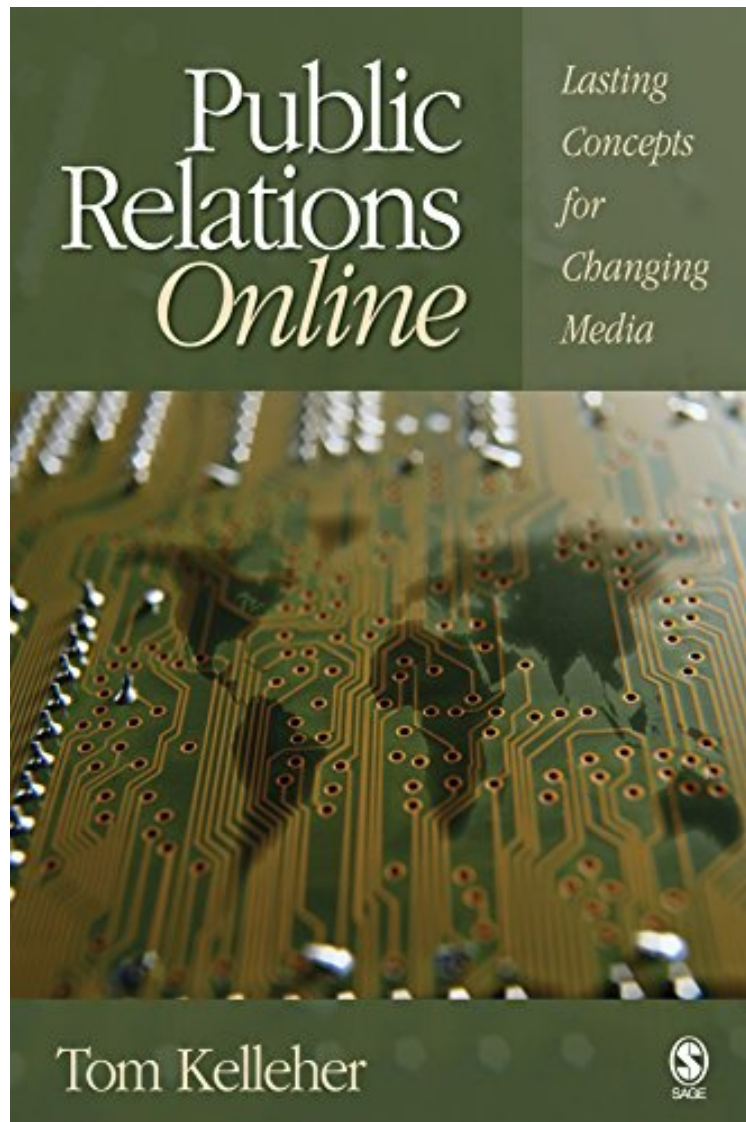


Public Relations Online: Lasting Concepts for Changing Media

Thomas A. Kelleher

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Thomas A. Kelleher : Public Relations Online: Lasting Concepts for Changing Media before purchasing it in order to gauge whether or not it would be worth my time, and all praised Public Relations Online: Lasting Concepts for Changing Media:

1 of 1 people found the following review helpful. Informative and Timely By Dr. W. G. Covington, Jr. Professor Kelleher's book is relevant for students of online public relations because it applies solid academic theory to currently developing real-world contexts and points out the fact that the landscape of the Web is changing so rapidly that today's realities soon become displaced with new innovations. He points out how the role and expectations for PR

practitioners has changed with the Internet becoming a dominant means of information dissemination. Peer to peer communication and interaction from myriad publics makes a much more complex paradigm than the type traditionally used. One of the realities of a more media literate audience is that effective PR practitioners have to consider that they cannot ignore negative aspects of the organizations they represent. In order to maintain credibility, they sometimes might even provide links to organizations who do not necessarily represent the views of their clients. The concluding chapter places primary data collection and analysis in an Internet context and discusses how projects can be conducted in cyberspace. Chapter nine shows what happened in a real case study where libelous content had direct consequences for a company in the rapidly moving information age. Odd that in his writing style, Kelleher uses feminine forms of expression when he is talking about positives, while he tends to use masculine at other times. Overall this is a helpful book that provides a lot of valuable explanation and analysis of the current state of PR use online. 0 of 0 people found the following review helpful. College-level students of public relations will find it an important guide to the online media environment. By Midwest Book Review From hands-on Internet resource exercises to discussions on the social and technological influences changing the field of public relations, *Public Relations Online: Lasting Concepts for Changing Media* holds a wealth of easily discussions blending theory, research and practice to identify the elements of effective public relations. College-level students of public relations will find it an important guide to the online media environment, and college-level courses in both public relations and media studies will find it suitable for assignment and classroom discussion. 0 of 1 people found the following review helpful. good Buy By T. Mullen This book was received in the condition as described by the seller. I was completely satisfied with this purchase.

Rich in scholarly foundations combined with actual practice, *Public Relations Online: Lasting Concepts for Changing Media* connects the social and technological forces that are changing public relations. Using plain-talk discussion of theory and research, this book helps readers identify how lasting concepts for effective public relations can be applied in a changing media environment, and how a changing media environment affects the practice of effective public relations.

"College-level students of public relations will find it an important guide to the online media environment, and college-level courses in both public relations and media studies will find it suitable for assignment and classroom discussion."--The Bookwatch (03/20/2007) "College-level students of public relations will find it an important guide to the online media environment, and college-level courses in both public relations and media studies will find it suitable for assignment and classroom discussion."--The Bookwatch (03/20/2007)-College-level students of public relations will find it an important guide to the online media environment, and college-level courses in both public relations and media studies will find it suitable for assignment and classroom discussion.---The Bookwatch (03/20/2007) "College-level students of public relations will find it an important guide to the online media environment, and college-level courses in both public relations and media studies will find it suitable for assignment and classroom discussion." (The Bookwatch 2007-03-20) About the Author Tom Kelleher rejoined the School of Communications at the University of Hawaiiprime;i at Manoa in fall 2006 after two years on the faculty at the University of North Carolina at Chapel Hill. He started at Hawaiiprime;i in 1999 after earning his Ph.D. from the University of Florida. He has taught courses in introductory public relations, public relations writing, advanced public relations, online communication, communication campaigns, media effects, honors research, and communication theory. Kelleher has published in *Journal of Public Relations Research*, *Public Relations*, *Journal of Computer-Mediated Communication*, *Journal of Mass Media Ethics*, *Journal of Communication Management*, and *Teaching Public Relations*. He has worked in university relations at the University of Florida; science communication at NASA in Huntsville, Alabama; and agency public relations at Ketchum in Atlanta. He also has consulted for various university-related organizations in Honolulu, Hawaiiprime;i. His research interests are online public relations, public relations theory, campaigns, ethics, and teaching and learning with online media. He likes surfing in the ocean more than surfing online, but still manages to do some of both.