

Public Relations Inquiry as Rhetorical Criticism

**Case Studies of Corporate Discourse
and Social Influence**

Edited by William N. Elwood

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

Robert L. Heath



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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

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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

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 of 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

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 Lumière brothers Workers Leaving the Lumière Factory 1885 to Michael Moore's Fahrenheit 9/11 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

Public Relations 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 for study and reference

Strategic Issues Management Robert L. Heath, Michael J. Palenchar, 2008-09-23 Strategic Issues 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

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