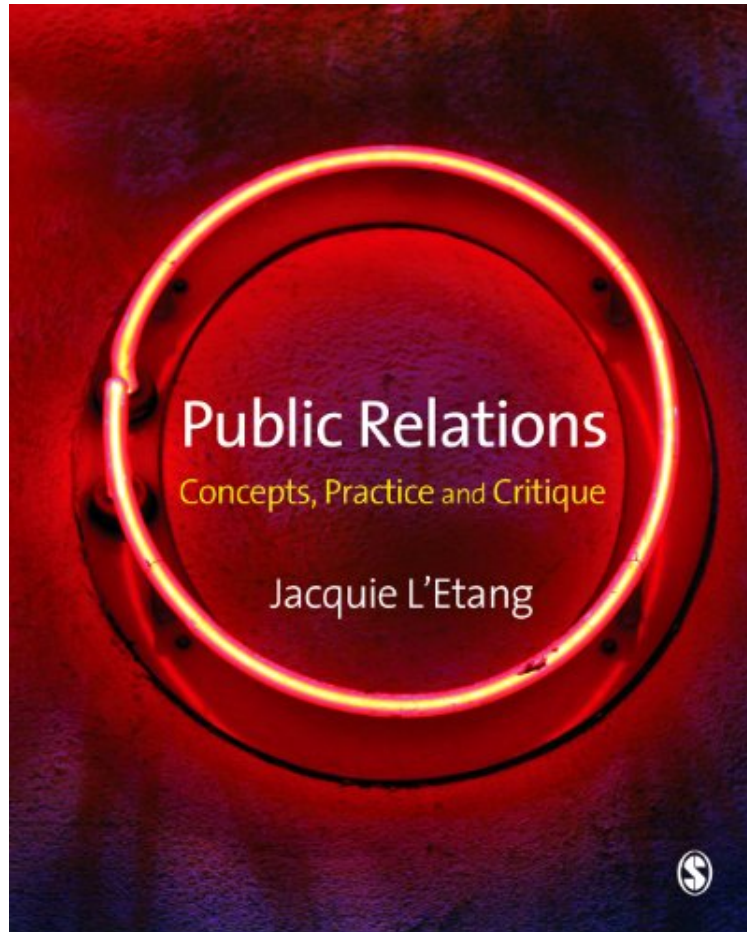


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## Public Relations: Concepts, Practice and Critique

*Jacquie L'Etang*

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**Jacquie L'Etang : Public Relations: Concepts, Practice and Critique** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Public Relations: Concepts, Practice and Critique:

0 of 0 people found the following review helpful. Five Stars  
By Reviews by Alicia Bought for school. Nothing special.  
2 of 2 people found the following review helpful. It's OK, but I'm not in love  
By B. McEwan  
First the good points: 1) This text approaches public relations from a critical perspective, which is refreshing because it helps students put the profession in perspective without evangelizing for the industry or apologizing for its limitations. 2) It has a format that encourages reflection and analysis. The first page of every chapter begins with a highlighted box entitled, "Before You Read A Single Word." This section asks several questions to help students determine their understanding of the chapter's key concepts before they begin reading. This makes it easier for them to realize what they have learned when they come to end of the chapter. Also, that same first page has a list of key concepts that the chapter covers and the final page of each chapter offers a short summary of the content along with suggestions for further reading. 3) Overall, this text is thorough and covers all of the ideas and concepts that are important in PR today. 4) The price is relatively reasonable (emphasis on 'relatively').  
Now the not-so-good points: 1) The writing is dry, which is surprising given the

creative format of the book.2) The sequence of chapters doesn't make a lot of sense to me. For instance, "PR in Promotional Culture," one of the strongest chapters--and one that is seldom present in other PR texts I've seen--is one of the last in the text. I find that odd when an understanding of the pervasiveness of public relations, from personal PR to celebrity to brand, is the perfect place from which to introduce undergraduates to the features of this dynamic practice, or craft as we once called it.3) While theory is essential, the text delves into theory at the expense of covering practical applications of public relations. It does have a good chapter on health communication and social marketing, and there is the requisite chapter on media relations, but the chapters on corporate communications are more about organizational behavior rather than the place of public relations in the management function and there is virtually nothing on the core skills such as writing and issues analysis. Bottom Line: This text is useful and I will probably pull selections from it for a course packet that I plan to use the next time I teach an undergraduate PR survey course. But as a stand alone text, I don't think this cuts it. (But I should also say that I have never found a PR text that I did feel was a stand-alone, so perhaps others will find it more suitable.)

"An excellent text for encouraging students to think critically about key public relations issues. Not only does it help students to develop a deeper appreciation of public relations, it also helps them to develop valuable learning skills."- Amanda Coady, The Hague University "A typically excellent piece of work from Jacquie L'Etang. Critical of every basic concept and provocative to all students. Ideal for second and final year undergraduates, plus MA students."- Chris Rushton, Sunderland University "Extending beyond the usual bounds of insularity, this text is designed to encourage critical thought in students and improve practice in workplaces. A refreshing read that is consistently inventive enough to attain both aims."- David McKie, Waikato Management School "At long last fills a void in the landscape of text books on public relations theory and practice... it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study- Julia Jahansoozi, University of Central Lancashire This book introduces students to the key concepts in Public Relations, with 12 chapters providing clear and careful explanations of concepts such as: Reputation Risk Impression management Celebrity Ethics Persuasion and propaganda Emotional and spiritual dimensions of management Promotional culture and globalization Drawing on a wide range of interdisciplinary sources, Jacquie L'Etang also encourages students to think critically about public relations as an occupation. Student exercises, 'critical reflections', vignettes and 'discipline boxes' help students to widen their intellectual perspective on the subject, and to really engage the thinking that has shaped both the discipline and practice of public relations. nbsp;

L Etang reinvents the textbook genre in form and content while simultaneously investing it with elan and serious fun in a reflective and theoretically informed fashion. Extending beyond the usual bounds of insularity, this text is designed to encourage critical thought in students and improve practice in workplaces. A refreshing read that is consistently inventive enough to attain both aims Dr David McKie Professor of Management Communication, Waikato Management School Jacquie L Etang s "Public Relations: Theories, Practices and Critiques" at long last fills a void in the landscape of text books on public relations theory and practice. This book is of immense value for students embarking on a public relations programme of study at the undergraduate or postgraduate level... The book s core strength is that it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study Julia Jahansoozi Lancashire Business School, University of Central Lancashire--Jennifer F. Wood Ph.D."At long last fills a void in the landscape of text books on public relations theory and practice. This book is of immense value for students embarking on a public relations programme of study at the undergraduate or postgraduate level... The book's core strength is that it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study.--Julia Jahansoozi L'Etang reinvents the textbook genre in form and content while simultaneously investing it with Elan and serious fun in a reflective and theoretically informed fashion. Extending beyond the usual bounds of insularity, this text is designed to encourage critical thought in students and improve practice in workplaces. A refreshing read that is consistently inventive enough to attain both aims.--David McKie Lrsquo;Etang reinvents the textbook genre in form and content while simultaneously investing it with eacute;lan and serious fun in a reflective and theoretically informed fashion. Extending beyond the usual bounds of insularity, this text is designed to encourage critical thought in students and improve practice in workplaces. A refreshing read that is consistently inventive enough to attain both aims. (David McKie) At long last fills a void in the landscape of text books on public relations theory and practice. This book is of immense value for students embarking on a public relations programme of study at the undergraduate or postgraduate level... The book's core strength is that it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study. (Julia Jahansoozi) About the Author Jacquie Lprime;Etangprime;s books and articles have largely focused on historical, historiographical and critical themes in public relations. Recently retired, her career was spent at the University of Stirling and Queen Margaret University (QMU), Edinburgh. She currently supervises some doctoral students at QMU.