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A VALUES-DRIVEN APPROACH

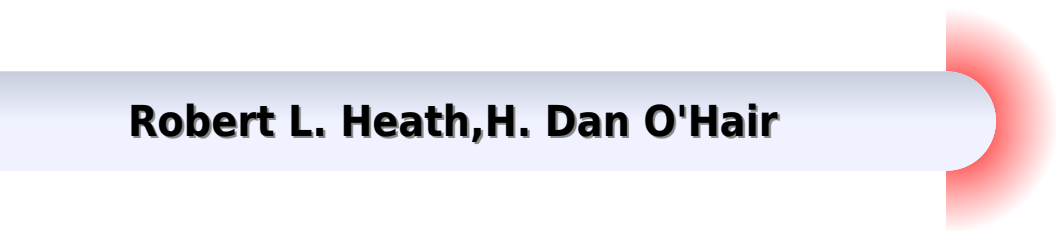
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Public Relations A Values Driven Approach Cases Edition 3rd Edition

Robert L. Heath, H. Dan O'Hair



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Public Relations Danny Moss, Barbara DeSanto, 2012-01-24 Taking a managerial perspective on the field of public relations this book explores PR and its role in the wider organizational world Contributors explore a variety of contexts in which the relevance of understanding these two interlinking domains is so paramount such as corporate branding and reputation government relations and community communications as well as drawing on expertise of legal considerations and ethical awareness The range of PR and corporate communications within any organization is critical and a managerial awareness of this is all the more important In providing a framework and examination of the issues *Public Relations A Managerial Perspective* offers an original and vital discussion

Negotiating a Meta-Pedagogy Toni Glover, Emily Golson, 2009-03-26 A vital new resource for rhetoric and composition teachers and writing program administrators has arrived In the twenty years I have been training teachers and tutors of writing there have been few collections that specifically address the training of teachers of composition While excellent such collections are often not updated to reflect the most current research in rhetoric and composition especially those theoretical and pedagogical influences that *Negotiating a Meta Pedagogy* includes It is not surprising then that training composition teachers is often dependent upon cobbled together course packs and anecdotal pedagogy The field needs this book and each contribution the editors have chosen significantly helps ratchet up the pedagogy of pedagogy and now rhetoric long considered a meta discipline by those of us in the field has an official meta pedagogy resource to call its own Cynthia Haynes Clemson University

The Routledge Handbook of Mass Media Ethics Lee Wilkins, Clifford G. Christians, 2020-03-13 This fully updated second edition of the popular handbook provides an exploration of thinking on media ethics bringing together the intellectual history of global mass media ethics over the past 40 years summarising existing research and setting future agenda grounded in philosophy and social science This second edition offers up to date and comprehensive coverage of media ethics including the ethics of sources social media the roots of law in ethics and documentary film The wide range of contributors include scholars and former professionals who worked as journalists public relations professionals and advertising practitioners They lay out both a good grounding from which to begin more in depth and individualized explorations and extensive bibliographies for each chapter to aid that process For students and professionals who seek to understand and do the best work possible this book will provide both insight and direction Standing apart in its comprehensive coverage *The Routledge Handbook of Mass Media Ethics* is required reading for scholars graduate students and researchers in media mass communication journalism ethics and related areas

Handbook of Risk and Crisis Communication Robert L. Heath, H. Dan O'Hair, 2020-10-28 The *Handbook of Risk and Crisis Communication* explores the scope and purpose of risk and its counterpart crisis to facilitate the understanding of these issues from conceptual and strategic perspectives Recognizing that risk is a central feature of our daily lives found in relationships organizations governments the environment and a wide variety of interactions contributors

to this volume explore such questions as What is likely to happen to whom and with what consequences To what extent can science and vigilance prevent or mitigate negative outcomes and What obligation do some segments of local national and global populations have to help other segments manage risks shedding light on the issues in the quest for definitive answers The Handbook offers a broad approach to the study of risk and crisis as joint concerns Chapters explore the reach of crisis and risk communication define and examine key constructs and parse the contexts of these vital areas As a whole the volume presents a comprehensive array of studies that highlight the standard principles and theories on both topics serving as the largest effort to date focused on engaging risk communication discussions in a comprehensive manner Now available in paperback the Handbook of Risk and Crisis Communication can be readily used in graduate coursework and individual research programs With perspectives from psychology sociology anthropology political science economics and communication the Handbook provides vital insights for all disciplines studying risk and is required reading for scholars and researchers investigating risk and crisis in various contexts

New Media and Communication Across Religions and Cultures Nahon-Serfaty, Isaac,Ahmed, Rukhsana,2014-01-31 This book offers a unique opportunity in both the social sciences humanities and communication fields to provide concrete concepts and notions in the areas of inter religious and inter cultural dialogue

The Handbook of Mass Media Ethics Lee Wilkins,Clifford G. Christians,2008-09-17 This Handbook encapsulates the intellectual history of mass media ethics over the past twenty five years Chapters serve as a summary of existing research and thinking in the field as well as setting agenda items for future research Key features include up to date and comprehensive coverage of media ethics one of the hottest topics in the media community one stop shopping for historical and current research in media ethics experienced top tier editors advisory board and contributors It will be an essential reference on media ethics theory and research for scholars graduate students and researchers in media mass communication and journalism

Evaluating Public Communication Jim Macnamara,2017-09-05 Evaluating Public Communication addresses the widely reported lack of rigorous outcome and impact oriented evaluation in advertising public relations corporate government political and organizational communication and specialist fields such as health communication This transdisciplinary analysis integrates research literature from each of these fields of practice as well as interviews content analysis and ethnography to identify the latest models and approaches Chapters feature a review of 30 frameworks and models that inform processes for evaluation in communication including the latest recommendations of industry bodies evaluation councils and research institutes in several countries recommendations for standards based on contemporary social science research and industry initiatives such as the IPR Task Force on Standards and the Coalition for Public Relations Research Standards an assessment of metrics that can inform evaluation including digital and social media metrics 10 informal research methods and over 30 formal research methods for evaluating public communication evaluation of public communication campaigns and projects in 12 contemporary case studies Evaluating Public Communication provides

clear guidance on theory and practice for students researchers and professionals in PR advertising and all fields of communication

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The Public Relations Handbook Alison Theaker, 2016-05-20 The Public Relations Handbook Fifth Edition provides an engaging overview and in depth exploration of a dynamic and ever evolving industry The diverse chapters are united by a set of student friendly features throughout including clear chapter aims analytical discussion questions and key further reading Featuring wide ranging contributions from key figures in the PR profession the new edition presents a new chapter on public relations and activism alongside discussion of key critical themes in public relations research and exploratory case studies on public relations practices in relation to a variety of different institutions including The Bank of Scotland Queen Margaret University Diabetes UK Continental Tyres and Action for Children Split into four parts exploring key conceptual themes of the context of public relations strategic public relations stakeholder public relations and shaping the future the book offers coverage of essential areas including public relations politics and the media media relations in the social media age using new technology effectively in public relations public relations and engagement in the not for profit sector business to business public relations the public relations of globalisation

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