

Title of Article: Styles and peculiarities of the mass media.

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Outlet: In *Nigerian encyclopedia of mass communications: Principles and practices* (Vol. 2, pp. 299-318). Ibadan: Stirling-Horden Publishers Ltd.

Date: 2010

Abstract

In this chapter, the media are not just studied in general; rather, they are examined into details with particular emphasis on their usefulness to public relations. We shall analyze the media channels available to public relations for the execution of its assignment. We shall also pay particular attention to their strengths and weaknesses and how these affect PR. This knowledge will enable us to maximize the benefits derivable from the media.