

OXFORD

Handbook of **PUBLIC RELATIONS**

12th Edition

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Religious Public Relations Handbook For Local Congregations

Philip Lesly, Richard A. Aszling



Religious Public Relations Handbook For Local Congregations:

Religious Public Relations Handbook Religious Public Relations Council, 1976 *Religious Public Relations Handbook for Local Congregations* James Steele, Religious Public Relations Handbook Charles DeVries, 1982 *Church Advertising, Public Relations and Marketing in Twentieth-Century America* John C. Hardin, 2022-12-14 This book examines the complex relationship between religion and business in twentieth century America. It is the story of how Christianity's most basic institution, the local church, wrestled with the challenges and compromises of competing in the modern marketplace through adopting the advertising, public relations, and marketing methods of business. It follows these sacred promoters and their critics as they navigated between divinely inspired and consumer demanded. Amid an animated and contentious battleground for principles, practices, and parishioners, John C. Hardin explores the landscape of selling religion in America and its evolution over the twentieth century.

Lesly's Public Relations Handbook Philip Lesly, Richard A. Aszling, 1971 **Lesly's Handbook of Public Relations and Communications** Philip Lesly, 1998 Until his death in 1997, Philip Lesly was a leading authority on public relations and a leading practitioner. The new title reflects an added section on the techniques of communication. Other sections cover the definition and function of public relations, analysis, research, and planning; how an organization utilizes public relations; and the practice of public relations. Appendices include sources of information, public relations organizations, the code of professional standards for the practice of public relations, and a glossary. Annotation copyrighted by Book News Inc., Portland, OR.

The Handbook of Religion and Communication Yoel Cohen, Paul A. Soukup, 2023-02-22 Provides a contemporary view of the intertwined relationship of communication and religion. The Handbook of Religion and Communication presents a detailed investigation of the complex interaction between media and religion, offering diverse perspectives on how both traditional and new media sources continue to impact religious belief and practice across multiple faiths around the globe. Contributions from leading international scholars address key themes such as the changing role of religious authority in the digital age, the role of media in cultural shifts away from religious institutions, and the ways modern technologies have transformed how religion is communicated and portrayed. Divided into five parts, the Handbook opens with a state-of-the-art overview of the subject's intellectual landscape, introducing the historical background, theoretical foundations, and major academic approaches to communication, media, and religion. Subsequent sections focus on institutional and functional perspectives, theological and cultural approaches, and new approaches in digital technologies. The essays provide insight into a wide range of topics, including religious use of media, religious identity, audience gratification, religious broadcasting, religious content in entertainment films, and religion news reporting about religion, race, and gender, the sex religion matrix, religious crisis communication, public relations, and advertising, televangelism, pastoral ministry, death and the media, online religion, future directions in religious communication, and more. Explores the increasing role of media in creating religious identity and communicating religious experience.

Discusses the development and evolution of the communication practices of various religious bodies Covers all major media sources including radio television film press digital online content and social media platforms Presents key empirical research real world case studies and illustrative examples throughout Encompasses a variety of perspectives including individual and institutional actors academic and theoretical areas and different forms of communication media Explores media and religion in Judeo Christian traditions Islam Buddhism Hinduism religions of Africa Atheism and others The Handbook of Religion and Communication is an essential resource for scholars academic researchers practical theologians seminarians mass communication researchers and undergraduate and graduate students taking courses on media and religion

Reporting Religion Benjamin Jerome Hubbard,1990 Religion scholars and media professionals have largely ignored the question of how well religion is reported if it is reported at all In these essays thirteen leading journalists publishers and teachers review the current state of religion reporting and show that responsible media must make room for the religious dimension

The Palgrave Handbook of Religion and State Volume II Shannon Holzer,2023-10-19 The Palgrave Handbook of Religion and State Volume II Global Perspectives addresses issues of Religion and State from a multitude of disciplines The volume begins with the philosophical discussion of perennial issues that have to do with the origin and nature of rights One question centers on the right to use one's religious beliefs to enact laws This discussion alone sets this handbook apart from other handbooks of its type While addressing these perennial questions this volume includes authors who interact with the work of John Rawls Hobbes Rousseau and a host of contemporary philosophers The subsequent sections address the American Constitutional Experiment religion state and law in the Americas

Handbook on Religion and Health James R. Cochrane,Gary R. Gunderson,Teresa Cutts,2024-08-06 This revelatory Handbook explores the relationship between religion and health emphasising the effects of organised religion and spirituality on community population and public health While comprehensively summarising the current state of the field it focusses on pursuing new pathways vital for human health in a turbulent world

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