Public Relations Inquiry as Rhetorical Criticism

Case Studies of Corporate Discourse and Social Influence

Edited by William N. Elwood

Pamela J. Kalbfleisch

Public Relations Inquiry as Rhetorical Criticism William N. Elwood, 1995-06-30 Whether politically socially economically or psychologically postmodern institutions attempt to influence their environments through the use of rhetoric in their public relations campaigns As corporations increasingly dominate the public discourse we experience daily it becomes increasingly important to understand how that discourse operates and to become more informed creators and consumers of institutional rhetoric This volume examines the theoretical bases and practical effects of a variety of public relations campaigns The contributors demonstrate that rhetorical inquiry is a viable and underrated approach to explaining the influence of public relations campaigns Cases analyzed in the book range from those of national scope e g Mobil Oil s Observations campaign of the 1970s and 1980s to studies of targeted influence e g corporate recruitment videos to cases of internal relations e g issues management during corporate mergers to studies of local situations e g the anatomy of a local ballot issue campaign While the various contributors employ a broad range of rhetorical methods and analysis the discussions remain approachable and understandable for students and professionals alike 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 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 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 **Theorizing Crisis Communication** Timothy L. Sellnow, Matthew W.

Seeger, 2013-01-09 Theorizing Crisis Communication presents a comprehensive review and critique of the broad range of theoretical frameworks designed to explain the role of communication in the development management and consequences of natural and man made crises Brings together the variety of theoretical approaches emerging in the study of crisis communication into one volume for the first time Summarizes theories from such diverse perspectives as rhetoric risk management ethics mass communication social media emergency response crisis outcomes and warning systems while presenting clear examples of how the theory is applied in crisis communication research Presents theoretical frameworks generated by research from many disciplines including sociology psychology applied anthropology public health public relations political science organizational studies and criminal justice An essential tool for a comprehensive understanding of the onset management response resolution and ultimate meaning of these devastating world events Theory II Carl H. Botan, Vincent Hazleton, 2010-08-27 The public relations landscape has changed dramatically from what it was in 1989 when the original Public Relations Theory volume was published Reflecting the substantial shifts in the intervening years Public Relations Theory II while related to the first volume is more a new work than a revision Editors Carl H Botan and Vincent Hazleton have brought together key theorists and scholars in public relations to articulate the current state of public relations theory chronicling the ongoing evolution of public relations as a field of study The contributors to this volume represent the key figures in the discipline and their chapters articulate the significant advances in public relations theory and research Working from the position that public relations is a theoretically grounded and research based discipline with the potential to bring numerous areas of applied communication together Botan and Hazleton have developed this volume to open up the public relations field to a broad variety of theories Organized into two major sections Foundations and Tools for Tomorrow the volume presents four types of chapters discussions addressing how public relations should be understood and practiced examinations of theories from other areas applied to public relations explorations of theories about a specific area of public relations practice and considerations of public relations theories and research that have not been given sufficient attention in the past or that hold particular promise for the future of public relations It serves as a thorough overview of the current state of theory in public relations scholarship Like its predecessor Public Relations Theory II will be influential in the future development of public relations theory Taken as a whole the chapters in this book will help readers develop their own sense of direction for public relations theory Public Relations Theory II is an essential addition to the library of every public relations scholar and is appropriate for use in advanced public relations theory coursework as well as Strategic Issues Management Robert L. Heath, Michael J. Palenchar, 2008-09-23 Strategic Issues for study and reference Management explores the strategic planning options that organizations can employ to address crucial public policy issues engage in collaborative decision making get the organization s house in order engage in tough defense and smart offense and monitor opinion changes that affect public policy In this fully updated Second Edition authors Robert L Heath and Michael J

Palenchar offer practical actionable guidance that readers can apply to organizations from large Fortune 500 companies to nongovernmental organizations and start up high tech companies Features Includes a NEW chapter on brand equity updated examples theories and cases throughout new information on activists and activism and increased attention to the role that technology plays in issues management Explores ways public relations risk communication and crisis communication can be used to address crucial public policy options Advises managers on ways to lessen the chance of a crisis becoming an issue through an examination of crisis preparation and responses Addresses the topic of reputation management by exploring the connection between issues management and brand equity using examples from McDonald's and Wal Mart Challenges managers to engage in collaborative decision making with community leaders and residents to reduce the chance that undue fear will translate into unnecessary regulation or legislation Opens each chapter with case study vignettes and closes with summary questions and issues management challenges Strategic Issues Management is appropriate for courses in Corporate Strategic Communications Public Relations Management Crisis Risk Communication Strategic Management Public Relations Management Organizational Communication and Public Policy and Administration The Handbook of Communication and Corporate Social Responsibility Øyvind Ihlen, Jennifer Bartlett, Steve May, 2011-08-24 This book represents the definitive research collection for corporate social responsibility communication offering cross disciplinary and international perspectives from the top scholars in the field Addresses a gap in the existing CSR literature Demonstrates the relevance of effective CSR communication for the management of organizations The 28 contributions come from top scholars in public relations organizational communication reputation management marketing and management Repairing the Athlete's Image Joseph R. Blaney, Lance R. Lippert, Scott J. Smith, 2012-10-05 Repairing the Athlete's Image Studies in Sports Image Restoration edited by Joseph R Blaney Lance Lippert and J Scott Smith offers twenty one case studies and conceptual frameworks about athletes and their organizations as they attempt to mitigate the effects of malfeasance Employing traditional Image Restoration Theory IRT approaches to athletic communication and other innovative approaches the contributors to this volume add to our understanding of which communicative strategies work best for athletes when their reputations are sullied This comprehensive text presents case studies of varying athletes sports and public relations scenarios with prescriptive advice for those attempting to repair athletic reputations. The contributors variously explore such controversies and mischief as the steroids accusations lobbed at Barry Bonds and Roger Clemens the Michael Phelps marijuana controversy the sexual misconduct of Tiger Woods and Kobe Bryant and other topical subjects in sports communication and image repair While this book will be useful for athletes coaches managers and agents in varying athletic endeavors and levels it is also a dream collection for teachers and scholars of sports communication. The subjects examined in this study span country gender and popularity of sport not to mention a healthy variety of types of accusations Repairing the Athlete's Image is an essential resource for graduate and upper level undergraduate courses in sports communication

and popular culture Research Methods in Health Communication Bryan B. Whaley, 2014-07-11 This volume provides an essential roster of primary research methods as they apply to health communication inquiry Editor Bryan B Whaley brings together key health communication researchers to write about their primary methodological areas Their chapters offer guidance and insights for a variety of approaches to answering research questions. The methods included here cover Exploration and Description interview focus groups case study ethnography and surveys Examining Messages and Interpersonal Exchanges narrative analysis conversational analysis analyzing physician patient interactions social network analysis and content analysis Causal Explication experimental research meta analysis and meta synthesis and Cultural Population and Critical Concerns rhetorical methods and criticism and methodological issues when investigating stigmatized populations and groups with health disparities Chapters cite or use examples from allied health areas nursing public health sociology medicine to demonstrate the breadth of health communication studies This work highlights the importance of methodology in health communication research in multiple contexts Developed to provide a fundamental reference for investigating health communication this volume will serve as an invaluable tool for researchers and students across the social Handbook of Risk and Crisis Communication Robert L. Heath, H. Dan O'Hair, 2020-10-28 science and health disciplines The Handbook of Risk and Crisis Communication explores the scope and purpose of risk and its counterpart crisis to facilitate the understanding of these issues from conceptual and strategic perspectives Recognizing that risk is a central feature of our daily lives found in relationships organizations governments the environment and a wide variety of interactions contributors to this volume explore such questions as What is likely to happen to whom and with what consequences To what extent can science and vigilance prevent or mitigate negative outcomes and What obligation do some segments of local national and global populations have to help other segments manage risks shedding light on the issues in the quest for definitive answers The Handbook offers a broad approach to the study of risk and crisis as joint concerns Chapters explore the reach of crisis and risk communication define and examine key constructs and parse the contexts of these vital areas As a whole the volume presents a comprehensive array of studies that highlight the standard principles and theories on both topics serving as the largest effort to date focused on engaging risk communication discussions in a comprehensive manner Now available in paperback the Handbook of Risk and Crisis Communication can be readily used in graduate coursework and individual research programs With perspectives from psychology sociology anthropology political science economics and communication the Handbook provides vital insights for all disciplines studying risk and is required reading for scholars and researchers investigating risk and crisis in various contexts **Crisis Communication** Alan Jay Zaremba, 2015-05-18 Crises happen When they do organizations must learn to effectively communicate with their internal and external stakeholders as well as the public in order to salvage their reputation and achieve long term positive effects Ineffective communication during times of crisis can indelibly stain an organization s reputation in the eyes of both the public and the members of the

organization The subject of crisis communication has evolved from a public relations paradigm of reactive image control to an examination of both internal and external communication which requires proactive as well as reactive planning There are many challenges in this text for crisis communication involves more than case analysis students must examine theories and then apply these principles This text prepares students by Providing a theoretical framework for understanding crisis communication Examining the recommendations of academics and practitioners Reviewing cases that required efficient communication during crises Describing the steps and stages for crisis communication planning Crisis Communication is a highly readable blend of theory and practice that provides students with a solid foundation for effective crisis communication

Today's Public Relations Robert L. Heath, W. Timothy Coombs, 2006 Today's Public Relations works to redefine the teaching of public relations by discussing it's connection to mass communication but also linking it to it's rhetorical heritage

Communication Yearbook 28 Pamela J. Kalbfleisch, 2004-06-18 Communities are composed of connected individuals The communication that exists within about and between these communities is at the heart of Communication Yearbook 28 This book draws from the broad range encompassed by the communication discipline to review literature that has something to say about community and what the communication discipline has to contribute to understanding this human connection Offering state of the art research Communication Yearbook 28 presents an influence model addressing the most basic level of community the personal relationship the literature on romantic and parent child relationships at a distance community in terms of those working at home and telecommuting running home based businesses and participating in online communities the communicative venue for community building and fragmentation social capital and tolerance the literature on collaboration examining this communicative performance in community groups community as a foundation for the study of public relations theory and practice the visual images of community and what they suggest about these communities to those looking in from the outside the role new technology plays in maintaining community and community contexts This book is an important reference on current research for scholars and students in the social sciences 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

Responding to Crisis Dan Pyle Millar, Robert L. Heath, 2003-12-08 In recent years researchers and practitioners have explored the nature theory and best practices that are required for effective and ethical crisis preparation and response The consequences of being unprepared to respond quickly appropriately and ethically to a crisis are dramatic and well documented For this reason crisis consulting and the development of crisis response plans and protocols have become more than a cottage industry Taking a rhetorical view of crisis events and utterances this book is devoted to adding new insights to the discussion and to describing a rhetorical approach to crisis communication To help set the tone for that description the opening chapter reviews a rhetorical perspective on organizational crisis As such it raises questions and provokes issues more than it addresses and answers them definitively The other chapters can be viewed as a series of experts participating in a panel discussion The challenge to each of the authors is to add depth and breadth of understanding to the analysis of the rhetorical implications of a crisis as well as to the strategies that can be used ethically and responsibly Central to this analysis is the theoretic perspective that crisis response requires rhetorically tailored statements that satisfactorily address the narratives surrounding the crisis which are used by interested parties to define and judge it This volume will be of value to scholars and students interested in crisis communication and is certain to influence future work and research on responding to crises Communication Yearbook 21 Michael Roloff, 2012-03-22 Communication Yearbook 21 reflects the rich diversity of the field of communication both in terms of content areas and methods The topics of the eleven reviews range from interpersonal influence to media practices and effects The authors address issues such as organizational democracy and change intercultural negotiation journalism and broadcasting practices the management off crisis and the relationship between media and the presidency The volume was originally published in 1998 In addressing these issues

narratives historical accounts and meta analytic techniques are employed **Recontextualizing Resistance** Emily Golson, 2018-01-23 Resistance is a concept that rose to the forefront of several areas of study when Max Weber made careful distinctions between authority force violence domination and legitimation It gained strong attention when the well known Palestinian journalist activist fiction writer and critic Ghassan Kanafani 1936 1972 published a study entitled the Literature of Resistance in Occupied Palestine 1948 1966 a work that contributed to postcolonial theories of power race ethnicity and gender and second generation theories of orientalism feminism and disability Initially identified by philosophers historians and social critics as a focal point for situations in which oppressors brutally destroy the identity or subjectivity of the oppressed resistance has been transformed by fiction writers filmmakers lyricists and speechmakers into a process in which responses and counter responses to some type of injustice create difficult situations with complicated nuances These works now form the foundation for what has come to be recognized as resistance art This book gathers the insight knowledge and wisdom found in different manifestations of this art to further our understanding of the impact of resistance on contemporary **Power in the Blood** William N. Elwood,1998-11-01 In this single volume William N Elwood has gathered potent life evidence of the impact that the HIV AIDS epidemic has had on the world its communities and its inhabitants and he addresses the role of communication in affecting the way in which people respond to AIDS With a multidisciplinary group of contributors and topics ranging from political rhetoric to interpersonal discourse Power in the Blood offers a multitude of ways in which to think about power politics HIV prevention and people living with HIV Readers will be able to use this information in class discussions program designs grant applications and research as well as in their own lives With this volume Elwood makes a thoroughly convincing argument that communication is the key to understanding treating and preventing AIDS and he inspires further action toward the goal of ending the AIDS crisis Managing Reality Cheryl R. Lehman, 2013-10-08 The 16th volume scrutinizes the role and influence of accounting within the social struggles of our time in fields such as ethics sustainability and education The research reveals the ability of using the discipline as a tool for affirmation and empowerment within governance politics and social practice

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Table of Contents Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence

- 1. Understanding the eBook Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - The Rise of Digital Reading Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - Advantages of eBooks Over Traditional Books
- 2. Identifying Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - User-Friendly Interface
- 4. Exploring eBook Recommendations from Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - Personalized Recommendations
 - Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence User

- **Reviews and Ratings**
- Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence and Bestseller Lists
- 5. Accessing Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence Free and Paid eBooks
 - Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence Public Domain eBooks
 - Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence eBook Subscription Services
 - Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence Budget-Friendly Options
- 6. Navigating Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence eBook Formats
 - ∘ ePub, PDF, MOBI, and More
 - Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence Compatibility with Devices
 - Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - Highlighting and Note-Taking Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - Interactive Elements Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
- 8. Staying Engaged with Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate

Discourse And Social Influence

- 9. Balancing eBooks and Physical Books Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - Setting Reading Goals Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - Fact-Checking eBook Content of Public Relations Inquiry As Rhetorical Criticism Case Studies Of Corporate Discourse And Social Influence
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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