

MASTER'S THESIS

The structure and pressure tactics of internet charity organizations' advertisements

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**THE STRUCTURE AND PRESSURE TACTICS
OF INTERNET CHARITY ORGANIZATIONS'
ADVERTISEMENTS**

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**A Dissertation Submitted In Partial
Fulfilment Of The
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Abstract in English

This dissertation attempts to provide an analysis on the structure and pressure tactics found in the Internet philanthropic websites of the charities. Due to the length limit, the structural discussion covers only the 'About Us' (introductory page) sections of each selected samples and that the pressure tactics will be concentrated on the ways in soliciting support.

論文摘要

此論文嘗試提供一篇有關慈善團體於互聯網網頁的結構和施壓的分析。由於字數所限，結構討論範圍只包括每個被選取網頁的「關於我們」（機構自我介紹）部份而施壓手段分析將集中於請求支持的方法上。

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