



[Canada on the Move: an intensive media analysis from inception to reception.](https://arctichealth.org/en/permalink/ahliterature169411)

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Source: Can J Public Health. 2006 Mar-Apr;97 Suppl 1:S16-20, S17-21

Language: English

French

Publication Type: Article

Keywords: Canada

Exercise

Health Promotion - organization & administration

Humans

Interviews as Topic

Mass Media

Abstract: Research evaluating mediated physical activity campaigns uses an unsophisticated conceptualization of the media and would benefit from the application of a media studies approach. The purpose of this article is to report on the application of this type of analysis to the Canada on the Move media campaign.

Through interviews and document analysis, the press release surrounding Canada on the Move was examined at four levels: inception, production, transmission and reception. Analytic strategies of thematic and textual analysis were conducted.

The press release was well received by journalists and editors and was successfully transmitted as inferred from national and local television coverage, although there was no national print pickup. Canada on the Move was perceived by sampled audience members as a useful and interesting strategy to encourage walking. A holistic approach to media analysis reveals the complex and frequently messy process of this mediated communication process. Implications for future media disseminations of Canada on the Move are discussed.

PubMed ID: 16676834 [View in PubMed](#) 