity, increases engagement, and drives short-term interest. • Short lifespan, limited content visibility, and need for consistent updates to maintain relevance.
10	Animated Explainers	<ul style="list-style-type: none"> • Animated videos that explain a concept, product, or service in a visually engaging and easy-to-understand manner. • Animated explainers use animation to simplify complex topics or explain products or services in a visually appealing way. • Excellent to enhance understanding, increase shareability, and cater to visual learners. • High costs associated with animation, potential for information overload, and limitations in conveying emotions compared to live-action videos.
11	Event Highlights	<ul style="list-style-type: none"> • Videos showcasing key moments from events, conferences, or exhibitions. • Excellent to promote future events, capture attention, and extend event reach. • Limited interest beyond event attendees, content overload during peak event seasons, and potential viewership decline over time.
12	Public Service Announcements (PSAs)	<ul style="list-style-type: none"> • Videos with short messages created to inform or educate the public about an issue to raise awareness, combining audio and visuals for impact. • Good to inform and educate the public, influence behavior change, and contribute to social good. • Limited funding and distribution channels, potential for message misinterpretation, and audience desensitization to repetitive messages.

Podcasts, another dynamic audiovisual medium, have gained traction for their convenience and intimacy in delivering content (Seitel, 2017; Daymon & Holloway, 2010). They cater to niche audiences and allow brands to establish thought leadership and deepen audience engagement through episodic storytelling and expert interviews (Botan & Taylor, 2004; Jensen, 2002). Television commercials, a traditional yet enduring form of audiovisual publicity, continue to influence mass audiences with persuasive narratives and emotive appeals (Jefkins, 1992; Hallahan, 1999).

Corporate videos, often used for internal and external communications, reinforce brand messaging and corporate identity (Grunig & Grunig, 2013; Kent & Taylor, 2002). They serve as powerful tools for conveying organizational values and achievements to stakeholders. Similarly, virtual tours (Jensen, 1998; Lull, 2000) provide immersive

experiences, particularly in real estate and tourism sectors, enabling prospective clients and customers to explore physical spaces remotely.

Infomercials, characterized by persuasive storytelling and demonstrations, blend entertainment with product information to stimulate consumer interest and drive sales (Carey & Adam, 2008; Thompson, 1995). Social media stories (Schivinski & Dabrowski, 2016; Carr & Hayes, 2015), ephemeral and engaging, offer snapshots of brand experiences and behind-the-scenes glimpses, fostering immediacy and authenticity in audience interactions.

Audiovisual publicity materials play integral roles in contemporary communication strategies, as discussed across seminal references in public relations, marketing, and media studies. They encompass a spectrum of formats—from dynamic videos and podcasts to traditional television commercials and innovative social media stories—each tailored to engage, inform, and persuade diverse audiences effectively. These media forms not only reflect evolving technological landscapes but also highlight the enduring power of visual and auditory storytelling in shaping perceptions and driving consumer behavior in the digital age.

Merchandise

Merchandise as publicity materials play a crucial role in contemporary marketing and public relations strategies, leveraging tangible items to enhance brand visibility and engagement. These materials (Table 4), supported by various theoretical frameworks and empirical studies, serve as effective tools for promoting brand identity and fostering consumer relationships.

Table 4. *Definition and general characteristics of merchandise as publicity materials*

<i>Branded Items</i>	<i>: Everyday items carrying the organization's logo to reinforce brand recognition and loyalty.</i>
Branded T-Shirts	<ul style="list-style-type: none"> • Branded t-shirts are popular due to their visibility. They turn customers, employees, or event attendees into walking advertisements, increasing brand exposure. • The cost of producing branded t-shirts can vary based on quality, design complexity, and quantity ordered. Generally, they are relatively cost-effective considering the potential reach and longevity of the branding.
Customized Pens	<ul style="list-style-type: none"> • Custom pens are practical items that are used daily, ensuring repeated brand exposure. They are commonly given away at events or as small gifts to customers. • Custom pens are cost-effective as promotional items. The cost depends on the quality, design, and quantity ordered.
Branded USB Drives	<ul style="list-style-type: none"> • USB drives are functional and have a high perceived value as giveaways. They are useful for storing data, and each use reinforces brand recall.

	<ul style="list-style-type: none"> • Branded USB drives can be more expensive than some other merchandise items due to their functionality and perceived value. Costs vary based on storage capacity and design.
Custom Water Bottles	<ul style="list-style-type: none"> • Water bottles are environmentally friendly and practical merchandise items. They are used daily, promoting brand visibility in various settings. • Costs for custom water bottles can vary depending on the material, design complexity, and branding method. They are generally affordable and offer a good return on investment considering their repeated use.
Promotional Stickers	<ul style="list-style-type: none"> • Stickers are versatile promotional items that can be stuck on laptops, water bottles, notebooks, or other items, increasing brand visibility in diverse locations. • Promotional stickers are cost-effective and easy to produce in large quantities. Costs are influenced by size, design complexity, and quality.
Customized Keychains	<ul style="list-style-type: none"> • Keychains are practical items that offer daily brand exposure. They are portable, durable, and can be customized in various shapes and materials. • Customized keychains are relatively cost-effective, with costs varying based on design complexity, material, and quantity ordered.
Branded Notebooks	<ul style="list-style-type: none"> • Notebooks are useful for jotting down notes, making them practical merchandise items. They offer long-term brand exposure as they are often kept for an extended period. • Branded notebooks can range in cost depending on the quality of the paper, binding, and customization. While they may be more expensive than some items, their longevity provides lasting brand exposure.
Customized Tote Bag	<ul style="list-style-type: none"> • Tote bags are eco-friendly and practical items that are used for shopping, carrying items, or as fashion accessories. They offer large branding areas for increased visibility. • The cost of customized tote bags can vary based on material, design complexity, and quantity ordered. They are generally seen as a cost-effective promotional item with a high perceived value.

Branded items such as T-shirts, pens, USB drives, water bottles, stickers, keychains, notebooks, and tote bags are commonly utilized in promotional campaigns to imprint logos, slogans, and brand messages on everyday items. According to Grunig and Grunig (2013), these items are integral to the concept of organizational identity, serving as tangible representations of brand values and fostering positive associations among stakeholders. Seitel (2017) further emphasizes their role in enhancing brand recognition and recall through repeated exposure in daily routines.

Customization is a key feature that enhances the effectiveness of these items. Customized pens and USB drives, for instance, allow for practical utility while reinforcing brand imagery (Daymon & Holloway, 2010). Branded T-shirts and tote bags

not only serve as functional apparel but also as mobile advertisements, extending brand reach beyond initial recipients (Botan & Taylor, 2004).

The selection and design of these materials are guided by principles of strategic communication and marketing. Jefkins (1992) underscores the importance of consistency in branding across various promotional channels, including merchandise, to ensure message coherence and brand integrity. Cutlip (1962) discusses the strategic use of promotional products in enhancing corporate image and building goodwill among target audiences.

Moreover, the effectiveness of promotional merchandise lies in its ability to engage consumers on a personal level. Smith (2020) highlights that these materials facilitate direct interaction with recipients, creating memorable brand experiences and fostering emotional connections. Grunig (2013) further posits that such tangible interactions contribute to relationship-building efforts, reinforcing trust and loyalty over time.

3.4. Prominent theories related to publicity materials

The foundational theories underpinning the development and use of publicity materials stem from various disciplines, including marketing, communication, and public relations. The integration of these theories provides a comprehensive understanding of how publicity materials can be effectively utilized to achieve marketing and communication objectives.

Grunig and Grunig (2013) emphasize the importance of communication models, advocating for strategic alignment between organizational goals and public relations practices to achieve excellence in communication management. Building on this, Seitel (2017) highlights practical applications in "The Practice of Public Relations," stressing the dynamic nature of media interactions and the strategic use of publicity materials to enhance organizational image and reputation (Seitel, 2017).

In the realm of qualitative research methods, Daymon and Holloway (2010) offer insights into the application of qualitative approaches in public relations and marketing communications, underscoring the nuanced understanding gained through qualitative data in shaping effective publicity campaigns (Daymon & Holloway, 2010). Botan and Taylor (2004) provide a comprehensive overview of the state of public relations, discussing its evolution and theoretical foundations, which remain instrumental in guiding contemporary practices (Botan & Taylor, 2004).

Jefkins (1992) defines public relations as integral to marketing management, outlining its strategic role in maintaining favorable relationships with stakeholders and the broader public (Jefkins, 1992). Cutlip (1962) further delves into the principles of effective public relations, stressing ethical communication and strategic messaging as essential components of successful publicity campaigns (Cutlip, 1962). Smith (2020) expands on strategic planning in public relations, emphasizing the importance of aligning

communication efforts with organizational objectives to achieve desired outcomes (Smith, 2020).

Kent and Taylor (2002) propose a dialogic theory of public relations, advocating for interactive communication strategies that foster engagement and mutual understanding between organizations and their audiences (Kent & Taylor, 2002). Hallahan (1999) introduces framing theory, presenting seven distinct models that elucidate how media framing influences public perceptions and shapes discourse in public relations contexts (Hallahan, 1999).

In the broader context of media and communication studies, Lull (2000) provides a global perspective on media's role in cultural dynamics, highlighting its influence on shaping societal norms and values through effective communication strategies (Lull, 2000). Carey and Adam (2008) discuss communication as culture, exploring media's transformative impact on societal structures and the implications for public relations practices (Carey & Adam, 2008).

Kotler and Armstrong (2010) emphasize the importance of the marketing mix, particularly the promotion element, in designing and disseminating publicity materials. The marketing mix, often referred to as the 4Ps (product, price, place, promotion), serves as a foundational model in marketing strategy. Kotler and Armstrong argue that publicity materials, as part of the promotional mix, must be strategically integrated into broader marketing campaigns to ensure consistency and coherence. They highlight the need for synergy between different promotional tools, such as advertising, sales promotions, and public relations, to maximize the impact of publicity materials. This integration ensures that the messages conveyed through various channels reinforce each other, creating a unified brand image and message.

McQuail's Mass Communication Theory (2010) provides a comprehensive framework for understanding how media and communication processes influence the creation and reception of publicity materials. McQuail highlights the role of mass media in shaping public perception and underscores the importance of tailoring messages to specific audiences. According to McQuail, the effectiveness of publicity materials is significantly influenced by the media through which they are disseminated and the audience's reception of these messages. Castells (2013) further explores the concept of communication power, illustrating how digital technologies have transformed the dissemination and impact of publicity materials. Castells emphasizes that the rise of digital media has democratized information dissemination, allowing for greater reach and interactivity. This shift has necessitated a more strategic approach to designing publicity materials that can effectively engage and persuade digital audiences.

In public relations, Cutlip's "Effective Public Relations" (1962) remains a seminal work, detailing strategies for crafting compelling press releases and other publicity materials. Cutlip's work laid the groundwork for understanding the role of public relations in shaping public opinion and building relationships with stakeholders. He emphasized

the importance of clear, concise, and persuasive messaging in publicity materials. Grunig and Hunt (2013) expand on Cutlip's work by proposing models of public relations that emphasize the two-way communication and relationship-building aspects of publicity efforts. These models, including the Excellence Theory, underscore the necessity of engaging with audiences to build trust and credibility. Grunig and Hunt argue that effective publicity materials are not just about broadcasting messages but also about fostering dialogue and interaction with the target audience.

The theoretical contributions of McCarthy, Shapiro, and Perreault (1979) in "Basic Marketing" also play a significant role in understanding publicity materials. They introduced the concept of the marketing mix and emphasized the importance of an integrated approach to marketing communications. According to their framework, publicity materials should be aligned with the overall marketing strategy and objectives. This alignment ensures that all marketing efforts, including publicity, work together to achieve the desired outcomes. Their work underscores the need for coordination and consistency in marketing communications to create a cohesive brand message.

Furthermore, Chaffey and Ellis-Chadwick (2019) provide a modern perspective on digital marketing and the role of publicity materials in the digital age. They highlight the increasing importance of digital platforms in the dissemination of publicity materials and the need for marketers to adapt their strategies to leverage these platforms effectively. Digital marketing theories emphasize the use of data analytics, personalization, and interactivity to enhance the effectiveness of publicity materials. This shift towards digital marketing has transformed the way publicity materials are designed, distributed, and measured, making them more targeted and measurable.

"Marketing 5.0: Technology for Humanity" by Kotler, Kartajaya, and Setiawan (2021) emphasizes the integration of technology with a human-centric approach to marketing. Developing publicity materials based on this framework involves understanding and responding to human emotions and values, using technology responsibly to enhance connections, creating authentic and transparent content, and engaging in two-way communication. For example, a company launching a sustainable product line could use digital storytelling, interactive websites, social media campaigns, and personalized email newsletters to effectively engage the audience. By adhering to the principles of empathy, technology integration, authenticity, dialogue, and transparency, companies can build long-term relationships and drive meaningful impact.

3.5. Transformative trends in publicity materials

Integration of Digital Platforms and Media Convergence

The integration of digital platforms has revolutionized publicity materials, enabling organizations to engage with audiences in more interactive and personalized ways. Strauss and Frost (2014) emphasize the shift towards e-marketing strategies, highlighting how digital tools enhance the reach and effectiveness of publicity campaigns. This trend

underscores the growing importance of digital media in augmenting traditional PR and marketing practices (Kotler & Armstrong, 2010).

Moreover, the concept of media convergence, as discussed by Castells (2013), has blurred traditional boundaries between media channels, influencing how publicity materials are disseminated and consumed. This convergence not only necessitates a multifaceted approach to communication but also emphasizes the strategic use of integrated campaigns across digital and traditional media platforms (Jefkins, 1992). The evolution of publicity materials has been significantly influenced by advancements in digital technology and shifts in consumer behavior. One of the most notable trends is the shift from traditional print media to digital formats. Chaffey and Ellis-Chadwick (2019) underscore the rise of digital marketing and the increasing use of social media platforms to distribute publicity materials. This transition allows for real-time engagement, broader reach, and enhanced targeting capabilities. Social media platforms like Facebook, Instagram, and Twitter have become vital channels for disseminating publicity materials, enabling brands to connect with audiences instantaneously and interactively.

The role of interactivity and multimedia elements in publicity materials is gaining prominence. Rafaeli (1988) explores the concept of interactivity in communication, which has become increasingly relevant with the advent of digital platforms. Interactive elements such as videos, infographics, and augmented reality experiences can make publicity materials more engaging and memorable. These elements enhance user experience by providing dynamic and immersive content that captures attention and encourages interaction.

Personalization and Audience Engagement

A significant trend identified in recent literature is the emphasis on personalized communication strategies. Advances in data analytics and consumer insights, as articulated by Kotler et al. (2015), have enabled marketers and PR professionals to tailor publicity materials to individual preferences and behaviors. This personalized approach enhances audience engagement and fosters stronger relationships between brands and consumers (Kent & Taylor, 2002).

Furthermore, social media platforms have emerged as powerful tools for real-time engagement and dialogue (Schultz et al., 2011). Platforms like Twitter and Facebook enable organizations to amplify their publicity efforts through user-generated content and interactive campaigns, thereby influencing brand perceptions and consumer behavior (Schivinski & Dabrowski, 2016).

Another emerging trend is the personalization of publicity materials. Advances in digital printing and data analytics allow for highly customized content that resonates with individual consumers. Kotler et al. (2015) discuss how personalized marketing strategies can enhance consumer engagement and loyalty. Personalized publicity materials, such as tailored emails, targeted advertisements, and customized brochures, create a more

intimate connection with the audience, thereby increasing the likelihood of a positive response.

Data Analytic and Innovation in Measurement and Evaluation

The integration of data analytics into the design and dissemination of publicity materials is another significant development. According to Malhotra, Nunan, and Birks (2020), marketing research now incorporates sophisticated data analysis techniques to measure the effectiveness of publicity materials and optimize their impact. This data-driven approach allows marketers to tailor their messages more precisely and track their performance across various channels. By analyzing metrics such as engagement rates, click-through rates, and conversion rates, marketers can refine their strategies and improve the overall effectiveness of their publicity efforts.

Advancements in measurement and evaluation methodologies have also transformed how the effectiveness of publicity materials is assessed. Grunig and Grunig (2013) propose models that emphasize the importance of outcome-based metrics and qualitative assessments in evaluating PR campaigns. This shift towards evidence-based practices enables organizations to optimize their publicity strategies based on actionable insights and performance metrics (Smith, 2020).

Ethical Considerations and Transparency

In the realm of publicity materials, ethical considerations and transparency have become increasingly pivotal. Consumers are more discerning about the authenticity and integrity of communication efforts (Botan & Taylor, 2004). Effective PR and marketing strategies now emphasize ethical practices and transparent communication to build trust and credibility (Hon & Grunig, 1999).

Moreover, the societal impact of publicity materials is scrutinized through the lens of cultural and social theories (Carey & Adam, 2008). Scholars like Thompson (1995) argue that media representations and promotional campaigns shape cultural narratives and public discourse, necessitating a nuanced approach that considers diverse societal perspectives.

Moreover, there is a growing emphasis on sustainability in the production of publicity materials. As noted by Doyle and Stern (2006), environmentally friendly practices in marketing are becoming increasingly important. This includes the use of recyclable materials, digital formats to reduce paper usage, and eco-friendly printing techniques. Companies are now prioritizing sustainability to align with consumer preferences and regulatory requirements, thereby enhancing their brand reputation and corporate social responsibility efforts.

4. Future Directions

Future research in the development and application of publicity materials should focus on two key areas below.

Firstly, research into sustainable practices in the production and distribution of publicity materials is critical in today's environmentally conscious market. This research encompasses the exploration of eco-friendly materials, such as recycled paper and biodegradable plastics, which can significantly reduce the environmental footprint of printed materials. Moreover, the shift towards digital formats not only reduces paper waste but also leverages digital media's extensive reach and engagement capabilities. Green printing technologies, including soy-based inks and waterless printing, present innovative solutions that minimize harmful emissions and resource consumption. Studies have shown that sustainable practices can positively affect brand perception, as consumers increasingly favor brands that demonstrate environmental responsibility.

Secondly, encouraging interdisciplinary research that integrates insights from communication studies, marketing, psychology, sociology, and education is pivotal for developing comprehensive frameworks for publicity materials. This approach facilitates a holistic understanding of how different factors influence the effectiveness of publicity efforts. Communication studies provide insights into message framing and media effects, essential for crafting impactful materials. Marketing research contributes knowledge on consumer behavior, segmentation, and strategic positioning, ensuring that publicity materials are targeted and relevant. Psychological theories, such as the Elaboration Likelihood Model (ELM), help in understanding how individuals process persuasive messages and the conditions under which they change their attitudes. Sociological perspectives offer a broader view of how societal norms and cultural contexts shape public perceptions and responses to publicity materials. While from educational view, the integration of intelligent digital platform such as AI can also be incorporated for either practical and effective publicity materials development, or constructing theoretical framework and guide for media development (Novawan et. al., 2024). By synthesizing these diverse insights, interdisciplinary research can uncover nuanced strategies that enhance the efficacy of publicity materials. This integrative approach not only bridges theoretical gaps but also offers practical solutions that are adaptable to various contexts and audiences, ultimately leading to more effective and socially responsive communication strategies .

5. Conclusion

Publicity materials are integral to effective communication strategies in public relations, media, and marketing. This paper's systematic literature review highlights the importance of understanding the theoretical underpinnings and practical frameworks guiding the development of these materials. By synthesizing insights from seminal works and contemporary studies, we provide a comprehensive overview of the principles and best practices for creating impactful publicity materials. The integration of digital platforms, personalization strategies, data analytics, and ethical considerations are identified as

transformative trends shaping the future of publicity materials. This paper not only bridges the gap in existing literature but also offers practical guidance for educators, students, and practitioners, contributing to the enhancement of educational and professional development curricula in English for Professional Communication. Future research should continue to explore innovative approaches and sustainable practices to further advance the field.

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Appendix 1
Selected References based on Google Scholar Citation Index

No	References	Citation	Keyword Search
1	Strauss, J., & Frost, R. (2014). <i>E-marketing</i> . Pearson.	91243	Marketing
2	Kotler, P., & Armstrong, G. (2010). <i>Principles of marketing</i> . Pearson education.	51843	Marketing
3	McQuail, D. (2010). <i>McQuail's mass communication theory</i> . Sage publications.	14826	Media and Communication
4	Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2015). <i>Marketing</i> . Pearson Higher Education AU.	12532	Marketing
5	Castells, M. (2013). <i>Communication power</i> . Oxford University Press, USA.	10486	Media and Communication
6	Carey, J. W., & Adam, G. S. (2008). <i>Communication as culture, revised edition: Essays on media and society</i> . Routledge.	9235	Media and Communication
7	Malhotra, N. K., Nunan, D., & Birks, D. F. (2020). <i>Marketing research</i> . Pearson UK.	9090	Marketing
8	Pender, N. J., Murdaugh, C. L., & Parsons, M. A. (2006). <i>Health promotion in nursing practice</i> .	7718	Promotion
9	Thompson, J. B. (1995). <i>The media and modernity: A social theory of the media</i> . Stanford University Press.	7653	Media and Communication
10	Cutlip, S. M. (1962). <i>Effective public relations</i> . Pearson Education India.	7125	Public Relations
11	McCarthy, E. J., Shapiro, S. J., & Perreault, W. D. (1979). <i>Basic marketing</i> (pp. 29-33). Ontario: Irwin-Dorsey.	7040	Marketing
12	Kotler, P. (2002). <i>Marketing places</i> . Simon and Schuster.	5818	Marketing
13	Green, L. W., & Kreuter, M. W. (1991). <i>Health promotion planning: an educational and environmental approach</i> .	5611	Promotion
14	US Preventive Services Task Force, United States. Office of Disease Prevention, & Health Promotion. (1996). <i>Guide to clinical preventive services: report of the US Preventive Services Task Force</i> . US Department of Health and Human Services, Office of Public Health and Science, Office of Disease Prevention and Health Promotion.	5205	Promotion
15	Higgins, E. T. (1998). <i>Promotion and prevention: Regulatory focus as a motivational principle</i> . In <i>Advances in experimental social psychology</i> (Vol. 30, pp. 1-46). Academic Press.	5062	Promotion
16	McChesney, R. W. (2016). <i>Rich media, poor democracy: Communication politics in dubious times</i> . New Press, The.	4010	Media and Communication
17	Armstrong, G. (2009). <i>Marketing: an introduction</i> . Pearson education.	3765	Marketing
18	Rossiter, J. R., & Percy, L. (1987). <i>Advertising and promotion management</i> . McGraw-Hill Book Company.	3673	Promotion
19	Borden, N. H. (1964). <i>The concept of the marketing mix</i> . <i>Journal of advertising research</i> , 4(2), 2-7.	3470	Marketing

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