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Although there is a small body of feminist scholarship that problematizes gender in public relations, gender is a relatively undefined area of thinking in the field and there have been few serious studies of the socially constructed roles defining women and men in public relations. This book is positioned within the critical public relations stream.

~~Gender and Public Relations: Critical Perspectives on ...~~

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This book furthers these aims by exploring gender within and through public relations in order to generate new strands of knowledge that will challenge the status quo. As such, the intention is to open new avenues of research and new ways of thinking about public relations. Over the last fifty years or so, gender research employing critical feminist

~~Introduction: Gender and public relations: making meaning ...~~

Gender and public relations: Critical perspectives on voice, image and identity. Routledge as part of the Taylor and Francis Group, Abingdon, Oxon, pp. 1-19. It is posted here for your personal use.

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~~Gender And Public Relations Critical Perspectives On Voice ...~~

~~to the public relations industry is "the impact on the field of public relations that occurs when the number of practitioners who are female is larger than the number who are male" (Heath, 2005, p. 323). The main issue surrounding the idea of feminization is, "the concern that the increasing~~

~~Women in public relations: The influence of gender on ...~~

~~Thematically, the roundtable focused on the cultural effects and critical power relations in and between public relations and society. This book furthers these aims by exploring gender within and through public relations in order to generate new strands of knowledge that will challenge the status quo.~~

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~~Waymer, D, Heath, RL (2015) Critical race and public relations: The case of environmental racism and risk bearer agency. In: L'Etang, J, McKie, D, Snow, N. (eds) The Routledge Handbook of Critical Public Relations. New York: Routledge, pp. 289 - 302. Google Scholar~~

~~The Starbucks Race Together Initiative: Analyzing a public ...~~

~~Precisely because gender is such an important dimension of all public policy, and because the promotion of gender equality depends on the commitment of professionals in all fields, the specialization is of interest to students in all concentrations.~~

~~Gender and Public Policy | Columbia SIPA~~

~~Demographic information on Public relations specialists in the US. The average age of male Public relations specialists in the workforce is~~

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Relations Critical Perspectives On Voice Image And Identity Routledge New Directions In Public 42.2 and of female Public relations specialists is 38.2, and the most common race/ethnicity for Public relations specialists is White (Non-Hispanic).

~~Public relations specialists | Data USA~~

Feminist theory is the extension of feminism into theoretical, fictional, or philosophical discourse. It aims to understand the nature of gender inequality. It examines women's and men's social roles, experiences, interests, chores, and feminist politics in a variety of fields, such as anthropology and sociology, communication, media studies, psychoanalysis, home economics, literature ...

Although there is a small body of feminist scholarship that problematizes gender in public relations, gender is a relatively undefined area of thinking in the field and there have been few serious studies of the socially constructed roles defining women and men in public relations. This book is positioned within the critical public relations stream. Through the prism of 'gender and public relations', it examines not only the manipulatory, but also the emancipatory, subversive and transformatory potential of public relations for the construction of meaning. Its focus is on the dynamic interrelationships arising from public relations activities in society and the gendered, lived experiences of people working in the occupation of public relations. There are many previously unexplored areas within and through public relations which the book examines. These include: the production of social meaning and power relations advocacy and activist campaigns for social and political change the negotiation of identity, diversity and cultural practice celebrity, bodies, fashion and harassment in the workplace notions of managing reputation and communicating policy. In extending the field of inquiry, this edited collection highlights how gender is accomplished and transformed, and, thus how power is exercised and inequality (re)produced or challenged in public relations. The book will expand thinking about power relations and privilege for both women and men and how these are affected by the interplay of social, cultural and institutional practices. Winner of the Outstanding Book PRide Award, awarded by the National Communication Association (NCA).

The past 20 years have seen an influx of women into the practice of public relations, yet gender-based disparities in pay and advancement remain a troubling reality. As the field becomes feminized, moreover, female and male practitioners alike confront the prospect of dwindling salaries and prestige. This landmark book presents a comprehensive examination of the status of women in public relations and proposes concrete ways to achieve greater parity in education and practice. The authors integrate the theoretical literature of public relations and gender with results of a major longitudinal study of women in the field, along with illuminating focus group and interview data. Topics

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covered include factors contributing to sex discrimination; how public relations stacks up against other professions on gender-related issues; the challenges facing female managers and entrepreneurs; the experiences of ethnic minority professionals; the salary gap; the glass ceiling; and how to foster solutions on individual, organizational, and societal levels. This volume is an essential read for both educators and practitioners in public relations. It can be used as a course text in graduate research seminars, and also as a supplemental text in courses addressing gender issues in PR. It serves as a useful guide for young practitioners entering the profession, and provides critical insights for public relations managers.

Critical theory has a long history, but a relatively recent intersection with public relations. This ground-breaking collection engages with commonalities and differences in the traditions, whilst encouraging plural perspectives in the contemporary public relations field. Compiled by a high-profile and widely respected team of academics and bringing together other key scholars from this field and beyond, this unique international collection marks a major stage in the evolution of critical public relations. It will increasingly influence how critical theory informs public relations and communication. The collection takes stock of the emergence of critical public relations alongside diverse theoretical traditions, critiques and actions, methodologies and future implications. This makes it an essential reference for public relations researchers, educators and students around a world that is becoming more critical in the face of growing inequality and environmental challenges. The volume is also of interest to scholars in advertising, branding, communication, consumer studies, cultural studies, marketing, media studies, political communication and sociology.

What is public relations? What do public relations professionals do? And what are the theoretical underpinnings that drive the discipline? This handbook provides an up-to-date overview of one of the most contested communication professions. The volume is structured to take readers on a journey to explore both the profession and the discipline of public relations. It introduces key concepts, models, and theories, as well as new theorizing efforts undertaken in recent years. Bringing together scholars from various parts of the world and from very different theoretical and disciplinary traditions, this handbook presents readers with a great diversity of perspectives in the field.

Public Relations and Social Theory: Key Figures, Concepts and Developments broadens the theoretical scope of public relations studies by applying the work of a group of prominent social theorists to make sense of the practice. The volume focuses on the work of key social theorists, including Max Weber, Karl Marx, John Dewey, Jürgen Habermas, Niklas Luhmann, Michel Foucault, Ulrich Beck, Pierre Bourdieu, Anthony Giddens, Robert Putnam, Erving Goffman, Peter L. Berger, Gayatri Chakravorty Spivak, Bruno Latour, Dorothy Smith,

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Zygmunt Bauman, Harrison White, John W. Meyer, Luc Boltanski and Chantal Mouffe. Each chapter is devoted to an individual theorist, providing an overview of that theorist's key concepts and contributions, and exploring how these can be applied to public relations as a practice. Each chapter also includes a box giving a short and concise presentation of the theorist, along with recommendation of key works and secondary literature.

From the start, women were central to a century of westward migration in the U.S. *Community Building and Early Public Relations: Pioneer Women's Role on and after the Oregon Trail* offers a path forward in broadening PR's Caucasian/White male-gendered history in the U.S. Undergirded by humanist, communitarian, critical race theory, social constructionist perspectives, and a feminist communicology lens, this book analyzes U.S. pioneer women's lived experiences, drawing parallels with PR's most basic functions - relationship-building, networking, community building, boundary spanning, and advocacy. Using narrative analysis of diaries and reminiscences of women who travelled 2,000+ miles on the Oregon Trail in the mid-to-late 1800s, Pompper uncovers how these women filled roles of Caretaker/Advocate, Community Builder of Meeting Houses and Schools, served a Civilizing Function, offered Agency and Leadership, and provided Emotional Connection for Social Cohesion. Revealed also is an inevitable paradox as Caucasian/White pioneer women's interactional qualities made them complicit as colonizers, forever altering indigenous peoples' way of life. This book will be of interest to undergraduate and graduate PR students, PR practitioners, and researchers of PR history and social identity intersectionalities. It encourages us to expand the definition of PR to include community building, and to revise linear timeline and evolutionary models to accommodate voices of women and people of color prior to the twentieth century.

Aldoory and Toth present a socio-ecological model for understanding and building a feminist future public relations. This approach acknowledges previous gaps in scholarship and practice caused by ideological, societal, mediated, and organizational factors constructing norms and expectations for gender and race.

Inextricably linked to neoliberal market economies, public relations' influence in our promotional culture is profound. Yet many aspects of the professional role are under-researched and poorly understood, including the impact on workers who construct displays of feeling to elicit a desired emotional response, to earn trust and manage clients. The emotionally demanding nature of this aspirational work, and how this is symptomatic of "always on" culture, is particularly overlooked. Drawing on interviews with practitioners and agency directors, together with the author's personal insights from observations in the field, this book fills a significant gap in knowledge by presenting a critical-interpretive exploration of everyday relational work of account handlers in PR agencies. In

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underscoring the relationship-driven, highly contingent nature of this work, the author shows that emotional labour is a defining feature of professionalism, even as public relations is reconfigured in the digital age. In doing so, the book draws on a wide range of related contemporary social and cultural theories, as well as critical public relations and feminist public relations literature. Scholars, educators and research students in PR and communications studies will gain rich insights into the emotion management strategies employed by public relations workers in handling professional relationships with clients, journalists and their colleagues, thereby uncovering some of the taken-for-granted aspects of this gendered, promotional work.

Power, Diversity and Public Relations addresses the lack of diversity in PR by revealing the ways in which power operates within the occupation to construct archetypal practitioner identities, occupational belonging and exclusion. It explores the ways in which the field is normatively constructed through discourse, and examines how the experiences of practitioners whose ethnicity and class differ from the 'typical' PR background, shape alternative understandings of the occupation and their place within it. The book applies theoretical perspectives ranging from Bourdieuvian and occupational sociology to postcolonial and critical race theory, to a variety of empirical data from the UK PR industry. Diversity emerges as a product of the dialectics between occupational structures, norms and practitioners' reactions to those constraints; it follows that improving diversity is best understood as an exercise in democracy, where all practitioner voices are heard, valued, and encompass the potential for change. This insightful text will be essential reading for researchers and students in Public Relations, Communications, Media Studies, Promotional Industries, as well as all scholars interested in the sociology of race and work relations.

Experiencing Public Relations examines the everyday experiences of PR practitioners in order to better understand how public relations is perceived by those outside and within the field. The book aims to provoke debate around the nature of public relations by looking at how it is defined at a theoretical level, compared to how it is lived and represented in the real world. Chapters feature work from some of the world's leading public relations scholars. They cover a diverse range of subjects, such as representations of PR in fiction and film, terrorist use of public relations, the impact of social media on this medium and a study of 'dirty work' within the PR industry. The book also explores international PR practices, presenting analysis from contributors based in Australia, Germany, India, Norway, New Zealand, Poland, Russia, Slovenia, Spain, South Africa, Sweden, Taiwan, UAE, UK, USA and Venezuela. Experiencing Public Relations goes beyond the 'frontstage' scholarship of public relations to bring together stories of PR in daily life, revealing how influential theories work out in practice and translate into different cultural and social contexts. This book will provide researchers, professionals and students with a

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vital perspective on the inner workings of public relations today.

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