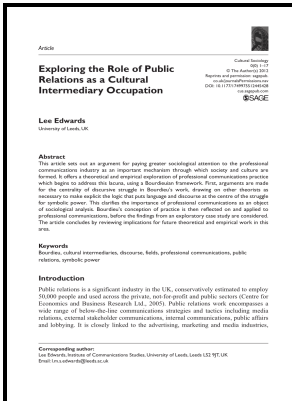


# Advertising and public relations in the arms industries - their role in the mass media

## Unesco - Definition, Types of Mass Media & Its Advantages



### Description: -

-Advertising and public relations in the arms industries - their role in the mass media

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Documents -- 50. Advertising and public relations in the arms industries - their role in the mass media

Notes: ... prepared for the International Commission for the Study of Communication Problems....

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## Definition, Types of Mass Media & Its Advantages

The same information may be available to more than one firm, yet the response to the information can be different. The strategy building and communication tasks need to be understood together.

## Marketing Communication: Meaning, Purpose, Role, Process and Strategies

This includes: 6 credits of GS courses; 4 credits of GQ courses. By attaching the Marlboro brand to such an important cultural event, the company gained an enormous amount of publicity.

## The Relationship between Advertising Industry and Media Example

This phase may also address budgetary restrictions and possibilities.

## Coronavirus Disease (COVID)

In the World War II many civilian firms cut back on their advertising budgets. The traditional notion that public relations and advertising are arms of the mass media obscures the independent identity and the significant roles that advertising and public relations play in any society.

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