



MEDIA@LSE MSc Dissertation Series

Comparing Perceptions of NGOs and CSR: Audience Evaluations and Interpretations of Communications

Gitanjali Co Devan Anderson,

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ABSTRACT

INTRODUCTION

Giving USA

LITERATURE REVIEW

The morality of mediation

Branding and persuasion

Nongovernmental Organisations

Trust

Mobility

Corporate Social Responsibility

METHODOLOGY

Rationale

Conducting the interviews

REFERENCES

The International Journal of Organizational Analysis

Rethinking the Media Audience: The New

Society

, Information, Communication &

Journalism Studies

Journal of Business Ethics

Legitimacy and Effectiveness: Civil Society Organizations' Role in Good Governance

Reinventing Foreign Aid

Voluntas: International

Journal of Voluntary and Nonprofit Organizations

Media

Culture and Society

The Political Economy of Communication

The Telegraph

Research Training for

Social Scientists

change
Communication and persuasion: central and peripheral routes to attitude

International Marketing Review

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Brand aid : shopping well to save the world

Orientalism

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