



# perspectives on public relations research

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# Perspectives On Public Relations Research

**Danny Moss, Dejan Vercic, Gary  
Warnaby**



## **Perspectives On Public Relations Research:**

**Perspectives on Public Relations Research** Danny Moss, Dejan Vercic, Gary Warnaby, 2008-03-07 The practice and study of public relations has grown significantly within Europe over the past decade yet as a discipline it remains a relatively unexplored field This volume of papers brings together contributions from some of the leading international public relations academics and practitioners who provide valuable insights into the theories underpinning current public relations thinking and practice and illustrate the diversity of perspectives that characterize this evolving area Key issues discussed include the contribution of public relations to strategic management in organizations the feminization of public relations the function of rhetorical study in our understanding of modern corporate dialogue international perspectives of public relations A valuable aid to both students and practitioners this fascinating book challenges some of the traditional assumptions about public relations practice

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**Public Relations Research** Ansgar Zerfaß, A. A. van Ruler, Krishnamurthy Sriramesh, 2008-05-08 Introduction Sriramesh Van Ruler Zerfass Krishnamurthy Sriramesh Betteke van Ruler Ansgar Zerfass One could make a reasonable argument that public relations is an ancient practice going back millennia although it has been popularly perceived as a 20th century phenomenon Scholarship in public relations however is more recent in origin with a history of less than four decades During these formative years the body of knowledge has expanded significantly which is laudable However there is potential for growth and improvement in many areas of the public relations literature Over the decades among other things public relations scholarship has largely remained parochial to specific regions such as the United States the United Kingdom Latin America German speaking Europe etc as evidenced in the bibliographic references of many essays in this volume itself where authors predominantly cite work from their own regions This is often necessitated by linguistic differences with only English serving as the universal language that helps permeate knowledge through most regions Pedagogical and methodological factors also have played a role in the regionalization of the body of knowledge However we believe that knowledge flows most when it is shared across different kinds of barriers Globalization has made it essential for us to recognize this reality more than ever This volume tries to bridge the gap and presents theories and

concepts from researchers around the world      **Public Relations Cases** Danny Moss, Barbara DeSanto, 2022-11-11 This unique collection of contemporary international public relations PR case studies gives the reader in depth insight into effective PR practice in a range of organizational contexts The global cases demonstrate the breadth and sophistication of the public relations function both in public and private sector organizations This fully updated third edition of Public Relations Cases offers fresh perspectives on the changing face of contemporary public relations and the development of PR and communication strategies Addressing the gap in PR literature it examines political systems climate media ownership and structures as well as the social values and economic conditions which shape the role and work of PR practitioners The book follows a four part analytical model CDAO Context Decisions Actions and Outcomes to successfully identify the key points of comparison between cases to uncover how and why particular events occur and critically identifies what key factors and actions we can learn from in future decision making Featuring updated cases from across industries and around the world including South East Asia Latin America the UK and the US this book is an invaluable resource for researchers postgraduate and executive education students studying public relations corporate communication and public affairs      International Perspectives on Public Relations ,2008      Dissent and the Failure of Leadership Stephen P. Banks, 2010-01-01 This timely collection of original papers explores the vital but largely unrecognized connections between leadership and dissent In an era when leadership failures can mean homelessness and even death for countless flood victims losses of life savings for employees of bankrupt corporations civilian deaths and ravaged societies in the Middle East and incalculable suffering among refugees in central Africa the studies presented here offer analysis and correctives based on new understandings of the dissent leadership relationship The book examines how dissent is implicated in problems plaguing theory development in leadership studies Topics explored within this framework include dissent in corporate discourses of control real and manufactured crises cross generational perceptions women leaders personal and work lives the professionalization of journalism religious institutions activist public relations and fear based cultures It concludes with new proposals for legitimating dissent as a unique instrument for advancing social development and avoiding failures of leadership Examining dissent as the critical factor that differentiates leadership failures and successes from interdisciplinary perspectives this illuminating book will be of great interest to advanced students and teachers of leadership studies as well as corporate executives policymakers and other leaders aware of the need to improve leadership practices      **Public Relations in Global Cultural Contexts** Nilanjana Bardhan, C. Kay Weaver, 2011-01-31 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      Discovering Public Relations Karen Freberg, 2023-11-18 Discovering Public Relations introduces students to the field of PR in a practical applied and hands on way that prepares them for the modern workplace Author Karen Freberg highlights modern and contemporary PR practices emphasizing social media digital

communication and creative innovation Understanding that creativity alone can't create success Freberg shows students how to choose and implement evidence based practices to guide their strategic campaigns The Second Edition transforms students into successful PR professionals by giving them the tools to think creatively innovate effectively and deploy research backed tactics for successful campaigns

**Public Relations** Chiara Valentini, 2021-02-08 What is public relations What do public relations professionals do And what are the theoretical underpinnings that drive the discipline This handbook provides an up to date overview of one of the most contested communication professions The volume is structured to take readers on a journey to explore both the profession and the discipline of public relations It introduces key concepts models and theories as well as new theorizing efforts undertaken in recent years Bringing together scholars from various parts of the world and from very different theoretical and disciplinary traditions this handbook presents readers with a great diversity of perspectives in the field

**Public Relations Research** Danny Moss, 1997 This volume presents a global view of the current themes in public relations research It contains comparative studies of public relations practice in different countries and explores issues such as the relationship between PR and journalism and the history of PR and journalism

**Public Relations Theory** Brigitta R. Brunner, 2019-05-07 The comprehensive guide to applied PR theory in the 21st century Public Relations Theory explores the central principles and theoretical components of public relations and their practical applications in actual situations This informative text helps readers to understand the concepts approaches and perspectives of PR theory and learn development methods implementation strategies management techniques and more Chapters written by recognized experts on each topic provide readers with knowledge on how when and why appropriate theories are applied Focusing on how organizations and individuals integrate theory in a public relations framework each chapter explains one function explores its potential challenges and opportunities provides an example of the function in practice and offers discussion questions and additional reading suggestions Unique in structure this text arranges chapters by function rather than theory allowing readers to see how multiple theories can be applied to each public relations function and how theories can be used in different professional settings Comprehensive treatment of topics including social and emerging media globalization public diplomacy corporate and investor relations and others ensures relevant and timely coverage of contemporary PR issues Demonstrates how public relations theory is applied in real world practice Illustrates how successfully applied public relations theories lead to positive outcomes Discusses the relevance of public relations with accessible and engaging language Offers multiple perspectives from leading international public relations scholars Includes pedagogical tools including chapter discussion questions practical examples tables and suggested reading lists Public Relations Theory Application and Understanding is suitable for instructors and graduate and advanced undergraduate students in courses on public relations theory as well as practitioners seeking further knowledge on the most current developments in the field

Toward the Common Good Donn James Tilson, Emmanuel C. Alozie, 2004 Toward the Common

Good presents the first comprehensive discussion and analysis of public relations in emerging democracies by the world's leading scholars in the field. Focusing on countries in Latin America, Europe, Africa, and Asia, this text offers both theoretical foundations and practical applications for public relations in a global context. It examines a broad range of public relations practices and institutions within a discussion of history, politics, economics, culture, and communication. The text offers a multicultural approach that includes both well-known scholars and new alternative voices. With cutting-edge research and a global perspective, *Toward the Common Good* is essential for students preparing for 21st-century careers in public relations. Exciting Features: Introductory essays to each regional section help students think about issues and trends across the entire region under discussion. Country profiles at the beginning of each chapter give a snapshot of each country for quick reference. Key points listed at the beginning of each chapter help students get the most from each reading. Discussion questions at the end of every chapter help students recall the main points and think critically about them and to encourage classroom discussion. Lists of web sites give additional sources for information on topics and organizations referenced in the chapters.

**Public Relations**, 2007      **Critical Perspectives in Public Relations** Jacquie L'Etang, Magda Pieczka, 1996  
This edited collection explores key concepts, themes, and theories in public relations and the assumptions which lie behind them. This book will be of interest to students of public relations, media, and communications studies.

**Issues in Management in Public Relations**, 1990      **Public Relations Theory** Jae-Hwa Shin, Robert L. Heath, 2020-12-08  
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

Exploring Public Relations Ralph Tench, Liz Yeomans, 2006 This definitive academic Public Relations text introduces PR and its role within the organisation A comprehensive text Exploring Public Relations not only covers traditional academic PR theory but also explores contemporary ideas Divided into four key areas the book covers

- 1 The Context of PR
- 2 The Concepts of PR
- 3 PR Specialisms
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This book is written for both undergraduate and postgraduate students working towards a Public Relations degree It is also appropriate for those studying PR as part of a Marketing Media or Communications degree

*Reassessing the Relationship between Marketing and Public Relations* Lisa Dühring, 2017-04-24 Lisa Dühring reconstructs the relationship between public relations and marketing research on a metatheoretical level She presents a concise systematization of the theoretical discourse in both disciplines since the beginning of the twentieth century by differentiating key phases of development and evaluating current research approaches This study argues for a stronger connection of both disciplines and a better profiling within the mother disciplines of communication and business studies by fostering critical and interpretative approaches This book is strongly recommended to everybody interested in the history and epistemology of marketing and public relations theory and the relationship between both fields

International Public Relations Ian Somerville, Owen Hargie, Maureen Taylor, Margalit Toledano, 2016-08-12 Pioneering empirical research on the role of PR in extremely challenging situations Truly global perspectives encourages the analysis of PR from the margins Challenge what some scholars view as the US hegemony in PR and contributes to the theoretical development of the discipline Redefines the role of public relations in society by emphasizing its potential contribution to peace building conflict resolution and empowering civil society

**Public Relations** Danny Moss, Barbara DeSanto, 2012-01-24 Taking a managerial perspective on the field of public relations this book explores PR and its role in the wider organizational world Contributors explore a variety of contexts in which the relevance of understanding these two interlinking domains is so paramount such as corporate branding and reputation government relations and community communications as well as drawing on expertise of legal considerations and ethical awareness The range of PR and corporate communications within any organization is critical and a managerial awareness of this is all the more important In providing a framework and examination of the issues Public Relations A Managerial Perspective offers an original and vital discussion

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