

Essay Assignment: Public Relations in Society-Obesity Campaign in USA

Choose an obesity campaign from USA and discuss how that campaign is reflective of that USA's culture.

Criteria:

1. You can consider including discussion of language, imagery, messaging (if relevant) as well as discussion of the history of that issue.
2. Why is this campaign necessary? How does it reflect the culture of your chosen country?
3. You need to draw on Hofstede's insights to discuss the country's culture:
<https://www.hofstede-insights.com/>
4. You must draw on the unit readings and materials in your response and use APA citation style.
5. Please note, a health campaign is open to broad interpretation.

Requirement:

1. Word count: 2000 words
2. Font: Time New Roman, size 12 with 1.5 line spacing
3. At least 15 references