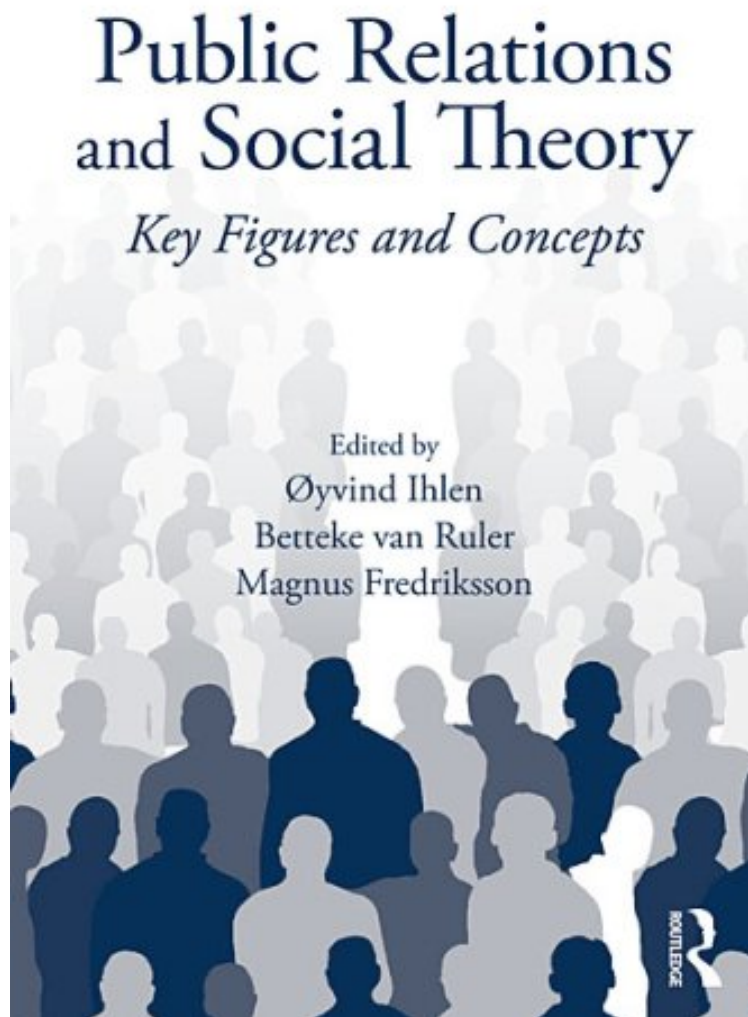


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Public Relations and Social Theory: Key Figures and Concepts (Routledge Communication Series)

Oslash;yvind Ihlen

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Oslash;yvind Ihlen : Public Relations and Social Theory: Key Figures and Concepts (Routledge Communication Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Public Relations and Social Theory: Key Figures and Concepts (Routledge Communication Series):

1 of 1 people found the following review helpful. very usefulBy Hakan TuncelIt is very interesting and useful, including some good articles about social theory and public relations.0 of 0 people found the following review helpful.

thought-provoking essays. By Lisa Shea. *Public Relations and Social Theory: Key Figures and Concepts* is a collection of essays edited by Oyvind Ihlen, Betteke van Ruler, and Magnus Fredriksson. These essays explore the ideas behind public relations from a number of viewpoints, and bring some fascinating insights to the table. The essays come from researchers all over the globe, so you get a variety of points of view represented. Each essay comes with an abstract of its topic, a full listing of reference material, and a bio of the main author. This means, if you really enjoy an essay, you can delve further into that area by using the provided references. The essays cover a number of topics. You learn more about crisis communication. How does impression management and framing come into play? You peer at the content from a variety of points of view. What would Max Weber have said about the issues of public relations? I enjoyed the collection of essays immensely. To me they weren't meant to be read down all in one long dose, one after another. Rather, you read one and ponder it, thinking about that point of view. Then on another day you read one of the other essays, perhaps from a wildly different point of view. Each one gives you something to think about. The essays do assume some good foundational knowledge of sociology. So if you haven't read any sociology books before, I might start with an intro to sociology before you take this on. Then the terminology and concepts used will make a bit more sense. But with that caveat, I found the book quite interesting.

Public Relations and Social Theory broadens the theoretical scope of public relations through its application of the works of prominent social theorists to the study of public relations. The volume focuses on the work of key social theorists, including Jürgen Habermas, Niklas Luhmann, Michel Foucault, Ulrich Beck, Pierre Bourdieu, Anthony Giddens, Robert Putnam, Erving Goffman, Peter L. Berger, Gayatri Chakravorty Spivak, Bruno Latour, Leon Mayhew, Dorothy Smith and Max Weber. Unique in its approach, the collection demonstrates how the theories of these scholars come to bear on the understanding of public relations as a social activity. Understanding public relations in its societal context entails a focus on such concepts as trust, legitimacy, understanding, and reflection, as well as on issues of power, behavior, and language. Each chapter is devoted to an individual theorist, providing an overview of that theorist's key concepts and contributions, and exploring how these concepts 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. Overall, this volume will enhance understanding of theories and their applications in public relations, expanding the breadth and depth of the theoretic foundations of public relations. It will be of great interest to scholars and graduate students in public relations and strategic communication.