

Rhetorical and Critical Approaches to Public Relations II

Edited by:
Robert L. Heath • Elizabeth L. Toth • Damion Waymer



Rhetorical And Critical Approaches To Public Relations

Robert L. Heath



Rhetorical And Critical Approaches To Public Relations:

Rhetorical and Critical Approaches to Public Relations Elizabeth L. Toth, Robert L. Heath, 1992 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

Rhetorical and Critical Approaches to Public Relations Elizabeth L. Toth, Robert Lawrence Heath, 2009

Rhetorical and Critical Approaches to Public Relations II Robert Lawrence Heath, Elizabeth L. Toth, Damion Waymer, 2009 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

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

The SAGE Handbook of Public Relations Robert Lawrence Heath, 2010 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 It presents major theories in the words of the leading advocates for each theory positions public relations as a positive force to help make society more fully functional and challenges academics and practitioners to identify best practices that can inform the work of those in the profession

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 *Organizational Public Relations*

Christopher Spicer, 2013-11-05 Public relations practitioners are often called upon to help chart their organization's strategic development thus functioning as managerial decision makers linking the organization to its larger environment This book is about understanding organizations especially the role played by organizational decision making in the development and implementation of public relations programs and activities It emphasizes the ways in which an organization's culture and decision making processes ultimately influence the success or failure of their public relations efforts The research case studies and author's interpretations and suggestions explore the often confusing netherworld of organizational mindsets particularly as those world views affect the organization's relations with clients and other stakeholders Understanding organizational politics is the way to understanding how and why decisions are made by the organization's dominant coalition The primary goal of this text is to enhance our understanding of the ways in which organizations work the political process that accompanies organizational decision making As an instrumental participant in the organizational political process the public relations practitioner must possess knowledge and understanding of the organization's political process in order to succeed within that organization Given the need for public relations practitioners to form coalitions negotiate consensus and advocate organizational interests the political system metaphor is most appropriate for understanding the relationship between organizational power and organizational public relations This book then steps back from a focus solely on the design of public relations programs and instead examines how the impetus for those programs emerges within the organization as a result of organizational politics in action Its special features include practitioner responses at the end of each chapter providing commentary on the usefulness of the ideas presented sidebars from popular sources illustrating theories new case studies merging of management and organizational theory and research with communication theory and research a focus on external stakeholders from both an advocacy and a collaborative frame resulting in the creation of a collaborative advocacy framework for external communication and an extended examination of ethical considerations pertaining to organizational decision making and communication **Experiencing Public Relations** Elizabeth Bridgen, Dejan Vercic, 2017-09-28

Experiencing Public Relations examines the everyday experiences of PR practitioners in order to better understand how public relations is perceived by those outside and within the field The book aims to provoke debate around the nature of public relations by looking at how it is defined at a theoretical level compared to how it is lived and represented in the real

world Chapters feature work from some of the world's leading public relations scholars They cover a diverse range of subjects such as representations of PR in fiction and film terrorist use of public relations the impact of social media on this medium and a study of dirty work within the PR industry The book also explores international PR practices presenting analysis from contributors based in Australia Germany India Norway New Zealand Poland Russia Slovenia Spain South Africa Sweden Taiwan UAE UK USA and Venezuela Experiencing Public Relations goes beyond the frontstage scholarship of public relations to bring together stories of PR in daily life revealing how influential theories work out in practice and translate into different cultural and social contexts This book will provide researchers professionals and students with a vital perspective on the inner workings of public relations today

The Handbook of Organizational Rhetoric and Communication Oyvind Ihlen, Robert L. Heath, 2018-08-14 A one stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well there has been curiously little specific interest in the rhetoric of organizations This book seeks to remedy that omission It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state of the art insights from disciplines that have and will continue to use rhetoric Beginning with an introduction to the topic The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro contexts of rhetoric as well as its use in organizational communication public relations marketing management and organization theory It then looks at intellectual and moral foundations without which rhetoric could not have occurred discussing key concepts in rhetorical theory The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved A section is also devoted to discussing rhetorical areas or genres namely contextual application of rhetoric and the challenges that arise such as strategic issues for management and corporate social responsibility The final part seeks to answer questions about the book's contribution to the understanding of organizational rhetoric It also examines what perspectives are lacking and what the future might hold for the study of organizational rhetoric Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious traditional nuanced and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential risks paradoxes and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization centered fields such as organizational communication public relations marketing management and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students graduate students and scholars studying organizational communications public relations management and rhetoric

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

The Routledge Companion to Public Relations Donnalyn Pompper, Katie R. Place, C. Kay Weaver, 2022-11-01 Public relations is a uniquely pervasive force in our modern economy influencing every aspect of our lives from the personal to the political This comprehensive volume provides an expert overview of current scholarship reflecting the impact of technology society and demographic shifts in a complex global environment The last century saw the emergence of the public relations discipline This expertly curated collection explores the dynamic growth in thinking about public relations role in our changing global society now and into the future It reflects the challenges and perspectives of postcolonial postmodern feminist critical race theory social responsibility sustainability activist standpoints as well as the profound and unpredictable impact of technological change and social media Each chapter provides an overview of current knowledge and its roots while engaging with emerging new directions and old debates and advocates for where the research agenda is likely to advance in the future This unique Companion will be an essential resource for students and researchers in public relations communication marketing media and cultural studies It provides an authoritative reference for educators and a one stop repository of public relations knowledge scholarship and debates for the enquiring professional

Public Relations Ethics and Professionalism Johanna Fawkes, 2014-08-01 Do professions really place duty to society above clients or their own interests If not how can they be trusted While some public relations PR scholars claim that PR serves society and enhances the democratic process others suggest that it is little more than propaganda serving the interests of global corporations This is not an argument about definitions but about ethics yet this topic is barely explored in texts and theories that seek to explain PR and its function in society This book places PR ethics in the wider context of professional ethics and the sociology of professions By bringing together literature from fields beyond public relations sociology professional and philosophical ethics and Jungian psychology it integrates a new body of ideas into the debate The unprecedented introduction of Jungian psychology to public relations scholarship shifts the debate beyond a traditional Western Good Bad ethical dichotomy towards a new holistic approach with dynamic implications for theory and practice This thought provoking book will be essential reading for students academics and professionals with an interest in public relations ethics and professionalism

The Moral Compass of Public Relations Brigitta R. Brunner, 2016-10-04 The civic and moral responsibilities of public relations are hotly contested topics While many researchers call for focusing on ethics in public relations they concentrate on ethics in relation to how people do their jobs In actuality emphasis should move beyond

professional codes of ethics to include general morality and citizenship. Currently as the profession receives greater scrutiny it is important to be aware of the value of public relations in the community. This book centers on four areas of public relations: conscience in order to examine its role in morality and citizenship; civic professionalism; corporate social responsibility; ethics and public communication. This approach will help to answer the question of what is public relations responsibility to the public good.

Handbook of Administrative Communication James Garnett, 2024-11-01. This volume takes a communications oriented approach to a wide range of topics encompassing organization management, political theory and practice, business government relations, innovation processes and IT. Offering a balanced international presentation, it contains authoritative contributions from world renowned experts representing various disciplines including administrative law, organizational and political theory, phenomenology, public and business management, educational technology, psychology and other fields. The book addresses typically neglected subjects such as communicating through humor, drama, film, poetry, fiction and other creative forms.

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 flourishes 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.

The Public Relations Handbook Alison Theaker, 2020-10-26. The Public Relations Handbook, 6th edition, provides an engaging in-depth exploration of the dynamic and ever-evolving public relations industry. Split into four parts exploring key conceptual themes in public relations, the book offers an overview of topics including strategic public relations, politics and the media, media relations in the social media age, strategic communication management, public relations engagement in the not-for-profit sector, activism and public relations, and the effects of globalisation and technology on the field. Featuring wide-ranging contributions from key figures in the PR profession, this new edition presents fresh views on corporate social responsibility, public relations and politics, corporate communication,

globalisation not for profit financial and public sector public relations The book also includes a discussion of key critical themes in public relations research and exploratory case studies of PR strategies in a variety of institutions including Extinction Rebellion Queen Margaret University Mettis Aerospace and Battersea Cats and Dogs Home Containing student friendly features including clear chapter aims analytical discussion questions and key further reading throughout the text The Public Relations Handbook is an ideal resource for students of public relations corporate and strategic communications and media studies

The Handbook of Communication Engagement Kim A. Johnston, Maureen Taylor, 2018-04-27 A comprehensive volume that offers the most current thinking on the practice and theory of engagement With contributions from an international panel of leaders representing diverse academic and professional fields The Handbook of Communication Engagement brings together in one volume writings on both the theory and practice of engagement in today's organizations and societies The expert contributors explore the philosophical theoretical and applied concepts of communication engagement as it pertains to building interaction and connections in a globalized networked society The Handbook of Communication Engagement is comprehensive in scope with case studies of engagement from various disciplines including public relations marketing advertising employee relations education public diplomacy and politics The authors advance the current thinking in engagement theory strategy and practice and provide a review of foundational and emerging research in engagement topics The Handbook of Communication Engagement is an important text that Provides an overview of the foundations and philosophies of engagement Identifies the contexts of engagement relating to specific areas across government and corporations including CSR consumer activism diplomacy digital and social impact Includes examples of contemporary engagement practice Presents applications of engagement and technology Offers insights on the future directions of engagement The Handbook of Communication Engagement offers an essential reference for advanced undergraduate graduate students practitioners and scholars from communication media advertising public relations public policy and public diplomacy areas The volume contains a compendium of the writings on the most recent advances on the theory and practice of engagement Winner of the 2018 PRIDE Award for Innovation Development and Educational Achievement from the Public Relations Division of the National Communication Association

Qualitative Research Methods in Public Relations and Marketing Communications Christine Daymon, Immy Holloway, 2010-09-13 This second edition of Qualitative Research Methods in Public Relations and Marketing Communications is a practical guide for students undertaking qualitative research encouraging them to engage effectively and critically with the practices and discourses of professional communication

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

Corporate Communications Joep Cornelissen, 2004 *Corporate Communications* provides the most up to date treatment of the subject including the criticality of the function strategies and activities involved and how it can be organized and managed properly

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