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Public Relations A Values Driven Approach 4th Edition

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The SAGE Handbook of Public Relations Robert L. Heath, 2010-07-29 An unparalleled guide to the theory and practice of public relations Reflecting advances in theory research and application in the discipline since the publication of the Handbook of Public Relations in 2001 this new volume is global in scope and unmatched in its coverage of both academic research and professional best practice Key Features Presents major theories in the words of the leading advocates for each theory Covers the full range of theory research and practice in the discipline Positions public relations as a positive force to help make society more fully functional Challenges academics and practitioners to identify best practices that can inform the work of those in the profession 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 *Public Relations Theory* Jae-Hwa Shin, Robert L. Heath, 2020-12-22 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

21st Century Communication: A Reference Handbook William F. Eadie, 2009-05-15

The discipline of communication has grown in popularity from the time professors of journalism and speech decided in the mid 1960s that the term communication was an excellent general descriptor for the theory and research that each group aspired to create. Over time the two groups grew closer and recognized significant overlap in their theoretical and research interests but there were also differences in their traditions that kept them apart. While both groups agreed that communication is a practical discipline, journalism professors focused a great deal of their attention on the education of media professionals. Speech professors on the other hand often were more oriented to the liberal arts and valued the fact that communication could be approached from a variety of traditions including the arts, humanities, social sciences, and even the sciences. A key term in 21st Century communication however is convergence. Not only are media and technology converging with each other to produce new means of communicating but individuals are increasingly using both new and existing communication tools to create new forms of communication. This convergence forces the various camps within the communication discipline to draw upon each other's theories and research methods to keep up with explaining the rapidly changing communication environment. This convergence of ideas and theories provides a space to challenge conventional ways of thinking about the communication discipline and that's the goal of the SAGE 21st Century Reference Series volumes on Communication. General Editor William F. Eadie has sought to honor the diversity of the study of communication but also integrate that diversity into a coherent form, dividing communication study into four basic properties: 1. processes, 2. forms and types of communication, 3. characteristics to consider in creating messages, and 4. relationships between communicators. Via 100 chapters, this 2 volume set available in both print and electronic formats highlights the most important topics, issues, questions, and debates any student obtaining a degree in the field of communication ought to have mastered for effectiveness in the 21st Century. The purpose is to provide undergraduate majors with an authoritative reference source that will serve their research needs going forward in this exciting field with more detailed information than encyclopedia entries but not as much jargon, detail, or density as a journal article or a research handbook chapter. Comprehensive coverage captures all the major themes and subfields within communication. For instance, Volume 1 themes include the discipline of communication, approaches to the study of communication, key processes of communication, forms and types of communication, key characteristics of messages, key communication relationships, factors affecting communication, and challenges and opportunities for communication. Themes in Volume 2 are media as communication, communication as a profession, journalism, public relations, advertising, and media management. Authoritative content is provided by a stellar cast of authors who bring diverse approaches, diverse styles, and different points of view. Curricular driven emphasis provides students with initial footholds on topics of interest in researching for term papers in

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Public Relations David W. Guth, Charles Marsh Ph.D., 2016-06-13 An introduction to Public Relations that focuses on ethical productive relationships with strategic constituencies REVEL for Public Relations A Values Driven Approach introduces students to public relations defined as the management of relationships between an organization and the public's important to its success Authors David Guth and Charles Marsh outline the profession's common issues trends and techniques and help students to place the profession within the context of its role in the conduct of a civil society In order to help students understand the contemporary state of the field REVEL for the Sixth Edition offers the most up to date statistics the latest research and the most current examples of public relations practice REVEL is Pearson's newest way of delivering our respected content Fully digital and highly engaging REVEL replaces the textbook and gives students everything they need for the course Informed by extensive research on how people read think and learn REVEL is an interactive learning environment that enables students to read practice and study in one continuous experience for less than the cost of a traditional textbook NOTE REVEL is a fully digital delivery of Pearson content This ISBN is for the standalone REVEL access card In addition to this access card you will need a course invite link provided by your instructor to register for and use REVEL

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