

Gender And Public Relations Critical Perspectives On Voice Image And Identity Routledge New Directions In Public Relations Communication Research

Aldoory and Toth present a socio-ecological model for understanding and building a feminist future public relations. This approach acknowledges previous gaps in scholarship and practice caused by ideological, societal, mediated, and organizational factors constructing norms and expectations for gender and race.

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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.

This book argues that public relations is not merely an organizational tool, but a powerful influence on social and political life. From carefully considered communication by multinational corporations, to government campaigns that manage public opinion, to the self-promotion of celebrities via social media, public relations is central to our individual and collective lives. Understanding Public Relations introduces a socio-cultural approach to public relations as a way of analysing the growing importance of public relations in its social, cultural and political contexts. Encouraging a deeper and more critical understanding of its influence on society, Lee Edwards: Explores public relations in relation to contemporary debates around promotional culture, discourse, globalisation, democracy and power Considers how public relations frames vital discussions of race, gender, class and ethics Brings theory to life with a range of case studies, including YouTube vlogging, the global fair trade movement and the 2016 EU referendum in the UK Both accessible and provocative, this is an invaluable resource for students and researchers exploring public relations theory, critical public relations, strategic communication and promotional culture.

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.

While public relations practitioners have long focused on the relationship between organizations and their stakeholders, there has never been a time when that relationship was so dominated by public participation. The new model of multiple messages originating from multiple publics at varying levels of engagement is widely acknowledged, but not widely explored in scholarly texts. The established model of one-way communication and message control no longer exists. Social media and an increasingly participatory culture means that fans are taking a more active role in the production and co-creation of messages, communication, and meaning. These fans have significant power in the relationship dynamic between the message, the communicator, and the larger audience, yet they have not been defined using current theory and discourse. Our existing conceptions fail to identify these active and engaged publics, let alone understand virtual communities who are highly motivated to communicate with organizations and brands. This innovative and original research collection attempts to address this deficit by exploring these interactive, engaged publics, and open up the complexities of establishing and maintaining relationships in fan-created communities.

International Public Relations: Perspectives from deeply divided societies is positioned at the intersection of public relations (PR) practice with socio-political environments in divided, conflict and post-conflict societies. While most studies of PR focus on the activity as it is practiced within stable democratic societies, this book explores perspectives from contexts that have tended to be marginalized or uncharted. Presenting research from a diverse range of societies still deeply divided along racial, ethnic, religious or linguistic lines, this collection engages with a variety of questions including how PR practice in these societies may contribute to our understanding of PR theory building. Importantly, it highlights the role of communication strategies for actors that still deploy political violence to achieve their goals, as well as those that use it in building peace, resolving conflict, and assisting in the development of civil society. Featuring a uniquely wide range of original empirical research, including studies from Israel/Palestine, Mozambique, Northern Ireland, former Yugoslavia, former Czechoslovakia, Spain, Malaysia and Turkey, this groundbreaking book will be of interest not only to scholars of public relations, but also political communication, international relations, and peace and conflict studies. With a Foreword by Krishnamurthy Sriramesh, Editor of The Global Public Relations Handbook

Inextricably linked to neoliberal market economies, public relations' influence in our promotional culture is profound. Yet many aspects of the professional role are under-researched and poorly understood, including the impact on workers who construct displays of feeling to elicit a desired emotional response, to earn trust and manage clients. The emotionally demanding nature of this aspirational work, and how this is symptomatic of "always on" culture, is particularly overlooked. Drawing on interviews with practitioners and agency directors, together with the author's personal insights from observations in the field, this book fills a significant gap in knowledge by presenting a critical-interpretive exploration of everyday relational work of account handlers in PR agencies. In underscoring the relationship-driven, highly contingent nature of this work, the author shows that emotional labour is a defining feature of professionalism, even as public relations is reconfigured in the digital age. In doing so, the book draws on a wide range of related contemporary social and cultural theories, as well as critical public relations and feminist public relations literature. Scholars, educators and research students in PR and communications studies will gain rich insights into the emotion management strategies employed by public relations workers in handling professional relationships with clients, journalists and their colleagues, thereby uncovering some of the taken-for-granted aspects of this gendered, promotional work.

Popular Culture and Social Change: The Hidden Work of Public Relations argues the complicated and contradictory relationship between public relations, popular culture and social change is a neglected theoretical project. Its diverse chapters identify ways in which public relations influences the production of popular culture and how alternative, often community-driven conceptualisations of public relations work can be harnessed for social change and in pursuit of social justice. This book opens up critical scholarship on public relations in that it moves beyond corporate understandings and perspectives to explore alternative and eclectic communicative cultures, in part to consider a more optimistic conceptualisation of public relations as a resource for progressive social change. Fitch and Motion began with an interest in identifying the ways in which public relations both draws on and influences the production of popular culture by creating, promoting and amplifying particular narratives and images. The chapters in this book consider how public relations creates popular cultures that are deeply compromised and commercialised, but at the same time can be harnessed to advocate for social change in supporting, reproducing, challenging or resisting the status quo. Drawing on critical and sociocultural perspectives, this book is an important resource for researchers, educators and students exploring public relations theory, strategic communication and promotional culture. It investigates the entanglement of public relations, popular culture and social change in different social, cultural and political contexts – from fashion and fortune telling to race activism and aesthetic labour – in order to better understand the (often subterranean) societal influence of public relations activity.

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.

Public Relations, Society and the Generative Power of History examines how histories are used to explore how the past is constructed from the present, how the present is always historical, and how both past and present can power imagined futures. Divided into three distinct parts, the book uses historical inquiry as a springboard for engaging with interdisciplinary, critical and complex issues in the past and present. Part I examines the history of corporate PR, the centrality of the corporation in PR scholarship and the possibility of resisting corporate hegemony through PR efforts. The theme of Part II is 'Historicising gender, ethnicity and diversity in PR work,' focusing on how gendered and racialised identities have been constructed and resisted both within the profession and through the result of its work. Part III engages with 'Histories of public relations in the political sphere,' bringing together work on the different ways in which public relations has evolved in changing political contexts, both formally as a function within political institutions and in the context of contributions to broader narratives of nationalism and identity. Featuring contributions from leading academics, this book challenges traditional PR historiography and contests the 'lessons' derived from existing literature to address the implications of key areas of critically engaged PR theory. This volume is a valuable teaching resource for upper-level undergraduates and postgraduates studying public relations, strategic communications, political communication and organisational communication.

This volume illustrates the application of rhetorical theory and critical perspectives to explain public relations practices. It provides a systematic and coherent statement of the crucial guidelines and philosophical underpinnings of public relations. *Rhetorical and Critical Approaches to Public Relations II* addresses the rhetorical/critical tradition's contribution to the definition of public relations and PR practice; explores the role of PR in creating shared meaning in support of publicity and promotional organizational efforts; considers the tradition's contributions to risk, crisis, and issues dimensions of public relations; and highlights ethics, character, and responsible advocacy. It uses a rhetorical lens to provide practitioners with a sense of how their PR campaigns make a contribution to the organizational bottom line.

From the start, women were central to a century of westward migration in the U.S. *Community Building and Early Public Relations: Pioneer Women's Role on and after the Oregon Trail* offers a path forward in broadening PR's Caucasian/White male-gendered history in the U.S. Undergirded by humanist, communitarian, critical race theory, social constructionist perspectives, and a feminist communicology lens, this book analyzes U.S. pioneer women's lived experiences, drawing parallels with PR's most basic functions – relationship-building, networking, community building, boundary spanning, and advocacy. Using narrative analysis of diaries and reminiscences of women who travelled 2,000+ miles on the Oregon Trail in the mid-to-late 1800s, Pompper uncovers how these women filled roles of Caretaker/Advocate, Community Builder of Meeting Houses and Schools, served a Civilizing Function, offered Agency and Leadership, and provided Emotional Connection for Social Cohesion. Revealed also is an inevitable paradox as Caucasian/White pioneer women's interactional qualities made them complicit as colonizers, forever altering indigenous peoples' way of life. This book will be of interest to undergraduate and graduate PR students, PR practitioners, and researchers of PR history and social identity intersectionalities. It encourages us to expand the definition of PR to include community building, and to revise linear timeline and evolutionary models to accommodate voices of women and people of color prior to the twentieth century.

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.

'This has always been the definitive text for PR in Australia. Public Relations: Theory and Practice is the complete companion for new and not-so-new practitioners. I'll be keeping a copy on my bookshelf.' - Tracy Jones, FPRIA former president, Public Relations Institute of Australia Public relations is a dynamic and rapidly growing field which offers a variety of career paths. Whether you're building the public image of an organisation, developing news and social media strategies, or managing issues for a company or political party, you need strong communication skills and a sound understanding of public relations processes. In this widely used introduction to professional practice, leading academics and practitioners outline the core principles of public relations in business, government and the third sectors. They show how to develop effective public relations strategies and explain how to research, run and evaluate a successful public relations campaign. Drawing on a range of communication and public relations theories, they discuss how to work with key publics, using all forms of media for maximum impact. It is richly illustrated with examples and case studies from Australia, New Zealand, Asia and other countries. Public Relations has been substantially revised and includes newly written chapters on social media, tactics, integrated marketing communication, risk and crisis communication, public relations history, corporate and investor public relations, and law, as well as a new glossary of theoretical terms.

The public relations of "everything" takes the radical position that public relations is a profoundly different creature than a generation of its scholars and teachers have portrayed it. Today, it is clearly no longer limited, if it ever has been, to the management of communication in and between organizations. Rather, it has become an activity engaged in by everyone, and for the most basic human reasons: as an act of self-creation, self-expression, and self-protection. The book challenges both popular dismissals and ill-informed repudiations of public relations, as well as academic and classroom misconceptions. In the age of digitization and social media, everyone with a smart phone, Twitter and Facebook accounts, and the will and skill to use them, is in the media. The PR of everything – the ubiquitousness of public relations – takes a perspective that is less concerned with ideas of communication and information than with experience and drama, a way of looking at public relations inside out, upside down and from a micro rather than a macro level. Based on a combination of the research of PR practice and critical-thinking analysis of theory, and founded in the author's extensive corporate experience, this book will be invaluable reading for scholars and practitioners alike in Public Relations, Communications and Social Media.

Power, Diversity and Public Relations addresses the lack of diversity in PR by revealing the ways in which power operates within the occupation to construct archetypal practitioner identities, occupational belonging and exclusion. It explores the ways in which the field is normatively constructed through discourse, and examines how the experiences of practitioners whose ethnicity and class differ from the 'typical' PR background, shape alternative understandings of the occupation and their place within it. The book applies theoretical perspectives ranging from Bourdieuvian and occupational sociology to postcolonial and critical race theory, to a variety of empirical data from the UK PR industry. Diversity emerges as a product of the dialectics between occupational structures, norms and practitioners' reactions to those constraints; it follows that improving diversity is best understood as an exercise in democracy, where all practitioner voices are heard, valued, and encompass the potential for change. This insightful text will be essential reading for researchers and students in Public Relations, Communications, Media Studies, Promotional Industries, as well as all scholars interested in the sociology of race and work relations.

This book - the first to link feminism, sport and media theory - provides a broad cultural studies orientation. In addition to a theoretical analysis, it provides a practical look at models of sport, media effects and the construction of the sportswoman and women's sports. Divided into three parts, the book: provides an overview of the three areas; focuses on the print and broadcast media portrayal of women's sport, examining such issues as the relationship of sports promotion to media representations of women's sports and the ways in which sports reporting is taught to future journalists; and seeks to develop a new model for the future.

The civic and moral responsibilities of public relations are hotly contested topics. While many researchers call for focusing on ethics in public relations, they concentrate on ethics in relation to how people do their jobs. In actuality, emphasis should move beyond professional codes of ethics to include general morality and citizenship. Currently, as the profession receives greater scrutiny, it is important to be aware of the value of public relations in the community. This book centers on four areas of public relations' conscience in order to examine its role in morality and citizenship: civic professionalism, corporate social responsibility, ethics, and public communication. This approach will help to answer the question of what is public relations' responsibility to the public good.

This groundbreaking study offers new insights into public relations history with a focus on the changing relationship between women and public relations, the institutionalization of public relations education, and the significance of globalization in Australia in the second half of the twentieth century. Drawing on archival and interview research, it reveals how the industry's professionalization led to the development of an occupational identity along national and gendered lines. It also challenges common misconceptions around the origins of public relations and women's early contributions and careers. Adopting a critical approach, Professionalizing public relations avoids corporatist perspectives on the historical development of public relations by focusing on the processes of professionalization and their significance for gender and education, and by situating this study in a broader global context. The findings reveal dynamic and contested conceptualizations of public relations knowledge and expertise, and the significance of historical processes for contemporary understandings of the industry.

The concept of Corporate Social Responsibility (CSR) has become increasingly widespread, as businesses seek to incorporate socially responsible behaviors while still being accountable to shareholders. Indeed some research has suggested that CSR in itself can form the basis of good PR by promoting consumers' purchase decisions. Arguing that this approach is a dangerous oversimplification, this book takes a deeper look at the concept of CSR in a particularly challenging context - casino gaming. Originally the province of seedy, backdoor establishments in isolated cities, casino gaming has become a multibillion-dollar global industry. Drawing on in-depth research in Las Vegas, this unique study examines how and why corporations in the casino industry interpret and engage in CSR through community support, environmental issues, labor rights, and corporate governance. Through in-depth analysis of CSR in this industry, this book adds a new dimension to the debate on the role of CSR and public relations in business. Given the burgeoning relationship between CSR and corporate PR, the book seeks to illuminate CSR's complexities, contradictions, and moral obligations. It will be of interest to all scholars of public relations, corporate communications, and corporate reputation. This text introduces a socio-cultural approach to public relations as a way of analysing the growing importance of public relations in its social, cultural and political contexts and brings theory to life with a range of case studies, including YouTube vlogging, the global fair trade movement and the 2016 EU referendum in the UK.

This is a comprehensive and detailed examination of the field, which reviews current scholarly literature. This contributed volume stresses the role PR plays in building relationships between organizations, markets, audiences and the public. Social media is having a profound, but not yet fully understood impact on public relations. In the 24/7 world of perpetually connected publics, will public relations function as a dark art that spins (or tweets) self-interested variations of the truth for credulous audiences? Or does the full glare of the internet and the increasing expectations of powerful publics motivate it to more honestly engage to serve the public interest? The purpose of this book is to examine the role of PR by exploring the myriad ways that social media is reshaping its conceptualization, strategies, and tactics. In particular, it explores the dichotomies of fake and authentic, powerless and powerful, meaningless and meaningful. It exposes transgressions committed by practitioners—the paucity of digital literacy, the lack of understanding of the norms of social media, naivety about corporate identity risks, and the overarching emphasis on spin over authentic engagement. But it also shows the power that closely networked social media users have to insert information and opinion into discussions and force "false PR friends" to be less so. This timely, challenging, and fascinating book will be of interest to all students, researchers, and practitioners in Public Relations, Media, and Communication Studies. Winner of the 2016 NCA PRIDE Award for best book

Public relations is operating in an increasingly challenging and complex environment. Pressures from outside the organisation include new accountabilities, empowered stakeholders, increased public cynicism and a new communication landscape. Internally, there are increasing demands to demonstrate a return on investment, alongside a requirement to coach and counsel senior managers exposed to these environmental pressures. This context requires public relations professionals to be able to clearly articulate and demonstrate their own contribution to organisational effectiveness. This textbook provides public relations leaders with a framework to do this, as well as a checklist of essential capabilities which they must acquire and exhibit if they are to operate at the highest levels of any organisation. This short textbook is suitable for aspiring practitioners, MBA and other masters qualifications in public relations - especially for those students who wish to pursue a successful career as a professional PR specialist able to operate strategically at the top of successful organisations.

The Future of Excellence in Public Relations and Communication Management brings together an outstanding group of public relations scholars and practitioners to consider the indelible theory building in public relations of James E. Grunig and Larissa A. Grunig, who with David M. Dozier, produced the 1992 IABC Excellence Study, a benchmark body of work examining best practices in the public relations field. In this assembled collection, editor Elizabeth L. Toth and the contributors show how and in what ways the theories of the Excellence Study have developed and changed. They present research that advances excellence theories, adds new dimensions and directions to the excellence theories, and shows how the excellence study has moved on to a global stage. Toth and her colleagues challenge future researchers to continue the theory-building that will lead to understand how strategic public relations management contributes to organizations and society. Public relations and communication management scholars, in addition to practitioners and graduate students studying these areas, will benefit immensely from the work included here.

Although there is a small body of feminist scholarship that problematizes gender in public relations, gender is a relatively undefined area of thinking in the field and there have been few serious studies of the socially constructed roles defining women and men in public relations. This book is positioned within the critical public relations stream. Through the prism of 'gender and public relations', it examines not only the manipulatory, but also the emancipatory, subversive and transformatory potential of public relations for the construction of meaning. Its focus is on the dynamic interrelationships arising from public relations activities in society and the gendered, lived experiences of people working in the occupation of public relations. There are many previously unexplored areas within and through public relations which the book examines. These include: the production of social meaning and power relations advocacy and activist campaigns for social and political change the negotiation of identity, diversity and cultural practice celebrity, bodies, fashion and harassment in the workplace notions of managing reputation and communicating policy. In extending the field of inquiry, this edited collection highlights how gender is accomplished and transformed, and, thus how power is exercised and inequality (re)produced or challenged in public relations. The book will expand thinking about power relations and privilege for both women and men and how these are affected by the interplay of social, cultural and institutional practices. Winner of the Outstanding Book PRide Award, awarded by the National Communication Association (NCA).

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.

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.

For much of the last century, large, predominantly US corporations used public relations to demonstrate that their missions resonated with dominant societal values. Through the construction and conveyance of the "corporate persona", they aimed to convince citizens that they share common aspirations - and moreover that their corporate "soul" works as a beneficent force in society. Through examining key examples from the last 80 years, this book argues that PR, through the corporate persona, works to create a sense of shared reality between the corporation and the average citizen. This has been instrumental in conveying, across generations, that the corporation is an affinitive corporate persona - a fellow companion in the journey of life. The construct is obviously ripe for manipulation, and the role of PR in creating and promoting the corporate persona in order to align corporations and stakeholders is potentially problematic. From wage inequality to climate change, preserving the corporate status quo may be negative. This original and thought-provoking book not only critically analyses how PR and its role in the corporate persona works to solidify power, but also how that power might be used to further goals shared by the corporation and the individual. Scholars and advanced students of public relations, organizational communications and communication studies will find this book a challenging and illuminating read.

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.

In public relations, people talk about positioning an idea, a persona, a political ideal, an ideology – but what are they talking about? Why do some positions taken by organizations crystallize in the minds of audiences, while others fail? Whilst positioning is not something new in public relations, this book is the first to explicate what it involves, how it works and how to do it. This is the first in-depth exploration of the possibilities of Positioning Theory for the public relations field and it adds a new perspective to the growing body of multidisciplinary work in this rich theoretical area, moving the discussion away from the traditional communication plans of previous decades, which fail to accommodate the changing media and opinion landscapes. The author pulls together various strands of socio-cultural theory into an analytical framework, providing readers with a tool to analyse the organizational implications of public relations decisions, guiding strategic decision making through realistic scenario planning. This thought-provoking book provides an alternative path to studying communication in increasingly complex environments and as such, will be vital reading for researchers and educators, advanced communication and public relations students, and for senior public relations practitioners.

This innovative book explores ten great works, by well-known thinkers and orators, whose impact has been intellectual, practical and global. Most of the works significantly precede public relations as a phrase or profession, but all are in no doubt about the force of planned public communication, and the power that lies with those managing the process. The works are stimulating and diverse and were written to address some of society's biggest challenges. Although not traditionally the focus of public relations research, they have all had a global impact as communicators and as the foundation for fundamental ideas, from spirituality to war and economics to social justice. Each addresses the implications of structured communication between organizations and societies, and scrutinizes or advocates activities that are now central to PR and its morality. They could not ignore PR, and PR cannot ignore them. This book will be essential reading for researchers and scholars in public relations and communication and will also be of inter-disciplinary interest to study in sociology, literature, philosophy, politics and history.

The past 20 years have seen an influx of women into the practice of public relations, yet gender-based disparities in pay and advancement remain a troubling reality. As the field becomes feminized, moreover, female and male practitioners alike confront the prospect of dwindling salaries and prestige. This landmark book presents a comprehensive examination of the status of women in public relations and proposes concrete ways to achieve greater parity in education and practice. The authors integrate the theoretical literature of public relations and gender with results of a major longitudinal study of women in the field, along with illuminating focus group and interview data. Topics covered include factors contributing to sex discrimination; how public relations stacks up against other professions on gender-related issues; the challenges facing female managers and entrepreneurs; the experiences of ethnic minority professionals; the salary gap; the glass ceiling; and how to foster solutions on individual, organizational, and societal levels. This volume is an essential read for both educators and practitioners in public relations. It can be used as a course text in graduate research seminars, and also as a supplemental text in courses addressing gender issues in PR. It serves as a useful guide for young practitioners entering the profession, and provides critical insights for public relations managers.

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.

Over the centuries, scholars have studied how individuals, institutions and groups have used various rhetorical stances to persuade others to pay attention to, believe in, and adopt a course of action. The emergence of public relations as an identifiable and discrete occupation in the early 20th century led scholars to describe this new iteration of persuasion as a unique, more systematized, and technical form of wielding influence, resulting in an overemphasis on practice, frequently

