

Expression of strength - when China's public welfare organizations encounter media(Chinese Edition)



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EXPRESSION OF STRENGTH - WHEN CHINA'S PUBLIC WELFARE ORGANIZATIONS ENCOUNTER MEDIA(CHINESE EDITION)

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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-11-01 Pages: 300 Publisher: Shanghai Joint Publishing basic information about the title: the expression of the power of public interest organizations - When China met media Price: the 33 yuan author: Zeng Fanxu the Publisher: Shanghai Joint Publishing Date :2012-11-1 ISBN: 9787542639172 word count: 230.000 yds: 300 Revision: 1 Binding: Paperback: large size and weight of the 32 products: Editor's Choice Zeng Fanxu written the power of expression: When Chinese charity organizations met the media a book about public interest organizations and the media. The book chapters arrangements around synergistic interaction theoretical models start to explore it in different levels of the operating mechanism. The first part. explain the research background and theoretical context. also expounded empirical method; second part of the story consists of four issues. they present a public interest organization and interaction with the media strategy - due to the different strategies. different battlefield. each The story also extends to a very different development logic; Part III discusses the two main driving force mechanism - the two are not the same; their common goal is the building of issues. the formation of the pressure of public opinion. thereby affecting the Government's agenda. At the same time. the development of the subject. not always do so. some important variables that will determine the fate of the topic. The fourth part. about the prospects for the development of the of collaborative interactive mode . Summary expression of strength: public interest organizations and media aims to analyze the interaction between Chinese charity organizations met the media. China's public welfare organizations and media interaction by including jump form a media platform for the public to express. the impact...



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