

MEDIA AND PUBLIC RELATIONS

What Is Public Relations?

R3 450.00

Introducing the public relations field, this program profiles public relations professionals working in corporate, hospital, nonprofit, and government PR departments.

DVD / 1995 / 28 min / HSBUS073

Ethics and the Media: The Problem of Bias

R4 700.00

In this program, a panel of journalists, publishers, and scholars address the challenges of providing useful news and information for a democratic society. The program focuses on problems of real or perceived bias driven by such factors as politics, culture, ideology, gender, age, and profession.

DVD / 2007 / 55 min / HSBUS074

Media Literacy: Ethics

R4 300.00

This program examines ethical concerns for all media professionals. It explains that visuals often have more impact and credibility than words and includes interviews with journalists who discuss ethical standards for print and online newspapers.

DVD / 2004 / 31 min / HSBUS075

Media Literacy: The Audience

R3 700.00

This DVD examines the concepts of demographics, psychographics, ratings, targeting, and online advertising. It explains that the media sell a guaranteed audience as a product to advertisers. *DVD / 2004 / 24 min / HSBUS076*

Mass Communication

R3 500.00

This DVD examines the ways in which mass media manipulate truth in the service of entertaining and selling. It explores differences between mass media and other types of communication as they relate to intimacy and feedback. The program also considers the potential of the Internet to redefine these concepts and discusses audience response mechanisms.

DVD / 1997 / 30 min / HSBUS077

Research Ethics

R3 000.00

Featuring vignettes that follow students devising a research proposal, this program examines ethical issues in reporting and conducting research. It offers examples of such reporting issues as plagiarism, credits and citations, and falsification and fabrication of data and teaches how to identify and avoid breaches in reporting research ethics. The DVD explores ethical issues, including acceptable uses of animals in scientific research, obtaining informed consent, gaining assent from subjects under the age of 18, and maintenance of confidentiality. It also discusses conflicts of interest.

DVD / 2008 / 21 min / HSBUS078

PRICES EXCLUDE VAT

AFRICAN EDUCATIONAL DISTRIBUTORS

Paula van Rensburg 076 063 4320 / 011 616 8415 (t) / (011) 615 5384 (f)

Informal Controls in the Mass Media**R3 500.00**

In addition to laws and regulations, informal controls on media may come from internal self-regulation or from such external forces as pressure groups, consumers, and advertisers. This DVD examines ethical decision making, performance codes, and internal controls in print, broadcast, and film. *DVD / 1998 / 60 min / HSBUS079*

The Development of Mass Communication**R3 500.00**

Tracing the development of mass communication, this program explores early radio broadcasting, examines the development of television, and looks at the beginnings of radio and television networks.

DVD / 1989 / 26 min / HSBUS080

EVENT MARKETING HUSBU081**R2 500.00****ADVERTISING IN THE DIGITAL AGE** HSBUS082**R2 500.00****PRICES EXCLUDE VAT****AFRICAN EDUCATIONAL DISTRIBUTORS**

Paula van Rensburg 076 063 4320 / 011 616 8415 (t) / (011) 615 5384 (f)