

Advertising in the News



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著者:Hadland, Adrian/ Cowling, Lesley/ Tabe, Bate Felix Tabi

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Exposing how the editorial content of magazines is shaped by those with buying power, this informative monograph challenges the tendency of the general public to

believe that everything that appears in print is the truth. Highlighting issues of editorial integrity, profitability, media ethics, trust, and the consolidation of democracy in South Africa, this study looks at the strategies employed to develop paid-for content and explains the consequences this has on both journalism and the readers at large.

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