



# perspectives on public relations research

Edited by Gregory R. Little, *University of North Carolina*

# Perspectives On Public Relations Research Perspectives On Public Relations Research

**RJ Shavelson**



## **Perspectives On Public Relations Research Perspectives On Public Relations Research:**

**Perspectives on Public Relations Research** Danny Moss, Dejan Vercic, Gary Warnaby, 2008-03-07 The practice and study of public relations has grown significantly within Europe over the past decade yet as a discipline it remains a relatively unexplored field This volume of papers brings together contributions from some of the leading international public relations academics and practitioners who provide valuable insights into the theories underpinning current public relations thinking and practice and illustrate the diversity of perspectives that characterize this evolving area Key issues discussed include the contribution of public relations to strategic management in organizations the feminization of public relations the function of rhetorical study in our understanding of modern corporate dialogue international perspectives of public relations A valuable aid to both students and practitioners this fascinating book challenges some of the traditional assumptions about public relations practice

**Perspectives on Public Relations Research** Danny Moss, Dejan Vercic, Gary Warnaby, 2008-03-07 The practice and study of public relations has grown significantly within Europe over the past decade yet as a discipline it remains a relatively unexplored field This volume of papers brings together contributions from some of the leading international public relations academics and practitioners who provide valuable insights into the theories underpinning current public relations thinking and practice and illustrate the diversity of perspectives that characterize this evolving area Key issues discussed include the contribution of public relations to strategic management in organizations the feminization of public relations the function of rhetorical study in our understanding of modern corporate dialogue international perspectives of public relations A valuable aid to both students and practitioners this fascinating book challenges some of the traditional assumptions about public relations practice

*Public Relations Research* Ansgar Zerfaß, A. A. van Ruler, Krishnamurthy Sriramesh, 2008-05-08 Introduction Sriramesh Van Ruler Zerfaß Krishnamurthy Sriramesh Betteke van Ruler Ansgar Zerfaß One could make a reasonable argument that public relations is an ancient practice going back millennia although it has been popularly perceived as a 20th century phenomenon Scholarship in public relations however is more recent in origin with a history of less than four decades During these formative years the body of knowledge has expanded significantly which is laudable However there is potential for growth and improvement in many areas of the public relations literature Over the decades among other things public relations scholarship has largely remained parochial to specific regions such as the United States the United Kingdom Latin America German speaking Europe etc as evidenced in the bibliographic references of many essays in this volume itself where authors predominantly cite work from their own regions This is often necessitated by linguistic differences with only English serving as the universal language that helps permeate knowledge through most regions Pedagogical and methodological factors also have played a role in the regionalization of the body of knowledge However we believe that knowledge flows most when it is shared across different kinds of barriers Globalization has made it essential for us to recognize this reality more than ever This volume tries to bridge the gap and presents theories and

concepts from researchers around the world      **International Perspectives on Public Relations** ,2008      *Public Relations Cases* Danny Moss,Barbara DeSanto,2022-11-11 This unique collection of contemporary international public relations PR case studies gives the reader in depth insight into effective PR practice in a range of organizational contexts The global cases demonstrate the breadth and sophistication of the public relations function both in public and private sector organizations This fully updated third edition of *Public Relations Cases* offers fresh perspectives on the changing face of contemporary public relations and the development of PR and communication strategies Addressing the gap in PR literature it examines political systems climate media ownership and structures as well as the social values and economic conditions which shape the role and work of PR practitioners The book follows a four part analytical model CDAO Context Decisions Actions and Outcomes to successfully identify the key points of comparison between cases to uncover how and why particular events occur and critically identifies what key factors and actions we can learn from in future decision making Featuring updated cases from across industries and around the world including South East Asia Latin America the UK and the US this book is an invaluable resource for researchers postgraduate and executive education students studying public relations corporate communication and public affairs      **Public Relations Research** Danny Moss,1997 This volume presents a global view of the current themes in public relations research It contains comparative studies of public relations practice in different countries and explores issues such as the relationship between PR and journalism and the history of PR and journalism      **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      **International Public Relations** Ian Somerville,Owen Hargie,Maureen Taylor,Margalit Toledano,2016-08-12 Pioneering empirical research on the role of PR in extremely challenging situations Truly global perspectives encourages the analysis of PR from the margins Challenge what some scholars view as the US hegemony in PR and contributes to the theoretical development of the discipline Redefines the role of public relations in society by emphasizing its potential contribution to peace building conflict resolution and empowering civil society      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      Public Relations ,2007

**Public Relations Leaders as Sensemakers** Bruce K. Berger,Juan Meng,2014-05-23 *Public Relations Leaders as Sensemakers* presents foundational research on the public relations profession providing a current and compelling picture of expanding global practice Utilizing data from one of the largest studies ever conducted in the field and representing the perspectives of 4 500 practitioners private and state run companies communication agencies government agencies and nonprofits this work advances a theory of integrated leadership in public relations and highlights future research needs and

educational implications This volume is appropriate for graduate and advanced undergraduate students in international public relations and communication management as well as scholars in global public relations communication management and business It is also intended to supplement courses in public relations theory strategic communication business management and leadership development

**Public Relations Theory** Brigitta R. Brunner, 2019-05-07 The comprehensive guide to applied PR theory in the 21st century Public Relations Theory explores the central principles and theoretical components of public relations and their practical applications in actual situations This informative text helps readers to understand the concepts approaches and perspectives of PR theory and learn development methods implementation strategies management techniques and more Chapters written by recognized experts on each topic provide readers with knowledge on how when and why appropriate theories are applied Focusing on how organizations and individuals integrate theory in a public relations framework each chapter explains one function explores its potential challenges and opportunities provides an example of the function in practice and offers discussion questions and additional reading suggestions Unique in structure this text arranges chapters by function rather than theory allowing readers to see how multiple theories can be applied to each public relations function and how theories can be used in different professional settings Comprehensive treatment of topics including social and emerging media globalization public diplomacy corporate and investor relations and others ensures relevant and timely coverage of contemporary PR issues Demonstrates how public relations theory is applied in real world practice Illustrates how successfully applied public relations theories lead to positive outcomes Discusses the relevance of public relations with accessible and engaging language Offers multiple perspectives from leading international public relations scholars Includes pedagogical tools including chapter discussion questions practical examples tables and suggested reading lists Public Relations Theory Application and Understanding is suitable for instructors and graduate and advanced undergraduate students in courses on public relations theory as well as practitioners seeking further knowledge on the most current developments in the field

**Toward the Common Good** Donn James Tilson, Emmanuel C. Alozie, 2004 Toward the Common Good presents the first comprehensive discussion and analysis of public relations in emerging democracies by the world's leading scholars in the field Focusing on countries in Latin America Europe Africa and Asia this text offers both theoretical foundations and practical applications for public relations in a global context It examines a broad range of public relations practices and institutions within a discussion of history politics economics culture and communication The text offers a multicultural approach that includes both well known scholars and new alternative voices With cutting edge research and a global perspective Toward the Common Good is essential for students preparing for 21st century careers in public relations Exciting Features Introductory essays to each regional section helps students think about issues and trends across the entire region under discussion Country profiles at the beginning of each chapter give a snapshot of each country for quick reference Key points listed at the beginning of each chapter help students get the most from each

reading Discussion questions at the end of every chapter help students recall the main points and think critically about them and to encourage classroom discussion Lists of web sites give additional sources for information on topics and organizations referenced in the chapters

Exploring Public Relations Ralph Tench,Liz Yeomans,2006 This definitive academic Public Relations text introduces PR and its role within the organisation A comprehensive text Exploring Public Relations not only covers traditional academic PR theory but also explores contemporary ideas Divided into four key areas the book covers 1 The Context of PR 2 The Concepts of PR 3 PR Specialisms 4 PR in the public and private sector This book is written for both undergraduate and postgraduate students working towards a Public Relations degree It is also appropriate for those studying PR as part of a Marketing Media or Communications degree

*The Public Relations Handbook* Alison Theaker,2025-08-19 The Public Relations Handbook provides an engaging in depth exploration of the dynamic and ever evolving public relations PR industry Split into three parts exploring key conceptual themes in public relations this book offers an overview of topics including strategic PR politics and the media media relations in the social media age strategic communication management PR ethics activism and PR and the effects of globalisation and technology on the field This book also includes a discussion of critical themes in PR research and exploratory case studies of PR strategies in a variety of institutions including the Royal Society of Chemistry Corps Security and The Chartered Institute of Public Relations Featuring wide ranging contributions from key figures in the PR profession this new edition presents fresh views on AI social media curation and the decline of media and is packed with student friendly features including clear chapter aims discussion questions and further reading suggestions throughout The Public Relations Handbook is an ideal resource for students of public relations corporate and strategic communications and marketing communications This book is supported by additional instructor resources including brand new classroom activities for every chapter available at [www.routledge.com/9781032852683](http://www.routledge.com/9781032852683)

**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

### **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

### **Reassessing the Relationship between Marketing and Public Relations**

Lisa Dühring, 2017-04-24 Lisa Dühring reconstructs the relationship between public relations and marketing research on a metatheoretical level She presents a concise systematization of the theoretical discourse in both disciplines since the beginning of the twentieth century by differentiating key phases of development and evaluating current research approaches This study argues for a stronger connection of both disciplines and a better profiling within the mother disciplines of communication and business studies by fostering critical and interpretative approaches This book is strongly recommended to everybody interested in the history and epistemology of marketing and public relations theory and the relationship between both fields

*Public Relations Research Annual* Larissa A. Grunig, James E. Grunig, 2014-06-03 Published in book form this is a scholarly periodical of academic research in public relations containing refereed reviews and reports of original studies It follows the current trend toward more solidly

grounded theoretical research in a field that has only begun to mature The studies and reviews presented represent the most contemporary thought and investigation brought to bear on this subject Many relevant topics are discussed including communication roles women s issues in the feminization of the field the concepts of symmetry and game theory and finally publics dealing with roles risk takers and how audiences receive process and retain messages on public policy issues

Public Relations Danny Moss,Barbara DeSanto,2011-12-15 Taking a managerial perspective this book explores public relations 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 effective management of public relations is crucial within any organization but a wider managerial awareness and support of its role is equally critical Public Relations A Managerial Perspective offers an original and vital discussion of these challenges for second and third year undergraduate and postgraduate students of public relations corporate communications and public affairs



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