



# RETHINKING PUBLIC RELATIONS

*The spin and the substance*



KEVIN MOLDNEY

# Rethinking Public Relations The Spin And The Substance

**Jacquie L'Etang, David McKie, Nancy  
Snow, Jordi Xifra**



## **Rethinking Public Relations The Spin And The Substance:**

Rethinking Public Relations Dr Kevin Moloney, 2002-09-11 PR is a 2 3 billion UK industry with up to 50 000 jobs a poor reputation and yet a pervasive influence on politics and markets Historically it has been mostly weak propaganda and market boosterism yet it escapes sustained academic scrutiny This topical book analyzes all aspects of public relations challenging accepted views and examining the industry's position as a whole The author argues that PR needs reform because it will not go away and because it continues to grow Incorporating the latest facts and figures this analysis for advanced students of business and PR provides a fresh approach to a significant contemporary subject Rethinking Public Relations Kevin Moloney, 2006-04-18 All PR whether for charities or arms manufacturers is weak propaganda Though it has its undeniable benefits it grabs attention and helps circulate more information it also has costs such as selective messaging This extensively revised edition of a classic text fully investigates PR updating and expanding earlier arguments and building upon the successful first edition with new thoughts data and evidence Thought provoking and stimulating Rethinking Public Relations 2nd Edition challenges conventional PR wisdom It develops the accepted thinking on the most important question facing PR its relationship with democracy and finds a balance of advantages and disadvantages which leave a residue of concern It tackles topical issues such as PR as a form of propaganda which flourishes in a democracy the connections between PR and journalism the media promotions culture and persuasion Designed to appeal to final year undergraduates postgraduates and researchers studying public relations media and communications studies this book explores the most important relationship PR has the connection with democracy and asks what benefits or costs it brings to politics markets and the media **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 Public Relations Paul Baines, John Egan, Frank William Jefkins, 2004 Offering a comprehensive guide to public relations management this text provides analysis and explanation of a range of modern PR techniques spanning both inhouse and agency practice This third edition includes updates and case studies including the 2002 football World Cup

**Mediatization of Communication** Knut Lundby, 2014-08-25 This handbook on Mediatization of Communication uncovers the interrelation between media changes and changes in culture and society This is essential to understand contemporary trends and transformations Mediatization characterizes changes in practices cultures and institutions in media

saturated societies thus denoting transformations of these societies themselves This volume offers 31 contributions by leading media and communication scholars from the humanities and social sciences with different approaches to mediatization of communication The chapters span from how mediatization meets climate change and contribute to globalization to questions on life and death in mediatized settings The book deals with mass media as well as communication with networked digital media The topic of this volume makes a valuable contribution to the understanding of contemporary processes of social cultural and political changes The handbook provides the reader with the most current state of mediatization research

The Public Relations Handbook Alison Theaker, 2013-03-01 The Public Relations Handbook is a comprehensive and detailed introduction to the theories and practices of the public relations industry It traces the history and development of public relations explores ethical issues which affect the industry examines its relationship with politics lobbying organizations and journalism assesses its professionalism and regulation and advises on training and entry into the profession The Public Relations Handbook combines theoretical and organizational frameworks for studying public relations with examples of how the industry works in practice It draws on a range of promotional strategies and campaigns from businesses public and non profit organizations including the AA Airbus BT Northamptonshire County Council Cuprinol and Action for Children The Fourth Edition includes case studies examples and illustrations from a range of campaigns from small and multinational corporations local government and charities a companion website with new international case studies updated quarterly specialist chapters on financial public relations internal communications and marketing public relations strategic overviews of corporate identity globalisation and evaluation a thorough examination of ethics and professionalism more than fifty illustrations from recent PR campaigns a completely revised chapter on corporate social responsibility a new chapter on risk issues and crisis management

*Communication Ethics Now* Richard Keeble, 2008 Communication lies at the heart of human experience After all we know about our world largely through communication We consume books advertisements photographs letters newspapers magazines and the broadcast media This book draws together pieces from the 2005 volume of Ethical Space Journal

**Research Handbook on Strategic Communication** Jesper Falkheimer, Mats Heide, 2022-12-13 Strategic communication as a research field and a professional practice is becoming increasingly relevant for organizations Bringing together contributions from almost 60 leading international scholars this dynamic Research Handbook on Strategic Communication is a timely contribution to a vivid and developing academic field

*Strategic Silence* Roumen Dimitrov, 2017-09-22 Mainstream public relations overvalues noise sound and voice in public communication But how can we explain that while practitioners use silence on a daily basis academics have widely remained quiet on the subject Why is silence habitually famed as inherently bad and unethical Silence is neither separate from nor the opposite of communication The inclusion of silence on a par with speech and non verbal means is a vital element of any communication strategy it opens it up for a new complex and more reflective understanding of strategic silence as indirect communication

Drawing on a number of disciplines that see in silence what public relations academics have not yet this book reveals forms of silence to inform public relations solutions in practice and theory How do we manage silence How can strategic silence increase the capacity of public relations as a change agent Using a format of multiple short chapters and practice examples this is the first book that discusses the concept of strategic silence and its consequences for PR theory and practice Applying silence to communication cases and issues in global societies it will be of interest to scholars and researchers in public relations strategic communications and communication studies 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

Handbook of Communication in the Public Sphere Ruth Wodak,Veronika Koller,2008-08-27 As you are reading this you are finding yourself in the ubiquitous public sphere that is the Web Ubiquitous and yet not universally accessible This volume addresses this dilemma of the public sphere which is by definition open to everyone but in practice often excludes particular groups of people in particular societies at particular points in time The guiding questions for this collection of articles are therefore Who has access to the public sphere How is this access enabled or disabled Under what conditions is it granted or withheld and by whom We regard the public sphere as the nodal point for the discourses of business politics and media and this basic assumption is also reflected in the structure of the volume Each of these three macro topics comprises chapters by international scholars from a variety of disciplines and research traditions who each combine up to date overviews of the relevant literature with their own cutting edge research into aspects of different public spheres such as corporate promotional communication political rhetoric or genre features of electronic mass media The broad scope of the volume is perhaps best reflected in a comprehensive discussion of communication technologies ranging from conventional spoken and written formats such as company brochures political speeches and TV shows to emerging ones like customer chat forums political blogs and text messaging Due to the books wide scope its interdisciplinary approach and its clear structure we are sure that whether you work in communication and media studies linguistics political science sociology or marketing you will

find this handbook an invaluable guide offering state of the art literature reviews and exciting new research in your field and adjacent areas     **A Handbook of Corporate Communication and Public Relations** Sandra Oliver,2004-04-22 A bold addition to existing literature this book provides an excellent overview of corporate communication Taking a refreshing interdisciplinary approach it is an essential reference offering in depth analysis and contemporary case studies     *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     Public Relations and the Public Interest Jane Johnston,2016-02-12 In this book Johnston seeks to put the public interest onto the public relations radar arguing the need for its clear articulation into mainstream public relations discourse This book examines literature from a range of fields and disciplines to develop a clearer understanding of the concept and then considers this within the theory and practice of public relations The book s themes include the role of language and discourse in establishing successful public interest PR and in perpetuating power imbalances intersections between CSR governance law and the public interest and how activism and social media have invigorated community control of the public interest Chapters explore the role of the public interest including cross cultural and multicultural challenges community and internal consultation communication choices and listening to minorities and subaltern publics

Propaganda and Nation Building Kevin Hora,2017-04-28 This book examines the origins of Ireland in its first independent incarnation the Irish Free State 1922 1937 It explores how contemporary public relations and propaganda techniques were used to construct an identity for this new state a state which after enduring seven years of insurrection and civil war became one of the most stable democracies in Europe This stability the book argues was constructed not solely through policies enacted by governments but through the construction of a Gaelic Catholic and Celtic national identity By shifting the perspective to how nation building was communicated it weaves an interdisciplinary narrative that initiates a new understanding of nation building providing insights of increasing relevance in current world events Avoiding a simplistic cause and effect history of public relations the book examines the uses and effects of early public relations from a political

and societal perspective and suggests that while governments were only modestly successful in their varied propaganda efforts cumulatively they facilitated a transition from violence to peace This will be of interest to researchers and advanced students with an interest in public relations propaganda studies nation building and Irish studies     Media and Communication in Europe Agnieszka Stepinska,2014 This timely book explores how the media shape the Europeanization of the public sphere within the European Union EU Bringing together a range of international scholars in media studies and journalism and covering both traditional and online media it argues that Europeanization is not just an idea it is a real ongoing process that we are experiencing every day Assessing a wide range of actors and processes and acknowledging the diverse relationships between media and politics the chapters edited by Agnieszka Stepinska reflect contemporary conceptualizations of Europeanization and unravel the complex mediatization of European politics It covers topics as diverse as children s socialization within the European Union via kid s TV programmes the impact of the Euroblogosphere on policy decisions and international broadcasting as one of the key elements to understanding new public diplomacy in Europe Using the Polish EU presidency of 2011 as an extensive case study the book s latter part shows what impact Poland s presidency had on its representation both domestically and abroad and questions the Presidency s actual power of attracting media attention Media and Communication in Europe is a valuable resource for any student and researcher interested in the complex relationship between the media and the EU     *Stealth Communications* Sue Curry Jansen,2016-12-20 Public relations is by design the least visible of the persuasive industries It operates behind the scenes encouraging us to consume vote believe and behave in ways that keep economies moving and citizens from storming the citadels of power In this important new book Sue Curry Jansen explores the ways in which globalization and the digital revolution have substantially elevated PR s role in management marketing governance and international affairs Since the best PR is invisible PR it violates the norms of liberal democracy which require transparency and accountability Even when it serves benign purposes she argues PR is a commercial enterprise that divorces communication from conviction and turns it into a mercenary venture As a primary source of what now passes as news PR influences much of what we know and how we know it *Stealth Communications* will be an indispensable guide for students of media studies and public relations as well as anyone interested in the radical transformation of PR and the democratization of public communication     Vague Language Explored J. Cutting,2007-01-30 Vague language bags of time doing stuff and all that is an aspect of communicative competence of considerable social importance This book examines its function It spans genre analysis critical discourse analysis psycholinguistics and cross cultural sociolinguistics and suggests applications in TEFL and directions for future research     *Public-Private Partnerships* Stephen Osborne,2000-11-23 Public Private partnerships are an increasing aspect of the delivery of public policies and services across the world This book is the first to draw upon a range of disciplines to offer theoretical perspectives upon their analysis as well as a range of case studies of their management from around the

world It also offers a number of frameworks for *Gender and the Public Sector* Jim Barry, Mike Dent, Maggie O'Neill, 2003-09-02 Drawing on sociology and social policy this intriguing volume considers gender and professional identity from a variety of perspectives including feminism and post modernism



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