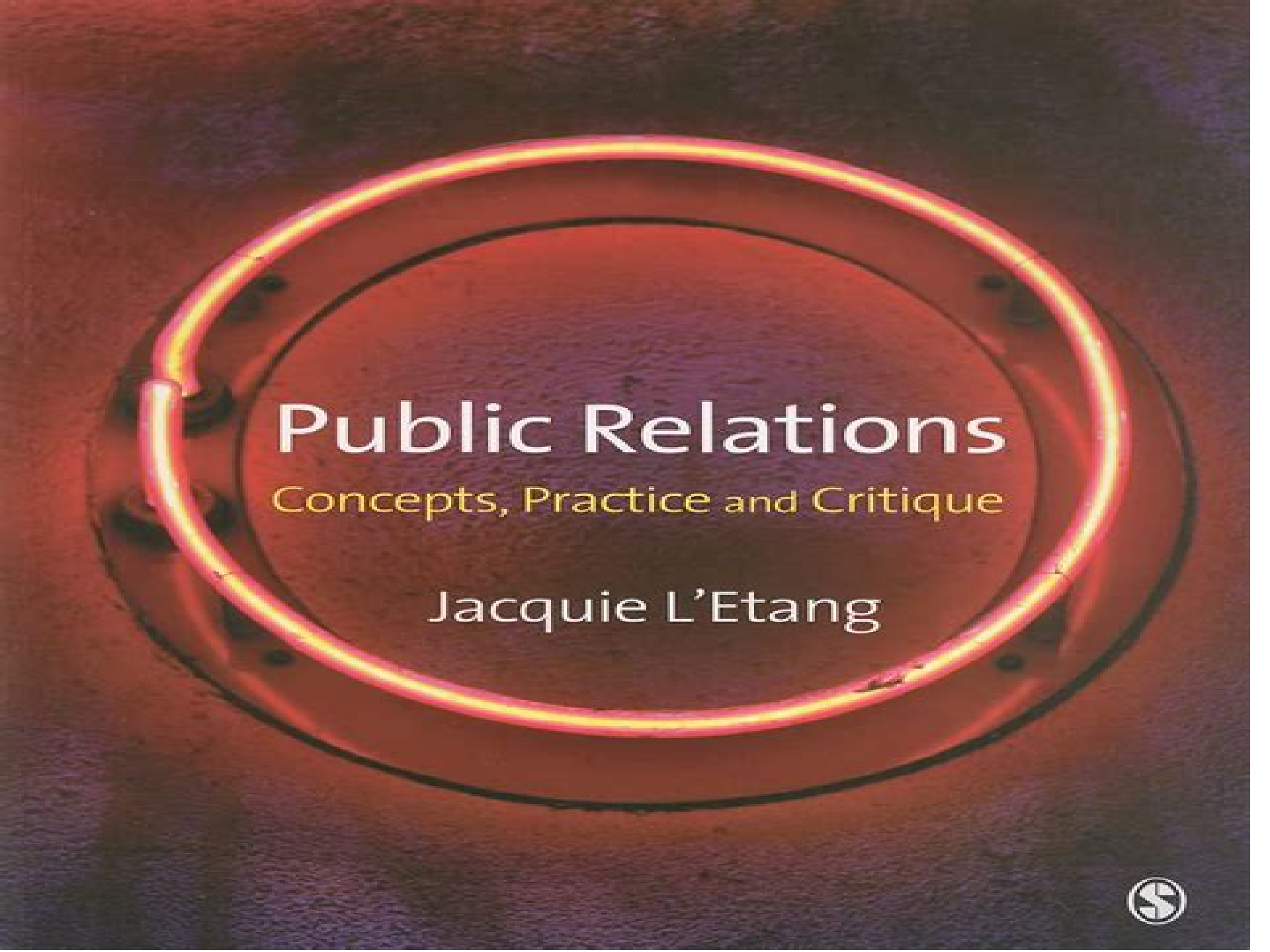
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Jacquie L'Etang

Public Relations Concepts Practice And Critique

Ana Adi

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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 *The Public Relations Handbook* Alison Theaker,2013-03-01 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 *Protest Public Relations* Ana Adi,2018-10-09

Global movements and protests from the Arab Spring to the Occupy Movement have been attributed to growing access to social media while without it local causes like bringbackourgirls and the ice bucket challenge may have otherwise remained unheard and unseen Regardless of their nature advocacy activism protest or dissent and beyond the technological ability of digital and social media to connect support these major events have all been the results of excellent communication and public relations But PR remains seen only as the defender of corporate and capitalist interests and therefore resistant to outside voices such as activists NGOs union members protesters and whistle blowers Drawing on contributions from around the world to examine the concepts and practice of activist protest and dissent public relations this book challenges this view Using a range of international examples it explores the changing nature of protest and its relationship with PR and provides a radical analysis of the communication strategies and tactics of social movements and activist groups and their campaigns This thought provoking collection will be of interest to researchers and advanced students of public relations strategic communication political science politics journalism marketing and advertising and also to PR professionals in think tanks and NGOs **Professionalizing Public Relations** Kate Fitch,2016-07-29 This groundbreaking study offers new insights into public relations history with a focus on the changing relationship between women and public relations the institutionalization of public relations education and the significance of globalization in Australia in the second half of the twentieth century Drawing on archival and interview research it reveals how the industry s professionalization led to the development of an occupational identity along national and gendered lines It also challenges common misconceptions around the origins of public relations and women s early contributions and careers Adopting a critical approach Professionalizing public relations avoids corporatist perspectives on the historical development of public relations by focusing on the processes of professionalization and their significance for gender and education and by situating this study in a broader global context The findings reveal dynamic and contested conceptualizations of public relations knowledge and expertise and the significance of historical processes for contemporary understandings of the industry

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