

# PUBLIC RELATIONS HISTORY

SCOTT M. CUTLIP

# Public Relations History From The 17th To The 20th Century

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



## **Public Relations History From The 17th To The 20th Century:**

**Public Relations History** Scott M. Cutlip, 2013-11-05 This important volume documents events and routines defined as public relations practice and serves as a companion work to the author's *The Unseen Power Public Relations* which tells the history of public relations as revealed in the work and personalities of the pioneer agencies This history opens with the 17th Century efforts of land promoters and colonists to lure settlers from Europe mainly England to this primitive land along the Atlantic Coast They used publicity tracts sermons and letters to disseminate rosy glowing accounts of life and opportunity in the new land The volume closes with a description of the public relations efforts of colleges and other non profit agencies in the late 19th and early 20th centuries thus providing a bridge across the century line This study of the origins of public relations provides helpful insight into its functions its strengths and weaknesses and its profound though often unseen impact on our society Public relations or its equivalents propaganda publicity public information began when mankind started to live together in tribal camps where one's survival depended upon others of the tribe To function civilization requires communication conciliation consensus and cooperation the bedrock fundamentals of the public relations function This volume is filled with robust public struggles the struggles of which history is made and a nation built the work of the Revolutionaries led by the indomitable Sam Adams to bring on the War of Independence that gave birth to a New Nation the propaganda of Alexander Hamilton James Madison and John Jay in the Federalist papers to win ratification of the U S Constitution prevailing against the propaganda of the AntiFederalists led by Richard Henry Lee the battle between the forces of President Andrew Jackson led by Amos Kendall and those of Nicholas Biddle and his Bank of the United States which presaged corporate versus government campaigns common today the classic presidential campaign of 1896 which pitted pro Big Business candidate William McKinley against the Populist orator of the Platte William Jennings Bryan This book details the antecedents of today's flourishing influential vocation of public relations whose practitioners some 150 000 professionals make their case for their clients or their employers in the highly competitive public opinion marketplace [Public Relations History](#) Cayce Myers, 2020-07-29 This book presents a unique overview of public relations history tracing the development of the profession and its practices in a variety of sectors ranging from politics education social movements and corporate communication to entertainment Author Cayce Myers examines the institutional pressures including financial legal and ethical considerations that have shaped public relations and have led to the parameters in which the practice is executed today exploring the role that underrepresented groups and sectors both in the U S and internationally played in its formation The book presents the diversity and nuance of public relations practice while also providing a cohesive narrative that engages readers in the complex development of this influential profession *Public Relations History* is an excellent resource for upper level undergraduate and graduate courses covering public relations theory management and administration mass communication history and media history **Encyclopedia of Public Relations** Robert L. Heath, 2013-08-20 When initially

published in 2005 the two volume Encyclopedia of Public Relations was the first and most authoritative compilation of the subject It remains the sole reference source for any library serving patrons in business communication and journalism as it explores the evolution of the field with examples describing the events changing practices and key figures who developed and expanded the profession Reader s Guide topics include Crisis Communications Management Cyberspace Ethics Global Public Relations Groups History Jargon Management Media News Organizations Relations Reports Research and Theories Models Led by renowned editor Robert L Heath with advisory editors and contributors from around the world the set is designed to reach a wide array of student readers who will go on to serve as opinion leaders for improving the image and ethics of the practice The Second Edition continues to explore key challenges facing the profession such as earning the trust and respect of critics and the general public Much greater emphasis and space will be placed on a theme that was just emerging when the First Edition appeared the Internet and social media as public relations tools International coverage and representation has been greatly expanded as well Finally biographies which are now widely available on the Web have been deleted to give room to areas of enhanced coverage and biographical material are included where appropriate within the context of topical entries However a long entry on women pioneers in public relations has been included as an appendix

**The Global Public Relations Handbook, Revised and Expanded Edition** Krishnamurthy Sriramesh,Dejan Vercic,2009-01-13 Expanding on the theoretical framework for studying and practicing public relations around the world The Global Public Relations Handbook Revised and Expanded Edition extends the discussion in the first volume on the history development and current status of the public relations industry from a global perspective This revised edition offers twenty new chapters in addition to the original contents It includes fourteen additional country or regionally focused chapters exploring public relations practice in Africa Asia Europe and the Americas Contributors use a theoretical framework to present information on the public relations industry in their countries and regions They also focus on such factors as the status of public relations education in their respective countries and professionalism and ethics Each country specific chapter includes a case study typifying public relations practice in that country Additional new chapters discuss political economy activism international public relations and United Nations public affairs

**North American Perspectives on the Development of Public Relations** Tom Watson,2016-12-09 This is the seventh volume of The National Perspectives on the Development of Public Relations Other Voices series which is the first to offer an authentic worldwide view of the history of public relations freed from a corporatist framework The series features seven books six of which cover continental and regional groups including Book 1 Asia and Australasia Book 2 Eastern Europe and Russia Book 3 Middle East and Africa Book 4 Latin America and Caribbean Book 5 Western Europe and this volume Book 7 North America The sixth volume featured five essays on new and revised historiographic and theoretical approaches Written by leading public relations historians and scholars some histories of national public relations development are offered for the first time while others are

reinterpreted using new archival sources and other historiographical approaches The National Perspectives on the Development of Public Relations Other Voices series makes a major contribution to the wider knowledge of PR s history

Public Relations and Religion in American History Margot Opdycke Lamme,2014-02-18 Winner of The American Journalism Historians Association Book of the Year Award 2015 This study of American public relations history traces evangelicalism to corporate public relations via reform and the church based temperance movement It encompasses a leading evangelical of the Second Great Awakening Rev Charles Grandison Finney and some of his predecessors early reformers at Oberlin College where Finney spent the second half of his life leaders of the Woman s Christian Temperance Union and the Anti Saloon League of America and twentieth century public relations pioneer Ivy Ledbetter Lee whose work reflecting religious and business evangelism has not yet been examined Observations about American public relations history icon P T Barnum whose life and work touched on many of the themes presented here also are included as thematic bookends As such this study cuts a narrow channel through a wide swath of literature and a broad sweep of historical time from the mid eighteenth century to the first decades of the twentieth century to examine the deeper and deliberate strategies for effecting change for persuading a community of adherents or opponents or even a single soul to embrace that which an advocate intentionally presented in a particular way for a specific outcome prescriptions as it turned out not only for religious conversion but also for public relations initiatives

**A History of the American Nonprofit Sector** Mordecai Lee,2024-07-02 This book presents a history of the American nonprofit sector It covers the seminal 1819 Supreme Court decision that Dartmouth College was a private nonprofit corporation and therefore independent of government control The rise of the sector in the twentieth century is presented through exemplars of four different kinds of nonprofits efforts at professionalization and early initiatives in management training During the twenty first century external communication has become central for nonprofits including lobbying and public reporting In a more light hearted vein the image of American nonprofits in pop culture is analyzed through their depiction in movies The book s subject matter is at the intersection of multiple academic fields including nonprofit studies nonprofit management American history political science management history business administration public administration and organization theory It can be used as a textbook by advanced researchers and by academic libraries interested in the American nonprofit sector or in US history

**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

**Understanding Corporate Communications** Dmytro Oltarzhevskiy, Yevgen Zagorulko, 2025-03-05 With the aim to synthesise and simplify the core concepts of corporate communications this book offers a clear look at the history of the discipline and profession with attention to essential principles for practice This book focuses on corporate communications as the art and craft of managing a company's behaviour and effective communication in society It examines corporate communications theoretical and applied aspects featuring reference to global research reputational cases and practical models The book's main goal is to make explicit well known global theories and the practical experiences of corporate communications professionals in an easily visualised style accessible to a wide readership This book is suited to undergraduate and introductory executive education courses in corporate communications and as a reference and guide for early career communications professionals

**Public Relations Theory** Jae-Hwa Shin, Robert L. Heath, 2020-12-07 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      *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

Total Cold War Kenneth Alan Osgood, 2006 Osgood focuses on major campaigns such as Atoms for Peace People to People and cultural exchange programs Drawing on recently declassified documents that record U S psychological operations in some three dozen countries he tells how U S propaganda agencies presented everyday life in America to the world its citizens living full happy lives in a classless society where economic bounty was shared by all Osgood further investigates the ways in which superpower disarmament negotiations were used as propaganda maneuvers in the battle for international public opinion He also reexamines the early years of the space race focusing especially on the challenge to American propagandists posed by the Soviet launch of Sputnik      **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

**Global Public Relations** Alan R. Freitag, Ashli Quesinberry Stokes, 2009-01-13 This innovative text provides a structured and practical framework for understanding the complexities of contemporary public relations throughout the world and highlights the different approaches professionals must consider when communicating in different PR contexts

**Absolutely Not New York** Charlene Mires, 2014-09-01 From 1944 to 1946 as the world pivoted from the Second World War to an unsteady peace the newly created United Nations needed a meeting place a central place for global diplomacy But what would it look like and where would it be At times it seemed the world's diplomats could agree on only one thing under no circumstances did they want the United Nations to be based in New York And for its part New York worked mightily just to stay in the race it would eventually win In vivid detail Charlene Mires traces New York's long and often complicated journey to host the United Nations

**The Routledge Handbook of Health Communication** Teresa L. Thompson, Alicia Dorsey, Distinguished Professor of Communication Arts and Sciences Roxanne Parrott, Roxanne Parrott, Katherine Miller, 2003-06-20 This handbook summarizes the research on communicative processes as they relate to health and health care and provides directions for future research For scholars professionals in health communication public health psychology related areas

**Encyclopedia of the Documentary Film 3-Volume Set** Ian Aitken, 2013-10-18 The Encyclopedia of the Documentary Film is a fully international reference work on the history of the documentary film from the Lumi re brothers Workers Leaving the Lumi re Factory 1885 to Michael Moore's Fahrenheit 911 2004 This Encyclopedia provides a resource that critically analyzes that history in all its aspects Not only does this Encyclopedia examine individual films and the careers of individual film makers it also provides overview articles of national and regional documentary film history It explains concepts and themes in the study of documentary film the techniques used in making films and the institutions that support their production appreciation and preservation

**Introduction to Strategic Public Relations** Janis Teruggi Page, Lawrence J. Parnell, 2017-11-30 This practical introductory text presents the comprehensive field of public relations as it is today and as it will be tomorrow exploring how public relations can play an active role in the betterment of society

**Public Relations as Emotional Labour** Liz Yeomans, 2019-06-04 Inextricably linked to neoliberal market economies public relations influence in our promotional culture



is profound Yet many aspects of the professional role are under researched and poorly understood including the impact on workers who construct displays of feeling to elicit a desired emotional response to earn trust and manage clients The emotionally demanding nature of this aspirational work and how this is symptomatic of always on culture is particularly overlooked Drawing on interviews with practitioners and agency directors together with the author s personal insights from observations in the field this book fills a significant gap in knowledge by presenting a critical interpretive exploration of everyday relational work of account handlers in PR agencies In underscoring the relationship driven highly contingent nature of this work the author shows that emotional labour is a defining feature of professionalism even as public relations is reconfigured in the digital age In doing so the book draws on a wide range of related contemporary social and cultural theories as well as critical public relations and feminist public relations literature Scholars educators and research students in PR and communications studies will gain rich insights into the emotion management strategies employed by public relations workers in handling professional relationships with clients journalists and their colleagues thereby uncovering some of the taken for granted aspects of this gendered promotional work     Seaway to the Future Alexander Missal,2009-02-01 The building of the Panama Canal became a powerful symbol in a broader search for order as Americans looked to the modern age with both anxiety and anticipation

## Adopting the Track of Appearance: An Mental Symphony within **Public Relations History From The 17th To The 20th Century**

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