



La communication des ONG humanitaires (French Edition)

By Pascal Dauvin

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Pourquoi la communication est-elle considérée comme "le sale boulot" dans les Ong ? Quelles sont les relations entre les agences publicitaires, les médias et les Ong ? Pourquoi la rhétorique humanitaire fait-elle problème ? Comment évaluer l'opportunité de parler dans l'espace public ? Dix professionnels de la communication témoignent de leurs pratiques et analysent le discours humanitaire au regard de sa professionnalisation, des débats qu'il suscite et de son rapport ambigu au politique.

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