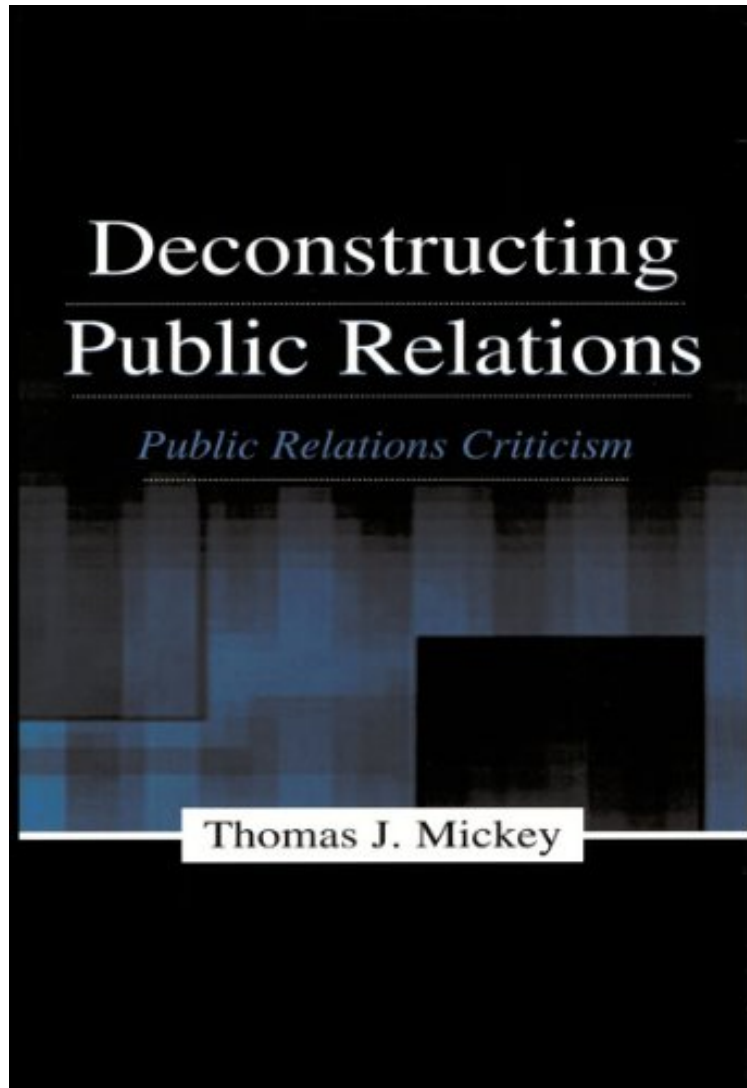


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## Deconstructing Public Relations: Public Relations Criticism (Routledge Communication Series)

*Thomas J. Mickey*

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**Thomas J. Mickey : Deconstructing Public Relations: Public Relations Criticism (Routledge Communication Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Deconstructing Public Relations: Public Relations Criticism (Routledge Communication Series):

0 of 0 people found the following review helpful. Had to read it for college By Lance Cranmer I wrote a five-page research paper about this book. I'll spare everyone the long, boring details. Mickey is full of himself. He attempts to deconstruct public relations by taking a historical approach. However, he just ends up repeating is goals over and over

again in every chapter and trying to find flaws in things like using computer/the internet in education and marketing colorful tools to women. Not a single person in my Master's degree program gave this book a positive review. Even though I rented an e-version of this book that only cost me a few dollars (I love that about my Kindle) I am still angry that part of the money I worked to earn was paid to Mickey so that I could read this awful, unfocused book. I was happy to let that e-book expire.

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.