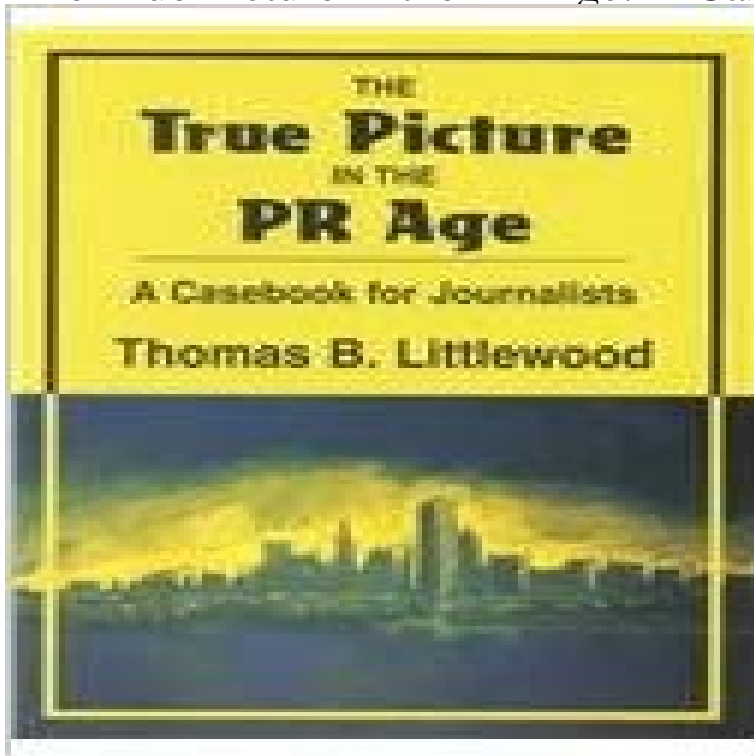


The True Picture in the PR Age: A Casebook for Journalists



The growth of the public relations industry means that journalists do their jobs in a different environment and under far different conditions than before. Organizations and individuals in the news are now likely to be represented by professional managers of the news. The purpose of this text is to provide students with the means to think critically about the sources they use to gather news; to analyze the self-interests news sources have in the dissemination of a story; and to ask the questions necessary to understand the true picture of what the news means. A Burnham Publishers book

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