



# Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism

*Tom Bivins*

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## **Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism** Tom Bivins

This work was written with three mass media industries in mind - the news media (journalism), advertising, and public relations. It is designed to point out the differences that exist among these three practices. It aims for specific guidelines that can be developed by which they can be analyzed.

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