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Public relations, advertising, and even some propaganda : Romanian private higher education institutions and their communication campaigns

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Abstract

The author begins by detailing the rise of private higher education in Romania following the revolution of December 1989. From their inception, these institutions have used advertising in the media as a means to attract fee-paying students, often employing methods that have been (and still are) misleading and dishonest. Private schools and programmes in journalism were no exception to this general rule. And, as the author charges, the professional quality of the first free media in Romania reinforced the poor quality of training in their use. The state universities that have maintained their quality standards do not make as much use of advertising in the media to fill their enrollment quotas as do the private institutions. Even the best of the latter, those that are accredited, advertise heavily, but frequently their advertising is misleading and superficial. (HRK / Abstract übernommen)