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Johanna Fawkes  
<https://orcid.org/0000-0002-9257-695X>  
jofawkesresearch@gmail.com  
University of Huddersfield

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## The evolution of public relations research – an overview

### Abstract

The field of public relations is often misunderstood, due to its hybridity, complexity and competing perspectives within the field of scholarship. This essay, which is based on extensive engagement with literature conducted over decades of teaching and researching the subject, outlines the main schools of thought within the field. These are summarised as a) Excellence; b) Advocacy; c) Dialogue; and d) Critical and Cultural approaches. Each perspective reflects variations in understanding of the role of public relations in theory and practice, ranging from an idealised conceptualisation of the practitioner to a demonised view of the practice. It refers throughout to different attitudes to ethics found within these schools, as approaches to ethics provide insight into understandings of the role of public relations within society. The piece concludes with reflections on the growing engagement with promotional culture and emerging research directions.

### Keywords

Excellence, rhetoric, critical theory, promotional culture, ethics.

### 1. Introduction

When I present to colleagues in the fields of cultural or communication studies I am frequently met with astonishment as I unpack the multiple perspectives that comprise the academic terrain of public relations. They have conceptualised public relations as monolithic and utterly toxic. Meanwhile, many scholars within public relations characterise it as a key force in the democratic process and a contributor to social good.

As I have written elsewhere (Fawkes, 2007, 2012 & 2015) this comprises a classic schism between the idealised and the demonised, or what Carl Jung called ‘Persons’ and ‘Shadows.’ Rather than revisit that theme, I set out the different schools of thought within public relations scholarship, to help elucidate the diverging foundations on which these approaches are built. The essay concludes with remarks concerning the shift from the study of public relations as a management discipline to a driver of promotional culture.

Throughout this narrative I examine the role of ethics in different approaches, as this constitutes the core of any profession’s relationship with the society it claims to serve. Considering the competing views of ethics helps illuminate the lacunae between approaches to public relations.

My perspective is broadly that of a critical scholar, seeking to challenge assumptions and note where ideals have become normative, for example. But given that my aim here is to ‘map’ the field of scholarship, I will try and present the different positions from within those

# Social Science In Public Relations A Sur

**James Vernon**



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*Building a Nation's Image on the World Wide Web* Thomas Kenneth Gaither, 2007 This is a rich theoretical and empirical study concerning international public relations on the web for head of state English web sites for developing countries There is no other research in this area that comes close to the depth with which this topic is addressed in this study In this regard its contribution is very significant Highly original this study breaks new ground and may very well contribute to a new field in international public relations on the internet This book is highly recommended for public relations communications and international relations scholars it not only provides scholars with new areas of theoretical development to explore it also provides practitioners with a blueprint for future practice Dr Patricia A Curtin Professor Endowed Chair of Public Relations School of Journalism and Communication The University of Oregon

### **The Global Public Relations Handbook**

Krishnamurthy Sriramesh, Dejan Vercic, 2003-06-20 This handbook represents the state of the public relations profession throughout the world with contributions from the Americas Europe Asia and Africa A resource for scholars and advanced students in public relations international business

**The Social Science Reporter and Public Relations Research Review**, 1955 *Proceedings of the 4th International Conference on Communication, Language, Education and Social Sciences (CLESS 2023)* Muhamad Izzuddin Zainudin, Hawa Rahmat, 2024-01-25 This is an open access book The 4th

International Conference on Communication Language Education and Social Sciences CLESS 2023 will be held on 26 28 July 2023 This year's conference will be a part of the bigger Digital Future Congress DIFCON comprising of various other conferences in different fields and will be held online CLESS 2023 is unique in which it combines communication language education and social science in an international academic conference The aim of CLESS 2023 is to offer a platform for both local and international academics educators researchers and other professionals to meet share and discuss latest research trends ideas and innovation in the field of communication language education psychology and social sciences The conference is aimed to provide a platform for young researchers as well as to support and encourage other researchers to present their research to network within the international community of researchers and to share and seek the insight and advice of successful senior researchers all over the world during the conference

### **Public Relations and the Social Sciences**

Rensis Likert, 1953 *Annals of the American Academy of Political and Social Science*, 1926

### **Hunger** James

Vernon, 2009-06-30 Rigorously researched *Hunger A Modern History* draws together social cultural and political history to show us how we came to have a moral political and social responsibility toward the hungry Vernon forcefully reminds us how many perished from hunger in the empire and reveals how their history was intricately connected with the precarious achievements of the welfare state in Britain as well as with the development of international institutions committed to the conquest of world hunger

*Strategic Communication for Non-Profit Organisations* Evandro Oliveira, Ana Duarte Melo, Gisela Goncalves, 2019-03-28 Communication in the public sphere as well as within organizational contexts has

attracted the interest of researchers over the past century Current forms of citizen engagement and community development partly enabled through digital communication have further enhanced the visibility and relevance of non profit communication These are performed by the civil society which is the organized expression of the values and interests of society Castells 2008 in the public sphere Non profit communication feeds the public sphere as the discursive processes in a complex network of persons institutionalized associations and organizations whereas those discourses are a civilized way of disagreeing openly about essential matters of common concern Jensen 2002 Despite the relevance in the public sphere non profit communication was never properly defined within communication research The aim of the present book is to offer an overview and report on Strategic Communication for Non Profit Organisations and the Challenges and Alternative Approaches Considering the assumption that a key principle of strategic communication is the achievement of organisational goals the majority of research developed in the field has used business environments to develop theories models empirical insights and case studies Here we take a step towards new approaches centred on the concept of non profit in various dimensions and from various perspectives showing the diversity and complexity around this subject and at the same time the need of further theoretical and empirical work that provides frameworks and also tools for further understanding of the phenomena

**Social Science for What?** Alice O'Connor, 2007-04-02 Much like today the early twentieth century was a period of rising economic inequality and political polarization in America But it was also an era of progressive reform a time when the Russell Sage Foundation and other philanthropic organizations were established to promote social science as a way to solve the crises of industrial capitalism In Social Science for What Alice O Connor relates the history of philanthropic social science exploring its successes and challenges over the years and asking how these foundations might continue to promote progressive social change in our own politically divided era The philanthropic foundations established in the early 1900s focused on research which while intended to be objective was also politically engaged In addition to funding social science research in its early years the Russell Sage Foundation also supported social work and advocated reforms on issues from child welfare to predatory lending This reformist agenda shaped the foundation s research priorities and methods The Foundation s landmark Pittsburgh Survey of wage labor conducted in 1907 1908 involved not only social scientists but leaders of charities social workers and progressive activists and was designed not simply to answer empirical questions but to reframe the public discourse about industrial labor After World War II many philanthropic foundations disengaged from political struggles and shifted their funding toward more value neutral academic social inquiry in the belief that disinterested research would yield more effective public policies Consequently these foundations were caught off guard in the 1970s and 1980s by the emergence of a network of right wing foundations which was successful in promoting an openly ideological agenda In order to counter the political in roads made by conservative organizations O Connor argues that progressive philanthropic research foundations should look to the example of their founders While continuing to support the social

science research that has contributed so much to American society over the past 100 years they should be more direct about the values that motivate their research In this way they will help foster a more democratic dialogue on important social issues by using empirical knowledge to engage fundamentally ethical concerns about rising inequality O Connor s message is timely public interest social science faces unprecedented challenges in this era of cultural warfare as both liberalism and science itself have come under assault Social Science for What is a thought provoking critique of the role of social science in improving society and an indispensable guide to how progressives can reassert their voice in the national political debate A Volume in the Russell Sage Foundation s Centennial Series      **The Annals of the American Academy of Political and Social Science** ,1905      **African Social Studies** C W Gutkind,Peter Waterman,1977 African Social Studies A Radical Reader is an essential and wide ranging collection of essays by some of the world s finest social scientists known and lesser known This impressive collection covers issues such as the legacy of colonialism imperialism problems in the field of African Studies national liberation movements and more No student of Africa should be without this volume      **Diplomacy, Organisations and Citizens** Sónia Pedro Sebastião,Susana de Carvalho Spínola,2021-10-22 This book uses an innovative interdisciplinary approach to explain how communication is a necessary condition for diplomacy in a digital and relationship driven world Divided into three parts it highlights the importance of communication strategies and processes in contemporary society and in current global socio political events in general particularly within the field of diplomacy The first part discusses the main theoretical debates that shaped the central concepts of the project while the second part of the book presents further practical approaches and examples of diplomatic practice Lastly the third part focuses on pedagogical and methodological approaches which can be useful in diplomacy and communication classes and for the implementation of a European curriculum This interdisciplinary book will appeal to students researchers policy makers and practitioners from various disciplines including international relations political science business and communication      *The Social Sciences* Chicago Public Library,1914      Research in Education ,1974      **Reassessing the Relationship between Marketing and Public Relations** Lisa Dühring,2017-04-24 Lisa D hring reconstructs the relationship between public relations and marketing research on a metatheoretical level She presents a concise systematization of the theoretical discourse in both disciplines since the beginning of the twentieth century by differentiating key phases of development and evaluating current research approaches This study argues for a stronger connection of both disciplines and a better profiling within the mother disciplines of communication and business studies by fostering critical and interpretative approaches This book is strongly recommended to everybody interested in the history and epistemology of marketing and public relations theory and the relationship between both fields      **Bulletin of the United States Bureau of Labor Statistics** ,1913      **7000-7999, Social sciences, 8000-8999, Natural sciences; 9000-9999, Technology** Princeton University. Library,1920  
*Resources in Education* ,1999-10      Public Affairs Information Service Bulletin ,1928      **Occupational Outlook**

**Handbook** ,1992 Describes 250 occupations which cover approximately 107 million jobs

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## **Table of Contents Social Science In Public Relations A Sur**

1. Understanding the eBook Social Science In Public Relations A Sur
  - The Rise of Digital Reading Social Science In Public Relations A Sur
  - Advantages of eBooks Over Traditional Books
2. Identifying Social Science In Public Relations A Sur
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Social Science In Public Relations A Sur
  - User-Friendly Interface
4. Exploring eBook Recommendations from Social Science In Public Relations A Sur
  - Personalized Recommendations
  - Social Science In Public Relations A Sur User Reviews and Ratings
  - Social Science In Public Relations A Sur and Bestseller Lists

5. Accessing Social Science In Public Relations A Sur Free and Paid eBooks
  - Social Science In Public Relations A Sur Public Domain eBooks
  - Social Science In Public Relations A Sur eBook Subscription Services
  - Social Science In Public Relations A Sur Budget-Friendly Options
6. Navigating Social Science In Public Relations A Sur eBook Formats
  - ePub, PDF, MOBI, and More
  - Social Science In Public Relations A Sur Compatibility with Devices
  - Social Science In Public Relations A Sur Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Social Science In Public Relations A Sur
  - Highlighting and Note-Taking Social Science In Public Relations A Sur
  - Interactive Elements Social Science In Public Relations A Sur
8. Staying Engaged with Social Science In Public Relations A Sur
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Social Science In Public Relations A Sur
9. Balancing eBooks and Physical Books Social Science In Public Relations A Sur
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Social Science In Public Relations A Sur
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Social Science In Public Relations A Sur
  - Setting Reading Goals Social Science In Public Relations A Sur
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Social Science In Public Relations A Sur
  - Fact-Checking eBook Content of Social Science In Public Relations A Sur
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning



- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

#### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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