

Deconstructing Public Relations

Public Relations Criticism

Thomas J. Mickey

Public Relations Criticism Deconstructing Public Relations Practice

Ian Aitken



Public Relations Criticism Deconstructing Public Relations Practice:

Deconstructing Public Relations Thomas J. Mickey, 2003-01-30 This volume applies a cultural studies analysis to the practice of public relations. It is intended for students and scholars in public relations, cultural studies, and related areas.

Deconstructing Public Relations Thomas J. Mickey, 2003-01-30 This volume provides a critical look at public relations practice utilizing case studies from public relations advertising and marketing to illustrate the deconstruction and analysis of public relations campaigns. Author Thomas J. Mickey uses a cultural studies approach and demonstrates how it can be used as a critical theory for public relations practice, offering real world examples to support his argument. Through the interpretive act of deconstruction, this book serves to challenge the myth of public relations as an objective science, allowing the social importance of public relations to be redefined and encouraging public relations to take a fuller place in the interdisciplinary study of text and knowledge. Intended for public relations scholars and students in public relations, cases, campaigns, public relations criticism, and media studies courses. *Deconstructing Public Relations: Public Relations Criticism* demystifies the act of deconstruction and shows how it can give insight into the theory and practice of public relations. *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.

Gaining Influence in Public Relations Bruce K. Berger, Bryan H. Reber, 2006-08-15 *Gaining Influence in Public Relations* explores how professionals can increase their influence in practice to help their organizations achieve success. This provocative book explores the largely uncharted territories of power, resistance, dissent, and activism in public relations, arguing that practitioners can increase their power and social legitimacy by developing and using a wider range of influence resources, strategies, and tactics. Authors Bruce K. Berger and Bryan H. Reber talked with hundreds of practitioners, analyzed original survey data, and examined a detailed case study to develop a theory of power relations. Ultimately, the book seeks to advance the ethical and effective practice of public relations. Intended for scholars and graduate students in public relations, it also has much to offer practitioners as well as scholars and students in organizational communication and organizational theory.

human resources and leadership Public Relations in Global Cultural Contexts Nilanjana Bardhan,C. Kay Weaver,2011-01-31 While public relations practice has become increasingly globalized scholars are still behind in theorizing about the intersections of culture communication and power at this level of practice This volume emphasizes theories and concepts that highlight global interconnectedness through a range of interpretative and critical approaches to understanding the global significance and impacts of public relations Providing a critical examination of public relations contribution to globalization and international power relations the chapters included here explore alternative paradigms most notably interpretive and critical perspectives informed by qualitative research The volume encourages alternative ways of knowing that overcome the shortcomings of positivist epistemologies The editors include multiple paradigmatic approaches for a more complex understanding of the subject matter making a valuable contribution toward widening the philosophical scope of public relations scholarship This book will serve well as a core text in classes in international public relations global public relations and advanced strategic public relations Students as well as practitioners of public relations will benefit from reading the perspectives included here 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 *Public Relations, Society & Culture* Lee Edwards,Caroline E. M. Hodges,2011-02-25 Historically public relations research has been dominated by organisational interests treating the profession as a function to help organisations achieve their goals and focusing on practice and processes first and foremost Such research is valuable in addressing how public relations can be used more effectively by organisations and institutions but has tended to neglect the consequences of the practice on the social world in which those organisations operate This edited collection adds momentum to the emergent interest in the relationship between public relations society and culture by bringing together a wide range of alternative theoretical and methodological approaches including anthropology storytelling pragmatism and Latin American studies The chapters draw on insights from a variety of disciplines including sociology cultural studies post colonialism political economy ecological studies feminism and

critical race theory Empirical contributions illustrate theoretical arguments with narratives and interview extracts from practitioners resulting in an engaging text that will provide inspiration for scholars and students to explore public relations in new ways Public Relations Society and Culture makes an essential contribution to a range of scholarly fields and illustrates the relevance of public relations to matters beyond its organisational function It will be highly useful to students and scholars of public relations as well as cultural studies ethnicity race communication media studies development communication anthropology and organisational communication This insightful book will make a significant contribution to debates about the purpose and practice of public relations in the new century

Reconfiguring Public Relations David McKie, Debashish Munshi, 2007-05-24 This book reconfigures the field of public relations so that it can better engage with the changing world of the 21st century It identifies the virtual absence of contemporary theories that are core in other disciplines and fills the gap by integrating critical postmodern poststructural postcolonial and other relevant theories into public relations Reconfiguring Public Relations reenergises thinking about diversity through equity and in terms of business enterprise and environmental sustainability It makes the case for more equitable diversity strategies in an era of increasing globalisation and establishes their relevance to organisational identity and core values The book clarifies the present by taking a look back at the past and projecting forward to possible futures including scenarios

Public Relations and Social Theory Øyvind Ihlen, Magnus Fredriksson, 2018-04-17 Public Relations and Social Theory Key Figures Concepts and Developments broadens the theoretical scope of public relations studies by applying the work of a group of prominent social theorists to make sense of the practice The volume focuses on the work of key social theorists including Max Weber Karl Marx John Dewey Jürgen Habermas Niklas Luhmann Michel Foucault Ulrich Beck Pierre Bourdieu Anthony Giddens Robert Putnam Erving Goffman Peter L Berger Gayatri Chakravorty Spivak Bruno Latour Dorothy Smith Zygmunt Bauman Harrison White John W Meyer Luc Boltanski and Chantal Mouffe Each chapter is devoted to an individual theorist providing an overview of that theorist's key concepts and contributions and exploring how these can be applied to public relations as a practice Each chapter also includes a box giving a short and concise presentation of the theorist along with recommendation of key works and secondary literature

The Global Foundations of Public Relations Robert E. Brown, Burton St. John III, Jenny Zhengye Hou, 2021-09-27 The Global Foundations of Public Relations Humanism China and the West explores the growing humanistic turn in public relations processes and proposes that this has compelling parallels in the roots of Chinese philosophies As the leader of growth and power across the Pacific Rim public relations in China is not developing in isolation from the West but via mutual accommodations and culturally complex interactions By collecting cases and reflections on PR practices from both Chinese and Western scholars the chapters propose that Chinese philosophies are playing a role in the development of modern Chinese PR practices and focusing less on the obvious differences and contrasts seek to highlight their spiritual philosophical and political confluences The conclusions drawn enhance and advance our understanding of public relations globally This

innovative work is of interest to educators and researchers in the fields of public relations strategic communications and public diplomacy

Public Relations Jacquie L'Etang, 2007-11-21 An excellent text for encouraging students to think critically about key public relations issues Not only does it help students to develop a deeper appreciation of public relations it also helps them to develop valuable learning skills Amanda Coady The Hague University A typically excellent piece of work from Jacquie L Etang Critical of every basic concept and provocative to all students Ideal for second and final year undergraduates plus MA students Chris Rushton Sunderland University Extending beyond the usual bounds of insularity this text is designed to encourage critical thought in students and improve practice in workplaces A refreshing read that is consistently inventive enough to attain both aims David McKie Waikato Management School At long last fills a void in the landscape of text books on public relations theory and practice it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study Julia Jahansoozi University of Central Lancashire This book introduces students to the key concepts in Public Relations with 12 chapters providing clear and careful explanations of concepts such as Reputation Risk Impression management Celebrity Ethics Persuasion and propaganda Emotional and spiritual dimensions of management Promotional culture and globalization Drawing on a wide range of interdisciplinary sources Jacquie L Etang also encourages students to think critically about public relations as an occupation Student exercises critical reflections vignettes and discipline boxes help students to widen their intellectual perspective on the subject and to really engage the thinking that has shaped both the discipline and practice of public relations

Experiencing Public Relations Elizabeth Bridgen, Dejan Vercic, 2017-09-28 Experiencing Public Relations examines the everyday experiences of PR practitioners in order to better understand how public relations is perceived by those outside and within the field The book aims to provoke debate around the nature of public relations by looking at how it is defined at a theoretical level compared to how it is lived and represented in the real world Chapters feature work from some of the world's leading public relations scholars They cover a diverse range of subjects such as representations of PR in fiction and film terrorist use of public relations the impact of social media on this medium and a study of dirty work within the PR industry The book also explores international PR practices presenting analysis from contributors based in Australia Germany India Norway New Zealand Poland Russia Slovenia Spain South Africa Sweden Taiwan UAE UK USA and Venezuela Experiencing Public Relations goes beyond the frontstage scholarship of public relations to bring together stories of PR in daily life revealing how influential theories work out in practice and translate into different cultural and social contexts This book will provide researchers professionals and students with a vital perspective on the inner workings of public relations today

The Future of Excellence in Public Relations and Communication Management Elizabeth L. Toth, 2009-03-04 The Future of Excellence in Public Relations and Communication Management brings together a stellar collection of public relations scholars to address the question What will happen to continue the

seminal theory building in public relations bolstered by the work of James E Grunig and Larissa A Grunig and the groundbreaking 1992 IABC Excellence Study examining best practices in the field This volume presents a challenge to future researchers encouraging consideration of other theoretical research problems that will lead to improving the management practice of public relations This collection advances scholarly and practitioner understanding of excellence in public relations and communication management and as such public relations and communications scholars in addition to practitioners and graduate students studying these areas will benefit immensely by reading the work in this volume

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

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

Public Relations as Activism Derina R. Holtzhausen, 2013-06-17 This volume applies postmodern theory to public relations providing an alternative lens to public relations theory and practice and developing public relations theory within the context of postmodernism Author Derina R Holtzhausen focuses on two key issues and their application to public relations theory and practice the postmodernization of society and the possibilities postmodern theories offer to explain and understand public relations practice in today s changing society Holtzhausen s argument is that existing theory should be evaluated from a postmodern perspective to determine its applicability to postmodernity Utilizing practitioner perspectives throughout the volume she explores the practice of public relations as a form of activism The volume is intended for scholars and students in public relations It may be used as a supplemental text in advanced courses on public relations theory PR management organizational communication and related areas

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 Strategic Public Relations Management Erica Weintraub Austin, Bruce E Pinkleton, Bruce E. Pinkleton, 2006-11-06 Helps readers move from a tactical public relations approach to a strategic management style This book demonstrates skillful use of research and planning techniques providing research methods that make use of the Internet and programs aiding data entry and analysis

Corporate Public Affairs Otto Lerbinger, 2006-08-15 Exploring the increasing interest in public affairs by organizations the author indicates that more and more frequently corporations are establishing public affairs positions typically within public relations departments to respond to issues and concerns arising out of the sociopolitical environment in which the corporation functions **Visual Communication for Social Work Practice** Sonia M. Tascón, 2018-09-03 How are we to understand how the dominance of visual images and representations in late modernity affects Social Work practice research and education Social workers are increasingly using still and moving images to illustrate their work to create new knowledge and to further specific groups interests As a profession in which communication is central visual practices are becoming ever more significant as they seek to carry out their work with and for the marginalised and disenfranchised It is time for the profession to gain more critical analytical and practical knowledge of visual culture and communication in order to use and create images in accordance with its central principle of social justice That requires an understanding of them beyond representation As important as this is it is also where the profession s scholarly work in this area has remained and halted and thus understanding of the work of images in our practices is limited In order to more fully understand images and their effects both ideologically and experientially social workers need to bring to bear other areas of study such as reception studies visual phenomenology and the gaze These other analytical frames enable a consideration not only of images per se but also of their effect on the viewer the human spectators and the subjects at the heart of Social Work By bringing understandings and experiences in Film Media and Communications Visual Communication for Social Work Practice provides the reader with a wide range of critically analytical frames for practitioners activists educators and researchers as they use and create images This invites a deeper knowledge and familiarity with the power dimensions of the image thus aligning with the social justice dimension of Social Work Examples are provided from cinema popular media but more importantly from Social Work practitioners themselves to demonstrate what has already been made possible as they create and use images to further the interpersonal communal and justice dimensions of their work This book will be of interest to scholars students and social workers particularly those with an interest in critical and creative methodologies

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