

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

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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 te International Commission for te Study of Communication Problems....

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Understanding the importance as well as dynamics of this process results in competitive success. Bellisario College of Communications is evaluated regularly by the Accrediting Council on Education in Journalism and Mass Communications, consistently meeting the high standards of the organization dedicated to excellence in professional education in journalism and mass communications. The period of experimentation by the advertisers and publishers was the first part, pioneering on ad formats and technology.

Public Relations

It draw the attention both men and women who wanted to enjoy using their creativity in order to make some serious cash. During atheists the traditional media also became concerned as many large department store chains turned to the World Wide Web not only to advertise their products using the Internet for mail orders but also to sell them Wilson and Lee Roy, 1998: 319.

Mass Media and Advertising

This implies that the firms product or services range need not be produced identically and there may be better ways of producing a subset of them through unique activities or activities done in a unique way.

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