



Public Relations

Contemporary issues and techniques



PAUL BAINES • JOHN EGAN • FRANK JEFKINS

Public Relations Contemporary Issues And Techniques

Ronald M. Davis



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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

Public Relations Paul Baines, 2012 *Public Relations contemporary issues and techniques* offers a definitive guide to public relations management It provides comprehensive analysis and explanation of a full range of modern PR techniques spanning both inhouse and agency practice The text has involved fundamental restructuring and updating of existing material and the incorporation of the new techniques and strategies for instance The use of multimedia techniques in PR Overseas media and the globalization of media communications

How to Manage a Successful Press Conference Ralf Leinemann, Elena Baikaltseva, 2017-03-02 Despite the ubiquity of new forms of communication technology press conferences remain a vital way for companies to share news One size or message does not fit all and the content showcased must be of interest to every member of the audience This book highlights the importance of understanding the needs of those who will attend an ever more critical skill as stretched editorial teams make it increasingly difficult to lure journalists from their desks In the international press arena journalists from different countries have particular needs and can react differently to the same situation The authors show that to ensure success PR professionals need to take account of the event speakers style content and tone and follow through to the all important tasks of obtaining feedback and analysing results *How to Manage a Successful Press Conference* is essential reading for PR teams working in a national or particularly an international environment and enables you to address the whole range of activities necessary for success from the basics through to advanced issues such as managing press expectations across borders and cultures

Key Concepts in Public Relations Bob Franklin, Mike Hogan, Quentin Langley, Nick Mosdell, Elliot Pill, 2009-03-05 This is a good text to accompany a core text on Public Relations It is also very useful for marketing and business students Valuable for post grads new to PR also Robbie Smyth Griffith College Dublin Offers the reader a concise and very readable tour through the many facets of PR Providing a detailed reference of just under 200 alphabetically listed entries covering a range of topics from account management to wikis destination branding and Hong Bo that one you ll have to look up yourselves each entry takes up roughly a page sometimes less is colloquial in tone and offers several recommendations for further reading making it an excellent jumping off point for further exploration Communication Director The SAGE Key Concepts series provides students with accessible and authoritative knowledge of the essential topics in a variety of disciplines Cross referenced throughout the format encourages critical evaluation through understanding Written by experienced and respected academics the books are indispensable study aids and guides to comprehension *Key Concepts in Public Relations* Provides a comprehensive easy to use overview to the field Covers over 150 central concepts in PR Paves the way for students to tackle primary texts Grounds

students in both practice and theory Takes it further with recommended reading Bob Franklin Mike Hogan Quentin Langley Nick Mosdell and Elliot Pill all teach at the Cardiff School of Journalism Media and Cultural Studies *Key Concepts in Public Relations* Sandra Cain, 2009-04-30 An indepth glossary this accessible book successfully introduces students to the key concepts themes and principles of Public Relations Terms are organized alphabetically and are fully cross referenced for ease of use Suggestions for further reading help to consolidate knowledge and aid understanding **The Public Relations Strategic Toolkit** Alison Theaker, Heather Yaxley, 2012 Provides a structured approach to understanding public relations and corporate communications Focus is on professional skills development and approaches that are widely recognised as best practice Original methods are considered alongside well established procedures to ensure the changing requirements of contemporary practice are reflected Mastering Public Relations :Principles, Practices And Future Trends Dr. Fakira Mohan Nahak, Dr. Chanchal Sachdeva Suri, Mastering Public Relations Principles Practices and Future Trends is a comprehensive and forward looking guide that explores the foundational theories practical techniques and emerging developments in the world of public relations Perfect for students professionals and communication strategists this book bridges classical PR principles with modern digital practices and ethical considerations Core principles of public relations and strategic communication Media relations crisis communication and reputation management Digital PR influencer marketing and social media strategy Corporate communication and brand storytelling Ethics transparency and the evolving role of PR professionals Case studies from global brands and organizations Future trends AI in PR data driven campaigns and immersive media **Political Public Relations** Jesper Stromback, Spiro Kioussis, 2011-05-18 Political Public Relations maps and defines this emerging field bringing together scholars from various disciplines political communication public relations and political science to explore the area in detail The volume connects differing schools of thought bringing together theoretical and empirical investigations and defines a field that is becoming increasingly important and prominent It offers an international orientation as the field of political public relations must be studied in the context of various political and communication systems to be fully understood As a singular contribution to scholarship in public relations and political communication this work fills a significant gap in the existing literature and is certain to influence future theory and research **Public Relations, Branding and Authenticity** Sian Rees, 2020-01-31 Public Relations Branding and Authenticity Brand Communications in the Digital Age explores the role of PR and branding in society by considering the notion of authentic communications within the context of an emerging digital media environment This qualitative analysis explores the challenge of developing authentic brand narratives in the digital age whilst questioning the problematic nature of authenticity itself Case studies of public relations activity of successful brands and those in crisis are supplemented by interviews with senior public relations and branding practitioners The book lays out three specific arguments Firstly a repositioning of the relationship between public relations and brand practice is explored It is argued that public relations practitioners are well

placed to facilitate brands in the digital age because of the inherent acceptance of the value of relationship building adaptation and boundary spanning embedded in PR practice and best practice theory Secondly the book introduces a new concept of riparian brands Such brands are based on solid core values but have an ability to atune adjust and naturalise to the prevailing social cultural and economic environment Thirdly the book presents an ontology of the riparian brand in the form of an authentic brand wheel and 15 real time interaction success factors Aimed at both academics and practitioners interested in the theoretical development of PR and its emerging relationship with branding it will also be of interest to scholars of corporate communications corporate reputation and branding

Marketing Communications John Egan,2014-10-13 How many marketing messages do you think you see a day Why do some stick with us more than others Why do we all remember the Cadbury s gorilla drummer or the Budweiser Frogs What do they say about the brand How will you communicate your own marketing messages just as successfully In this textbook John Egan draws on years of both industry and academic experience to explain the why as well as the how of marketing communications It covers all the essential topics that are relevant to your marketing communications course in a relatable and easy to read style Insight boxes provide insight into some of the latest industry practices and with engaging examples ranging from HSBC to James Bond to the Arab Spring and One Direction this textbook will not only provide you with a solid foundation for working in marcoms it will make your study fun along the way For those looking to get ahead of their classmates and other job candidates the textbook includes coverage of topical issues such as new technologies ethical marketing and the regulatory environment to help you consider some of the cutting edge debates for assignments and future employment There is also a companion website with additional study materials to help you go one further and stay ahead of the pack study sagepub com egan This textbook is essential reading for all marketing communications courses at undergraduate and postgraduate levels as well as professional courses in Marketing

Qualitative Research Methods in Public Relations and Marketing Communications Christine Daymon,Immy Holloway,2005-06-29 A practical highly accessible guide for novice researchers conducting qualitative research in public relations and marketing communications this book guides the reader through all aspects of the research process

Events Management Charles Bladen,James Kennell,Emma Abson,Nick Wilde,2012-06-12 Contemporary events management is a diverse and challenging field This major new introductory textbook is the first to fully explore the multi disciplinary nature of events management and to provide all the practical skills and professional knowledge students need to succeed in the events industry The book covers every type of event studied on an Events Management course including sports music the arts corporate events tourism and the public and voluntary sectors It introduces the key issues facing the contemporary events industry from health safety and risk management to sustainability to developing a market oriented business with every topic brought to life through case studies personal biographies and examples of best practice Written by a team of authors with many years of industry experience it introduces the practical skills required in

every core area of events management including marketing finance project management strategy operations event design and human resources A companion website for the book includes a dazzling array of additional features including self test questions audio interviews with key industry figures additional case studies and PowerPoint slides for each chapter Events Management An Introduction is the essential course text for any events management program **CIM Post-grad Diploma** BPP Learning Media,2012-06 A core text book for the CIM Qualification **The Role of the Media in Promoting and Reducing Tobacco Use** Ronald M. Davis,2008 *Persuasion in Society* Jean G. Jones,Andi McClanahan,Joseph Sery,2022-03-28 This fully updated fourth edition introduces readers to the rich tapestry of persuasive technique and scholarship interweaving perspectives from rhetoric critical theory and social science and applying their insights to practical political social and business contexts This text examines current and classical theory through the lens of contemporary culture encouraging readers to explore the nature of persuasion and to understand its impact in their lives Employing a contemporary approach it draws from popular culture mass media social media advertising political campaigns and social movements to help readers become informed creators and consumers of persuasive messages Case studies show how and why people fall for persuasive messages demonstrating how persuasion works at a cognitive level This new edition includes extended treatment of the ethics of persuasion including opposing views on handling controversial issues in the college classroom a new chapter on propaganda and ideology and a greater focus on digital contexts and social media Discussion questions exercises and key terms are provided for each chapter This textbook will be a valuable tool for students of communication media studies politics psychology and business and advertising Online resources for instructors include PowerPoint slides and test bank **Promoting and Marketing Events** Nigel Jackson,2013-10-28 This accessible book introduces students to the theories concepts and skills required to promote an event successfully To promote an event effectively it is essential to understand marketing but it is also important to recognise that it is not just consumers who are the audience other publics who may not necessarily attend can have a fundamental effect on the success of an event as well Uniquely therefore this book covers two related themes marketing and public relations in an events context This will offer events planners a comprehensive guide on how to promote events to a range of audiences and on how to use this to manage an event s long term reputation The book focuses on core marketing and PR current theory specifically relevant to the events industry and introduces topics such as marketing strategy the consumer marketing PR and how to use the internet to promote events It integrates a range of international case studies from small scale events to mega events to help show how theory can be applied in practice It further includes inserts of interviews with practitioners in the field to offer insight into the realities of event communication and to show how to overcome potential pitfalls Learning outcomes discussion questions and further reading suggestions are included to aid navigation throughout the book spur critical thinking and further students knowledge The book is essential reading for all students studying Events Management and provides valuable

reading for students academics and practitioners interested in marketing and public relations in general Essentials of Public Health Management L. Fleming Fallon, Eric J. Zgodzinski, 2005 This textbook examines how health departments conduct their business and develop new programs what techniques they use to hire and discipline employees and the role of the media in public health Each of the 35 chapters begins with a case study that illustrates data management local government organizational behavior salary union relation bu Perspectives of Public Relations Dr. Michael Puthenthara, 2012-09-28 Deals with management **The Art of Communication** Peter Stockinger, 2025-02-26 The Art of Communication combines over two decades of research and teaching into a comprehensive guide on strategic communication Grounded in the theoretical and methodological frameworks of situated communication and communication project this book highlights an understanding of both traditional and emerging communication practices It particularly focuses on new genres such as branding design and digital communication strategies and introduces the innovative concept of textscapes specially crafted environments to fulfill communicative objectives This book is enriched with practical examples and is particularly relevant in multicultural and international settings providing essential insights for adapting communication strategies to diverse cultural contexts **Political Marketing** Kostas Gouliamos, Antonis Theocharous, Bruce I. Newman, 2013-11-12 A guiding principle in creating Political Marketing has been to examine the ways in which culture politics and society interrelate in the field of political marketing In the course of the book the editors and contributors consider culture as a distinctive concept with transformative capacities that need further and deeper development in the engineering of the political marketing process This may be introduced and consequently lead to broad formulation of a campaign culture Indeed understanding and adapting a broader campaign culture political marketing models may be seen as sets of pathways of key resources resulting viability in human assets forms of influence class stratification alternative flows of information or networking and intercultural knowledge sharing activity This book consists of 18 chapters which deal with aspects of political marketing and campaign culture Theoretical chapters are found first followed by two chapters that deal with theoretical issues which became a subject of research Next presented are the articles that study aspects of electoral behavior followed by the papers that analyze aspects of nationalism national identity Finally the book concludes with three case studies on various issues in political marketing

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