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dans un contexte professionnel bouleversé par les avancées technologiques médias socionumériques en tête la surabondance d informations le triomphe du populisme et l'ère des faits alternatifs l'accentuation des inégalités les relationnistes ont aujourd hui à affronter de nombreux défis c est pourquoi huit ans après la parution de la quatrième édition du livre phare de danielle maisonneuve les relations publiques dans une société en mouvance cet ouvrage fait le point sur l'exercice de la profession de relationniste autant en ce qui a trait aux théories qui constituent ses fondements et aux enjeux auxquels elle fait face qu aux pratiques actualisées qu elle commande

cet ouvrage permettra aux étudiants et aux professionnels des relations publiques et de la communication marketing de comprendre les exigences éthiques de leur profession il présente le concept de l'éthique tout en exposant des dilemmes professionnels concrets qui se posent dans la pratique des relations publiques this book will enable students and professionals of public relations and marketing communication to understand the ethical requirements of their profession it introduces the concept of ethics while exposing concrete professional dilemmas that arise in the practice of public relations

the present volume offers a contemporary multicultural approach to the controversial relationship between politics media and society the contributors here analyse such links from a variety of different perspectives and represent perspectives from various countries across europe asia north america and south america despite their geographical diversity they manage to reach a common language in their studies offering a re positioning of the study of media society and politics the new perspectives offered by this volume will be of interest to any media studies scholar because they bring to light new ideas new methodologies and results that could be further developed it allows readers to explore these unique insights and to easily digest the content and acknowledge the impact of media on society and politics

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