

0 of 0 people found the following review helpful. Intelligence, intuition and poetic flair
By Devoted Eclectic
"This book builds on a lifetime of reading, writing, thinking, dreaming, failing, starting again, denying, confronting, shifting and teaching." If anyone had told me at the beginning of last year that I would end up reading for pleasure; make that, devouring; a Jungian book on public relations, I would have said they were dreaming. That was before I met Blue Mountains resident, writer and academic, Johanna Fawkes. In her book *Public Relations Ethics and Professionalism: The shadow of excellence*, Fawkes writes much how she speaks, with intelligence, intuition and poetic flair. As the opening lines quoted above suggest, she is no stranger to nuances of language. She revels in them. It's a feature of her writing that betrays the fact that she is not only a Senior Lecturer in Public Relations at Charles Sturt University, she is also a prize-winning writer, having completed a Masters in Creative Writing at Lancaster University and won numerous awards for her short fiction. But public relations? How can a book on public relations be made readable for a lay audience and still provide enough intellectual rigour to be useful as a text book? With enviable skill Fawkes manages to do both. I read the book from cover to cover in a little over a day and was fascinated. Admittedly, I'm a bit of a closet Jung fan. The idea of exploring questions regarding ethics and public relations by teasing out the 'shadow' side of the profession appeals to me; if public relations can indeed be regarded as a 'profession', when much of it, from a lay point of view, appears to deal with the art of persuasion in service of a client, at the limit of which is propaganda. Fawkes' discussion weaves in and out of these thorny issues in a way that surprised and stimulated me. I found myself thinking back to a unit I studied when doing a Graduate Diploma of Counselling, and the debates that were raging at the time between Counselling and Psychology; the 'territory' wars between the two disciplines, and the tensions between which practices might be considered an 'art' and which a 'science', and the attendant professional and remunerative ramifications. Fawkes' book invites such pondering, making it relevant to professions generally, not just public relations. Public relations, in some sense, is the case study for the broader ideas she wishes to bring to our attention. An aspect of the book I especially enjoyed was the way Fawkes introduces her own experience; including her own personal challenges; into the discussion. It's a technique consistent with the postmodern breadth of her vision, and one I find particularly engaging. While reading Chapter 7, 'Towards a Jungian Ethic', I began applying some of the ideas to myself personally. What shadow parts of myself do I reject and why? How might engaging those parts be transformative? By doing so, might I be freer to solve problems and limitations confronting me? Engaging further with these ideas since finishing the book has become an exciting journey, promising to open up all sorts of possibilities. All from a book on PR. That's quite an achievement!
Public Relations Ethics and Professionalism: The shadow of excellence was launched at the St James Ethics Centre in December 2014. Unfortunately, it isn't the kind of book you're likely to stumble across down at your favourite bookshop. It costs too much for that. But you can order it from your academic library. It deserves the widest audience it can get.

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.

'An unusual and original book which will become a classic point of reference; Jo Fawkes brings a new dimension to public relations literature. Not only does she present a critical and comprehensive overview of key issues and debates, but also a reflexive piece of writing that draws in compelling autobiographical insights. This highly readable book explores public relations through a rich combination of philosophical, sociological, and psychological and psychoanalytical literature to provide a multi-level layered analysis.' Jacquie Etang, Professor, Queen Margaret University, Scotland
'Johanna Fawkes' application of Jungian ideas relating to the 'fragmented self', the 'contradictory messiness of being', and the 'shadow' to an exploration of professionalism and Public Relations ethics in particular; is dazzlingly original. Moreover, her presence throughout as the overtly subjective, deeply questioning, fallible, researcher makes this text both intellectually enriching and profoundly moving.' Richard Lance Keeble, Professor, University of Lincoln, UK
'This volume is required reading, explicating ethics and performativity. Johanna Fawkes situates responsibility within a being that is embodied, thoughtful, and informed by a textured Jungian perspective.' Ronald C. Arnett, Chair and Professor, Department of

Communication Rhetorical Studies, Duquesne University, USA 'Dr. Fawkes will have none of the ethical prancing of public relations and delivers a powerful and personal narrative that takes us to the wild side of Jungian psychology and shadowy public relations. It fruitfully helps us deal with duality, complexity and contradiction.' Oslash;yvind Ihlen, Professor, University of Oslo, Norway. 'You learn most about ethics not through smooth presentations that try to package the latest theory, but through the juxtaposition of perspectives that make you stop and think. This book makes you stop and think. Johanna Fawkes does that by bringing together a profession often characterised by surface image with the writings of Jung, who invites us to go deep, to look behind the image, at narratives most often not examined. She does this brilliantly, enabling the reader to interrogate and integrate theory and practice. This forms a challenge to the Public Relations profession, but goes beyond that, raising questions about professional ethics in general, not least about the relationship between integrity, image and identity. It is a book both intellectually stimulating and practically honest and clear, and should be on the book shelves of all researchers, teachers, consultants and practitioners in this area.' Simon Robinson, Professor, Leeds Metropolitan University, UK About the Author Johanna Fawkes is Senior Lecturer in Public Relations at Charles Sturt University, NSW Australia and Course Director for the Doctor of Communication. She has led PR degrees in the UK since 1990, advised the CIPR, and published in international journals and leading text books.