

FLORIDA STATE UNIVERSITY
COLLEGE OF COMMUNICATION & INFORMATION

THE ROLE OF IDEOGRAPHS IN NONPROFIT BRANDING: ABORTION AS IDEOGRAPH
AND ITS ROLE IN THE 2012 SUSAN G. KOMEN/PLANNED PARENTHOOD SOCIAL
MEDIA CRISIS

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A Dissertation submitted to the
School of Communication
in partial fulfillment of the
requirements for the degree of
Doctor of Philosophy

2019

Christine Willingham defended this dissertation on May 15, 2019.

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