

# Public Relations

*Critical Debates and Contemporary Practice*



*Edited by Jacquie L'Etang • Magda Pieczka*

# Critical Perspectives In Public Relations

**Jae-Hwa Shin, Robert L. Heath**



## **Critical Perspectives In Public Relations:**

*Critical Perspectives in Public Relations* Jacquie L'Etang, Magda Pieczka, 1996 This edited collection explores key concepts themes and theories in public relations and the assumptions which lie behind them This book will be of interest to students of public relations media and communications studies

**Rhetorical and Critical Approaches to Public Relations II** Dr Robert L Heath, Elizabeth L Toth, 2013-11-05 This volume is the first to illustrate the application of rhetorical theory and critical perspectives to explain public relations practices It provides a systematic and coherent statement of the critical guidelines and philosophical underpinnings of public relations and as such should guide pedagogy and practice It also supplies pedagogic and critical standards with which to meet the needs of an increasingly sophisticated society that tends to reject all of public relations as propaganda With the enormous amount of money spent on product publicity and public policy debates this book gives practitioners a sense of whether their public relations campaigns make a contribution to the organizational bottom line by means of achieving the timeless standards of the art of rhetoric

**Public Relations** Jacquie L'Etang, Magda Pieczka, 2006-02-24 This new text for students and practitioners in public relations has been built on the acclaimed *Critical Perspectives in Public Relations* also edited by Jacquie L Etang and Magda Pieczka which is no longer in print Many of the liveliest minds on the public relations scene have contributed fresh ideas and diverse perspectives their locatio

**Gender and Public Relations** Christine Daymon, Kristin Demetrious, 2013-08-15 Although there is a small body of feminist scholarship that problematizes gender in public relations gender is a relatively undefined area of thinking in the field and there have been few serious studies of the socially constructed roles defining women and men in public relations This book is positioned within the critical public relations stream Through the prism of gender and public relations it examines not only the manipulatory but also the emancipatory subversive and transformatory potential of public relations for the construction of meaning Its focus is on the dynamic interrelationships arising from public relations activities in society and the gendered lived experiences of people working in the occupation of public relations There are many previously unexplored areas within and through public relations which the book examines These include the production of social meaning and power relations advocacy and activist campaigns for social and political change the negotiation of identity diversity and cultural practice celebrity bodies fashion and harassment in the workplace notions of managing reputation and communicating policy In extending the field of inquiry this edited collection highlights how gender is accomplished and transformed and thus how power is exercised and inequality re produced or challenged in public relations The book will expand thinking about power relations and privilege for both women and men and how these are affected by the interplay of social cultural and institutional practices Winner of the Outstanding Book PRide Award awarded by the National Communication Association NCA

**The Public Relations Handbook** Alison Theaker, 2013-03 The Public Relations Handbook is a comprehensive and detailed introduction to the theories and practices of the public relations industry It traces the

history and development of public relations explores ethical issues which affect the industry examines its relationship with politics lobbying organizations and journalism assesses its professionalism and regulation and advises on training and entry into the profession The Public Relations Handbook combines theoretical and organizational frameworks for studying public relations with examples of how the industry works in practice It draws on a range of promotional strategies and campaigns from businesses public and non profit organizations including the AA Airbus BT Northamptonshire County Council Cuprinol and Action for Children The Fourth Edition includes case studies examples and illustrations from a range of campaigns from small and multinational corporations local government and charities a companion website with new international case studies updated quarterly specialist chapters on financial public relations internal communications and marketing public relations strategic overviews of corporate identity globalisation and evaluation a thorough examination of ethics and professionalism more than fifty illustrations from recent PR campaigns a completely revised chapter on corporate social responsibility a new chapter on risk issues and crisis management

**Dissent and the Failure of Leadership** Stephen P. Banks, 2010-01-01 This timely collection of original papers explores the vital but largely unrecognized connections between leadership and dissent In an era when leadership failures can mean homelessness and even death for countless flood victims losses of life savings for employees of bankrupt corporations civilian deaths and ravaged societies in the Middle East and incalculable suffering among refugees in central Africa the studies presented here offer analysis and correctives based on new understandings of the dissent leadership relationship The book examines how dissent is implicated in problems plaguing theory development in leadership studies Topics explored within this framework include dissent in corporate discourses of control real and manufactured crises cross generational perceptions women leaders personal and work lives the professionalization of journalism religious institutions activist public relations and fear based cultures It concludes with new proposals for legitimating dissent as a unique instrument for advancing social development and avoiding failures of leadership Examining dissent as the critical factor that differentiates leadership failures and successes from interdisciplinary perspectives this illuminating book will be of great interest to advanced students and teachers of leadership studies as well as corporate executives policymakers and other leaders aware of the need to improve leadership practices

Public Relations Jacquie L'Etang, 2007-11-21 An excellent text for encouraging students to think critically about key public relations issues Not only does it help students to develop a deeper appreciation of public relations it also helps them to develop valuable learning skills Amanda Coady The Hague University A typically excellent piece of work from Jacquie L Etang Critical of every basic concept and provocative to all students Ideal for second and final year undergraduates plus MA students Chris Rushton Sunderland University Extending beyond the usual bounds of insularity this text is designed to encourage critical thought in students and improve practice in workplaces A refreshing read that is consistently inventive enough to attain both aims David McKie Waikato Management School At long last fills a void in the landscape of text books on public relations

theory and practice it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study Julia Jahansoozi University of Central Lancashire This book introduces students to the key concepts in Public Relations with 12 chapters providing clear and careful explanations of concepts such as Reputation Risk Impression management Celebrity Ethics Persuasion and propaganda Emotional and spiritual dimensions of management Promotional culture and globalization Drawing on a wide range of interdisciplinary sources Jacquie L Etang also encourages students to think critically about public relations as an occupation Student exercises critical reflections vignettes and discipline boxes help students to widen their intellectual perspective on the subject and to really engage the thinking that has shaped both the discipline and practice of public relations

Public Relations Theory III Carl Botan, Erich Sommerfeldt, 2023-02-22 This important book chronicles responds to and advances the leading theories in the public relations discipline Taking up the work begun by the books Public Relations Theory and Public Relations Theory II this volume offers completely original material reflecting public relations as practiced today It features contributions by leading public relations researchers from around the world who write about new developments in the field Important subjects include a turn to more humanistic social dialogic and cocreational perspectives on public relations changes in the capacity and use of new information technologies a greater emphasis on non Western international and intercultural public relations that considers an increasingly politically polarized culture and issues of ethics that look beyond how clients and the traditional mass media are treated and into much broader questions of voice agency race identity and the economic and political status of publics This book is a touchstone for advanced undergraduate and graduate courses in public relations theory and a key reference for researchers

**The Public Relations Strategic Toolkit** Alison Theaker, Heather Yaxley, 2017-10-12 The Public Relations Strategic Toolkit presents guidance to instruct and educate students and professionals of public relations and corporate communications Alison Theaker and Heather Yaxley cover every aspect of critical practice including definitions of public relations key theoretical concepts and both original and established methodological approaches Case studies and interviews are featured to provide real world context and advice for professional development The new edition is fully revised with brand new case studies and updated content which reflect significant developments in theory and contemporary practice It puts particular emphasis on the use of technology including automation and social media in current public relations planning corporate communications and stakeholder engagement The book is divided into four parts covering the profession public relations planning corporate communication and stakeholder engagement Features include definitions of key terms contemporary case studies interviews with practitioners handy checklists practical activities and assignments By combining theory and practice with an invaluable insight from experts in the field this guide will introduce readers to all the professional skills needed for a career in public relations

The Routledge Handbook of Critical Public Relations Jacquie L'Etang, David McKie, Nancy Snow, Jordi Xifra, 2015-08-11

Critical theory has a long history but a relatively recent intersection with public relations This ground breaking collection engages with commonalities and differences in the traditions whilst encouraging plural perspectives in the contemporary public relations field Compiled by a high profile and widely respected team of academics and bringing together other key scholars from this field and beyond this unique international collection marks a major stage in the evolution of critical public relations It will increasingly influence how critical theory informs public relations and communication The collection takes stock of the emergence of critical public relations alongside diverse theoretical traditions critiques and actions methodologies and future implications This makes it an essential reference for public relations researchers educators and students around a world that is becoming more critical in the face of growing inequality and environmental challenges The volume is also of interest to scholars in advertising branding communication consumer studies cultural studies marketing media studies political communication and sociology

### **Rhetorical and Critical Approaches to Public Relations II**

Robert L. Heath,2009-01-01 Illustrating the application of rhetorical theory and critical perspectives to explain PR practices this book provides the guidelines and philosophical underpinnings of PR and uses a rhetorical lens to give practitioners a sense of how their PR campaigns contribute to the organisational bottom line *Public Relations Democracy* Aeron

Davis,2002 This book looks at the rapid expansion of professional public relations and discusses its effects on the mass media and political process Public Relations Review Foundation for Public Relations Research and Education (U.S.),2004

**Public Relations in Global Cultural Contexts** Nilanjana Bardhan,C. Kay Weaver,2011-01-31 This volume emphasizes theories and concepts that highlight global interconnectedness through a range of interpretative and critical approaches to understanding the global significance and impacts of public relations **The Critical Perspective in the Field of**

**Communication** Aileen Estrada Fernandez,1992 *Subject Guide to Books in Print* ,1997 **The Media and**

**International Communication** Barbara Lewandowska-Tomaszczyk,Tomasz Płudowski,Dolores V. Tanno,2007 The twenty first century is witness to complex social political and cultural phenomena transforming the world in which we live There are numerous aspects to this global process most of them however are related one way or another to the media of

communication which foster and accelerate it The chapters in this book approach media and international intercultural communication from various global perspectives The authors provide insight into the impact of media on different contexts cultures and nations One theme that weaves its way throughout this collection of essays is an intercultural one broadly defined as the contact point between two cultures that changes both to some degree Scholars from different places in the world try to understand explain and or argue from a variety of traditions perspectives and values They examine the contact point between culture and identity media and culture art and media technology and translation theater and culture etc in order to better understand how and to what degree changes occur Multicultural Public Relations Stephen P.

Banks,1995-02-28 Increasing emphasis is now placed upon the need for cultural awareness in business communication This

innovative book re examines the nature of culture diversity public relations and communicative effectiveness It establishes a broad based and culture sensitive theory of communication for public relations It goes on to analyze the influence of different cultural perspectives on public relations practice in internal communication community relations communicating with activist audiences and international programmes Going beyond traditional views of culture and multiculturalism to develop a core concept of stigmatized differences this book provides clear practical guidelines for understanding and communicating in multicultural settings

**Public Relations Theory** Jae-Hwa Shin,Robert L. Heath,2020-12-08 Winner of the 2021 National Communication Association PRIDE award in the Outstanding Textbook category Explore a wide range of theoretical frameworks and themes for public relations in this comprehensive and authoritative work Public Relations Theory Capabilities and Competencies is a comprehensive overview of the major theoretical perspectives in public relations considering the evolution diversification and merger of approaches that have been spurred by rapid changes in society cultural boundaries technology and media environments Authors Jae Hwa Shin and Robert Heath explain both organizational and social theories of public relations including cases and challenges to help students bring theory and research to bear on solving the daily challenges of public relations practice Rather than advocate in favor of a particular theoretical view or position Public Relations Theory Capabilities and Competencies covers a broad range of theoretical perspectives and themes in public relations including An examination of excellence theory contingency theory rhetorical theory and critical theory as these perspectives apply to public relations Issues management crisis management risk management and conflict management with respect to public relations Combining theory and practice for conceptualization and strategic execution of robust public relations programs and campaigns The importance of public relations ethics to serve the public good How to define the public or relationships in the field of public relations The book closes with discussion of emerging topics and the recent transformation of public relations theory to take diversity technology and global identity into account and offers insight into future direction This book is perfect for upper level undergraduate and graduate students of public relations in journalism and communication It will also be useful for public relations practitioners who hope to improve their understanding of the theoretical background and principles of their work and serve as an excellent reference for doctoral students and researchers in the area

On the Edge Belinda Wheaton,2009

## The Enigmatic Realm of **Critical Perspectives In Public Relations**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing short of extraordinary. Within the captivating pages of **Critical Perspectives In Public Relations** a literary masterpiece penned with a renowned author, readers set about a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of those who partake in its reading experience.

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