AFP

Media – A Channel

Is Media the culprit?

- ·Semenya: left alone in the dark
- ·News has a life of its own...you can't control it
- •Surf the news. Define your message. Control your message.

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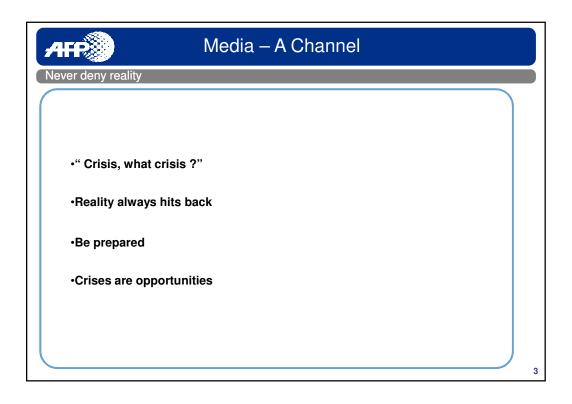
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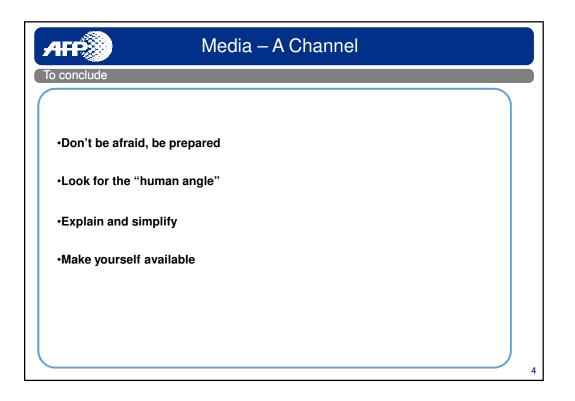
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«The media », a very diversified world

- •Newswires: a trunk feeding the tree
- ·Radios: soundbites that can be understood
- •TVs: think images, not talking heads
- ·Newspapers: don't miss the deadline
- •Photographers: images, again
- •Internet: who are you talking to ?

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THANK YOU!

For further information:

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