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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

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