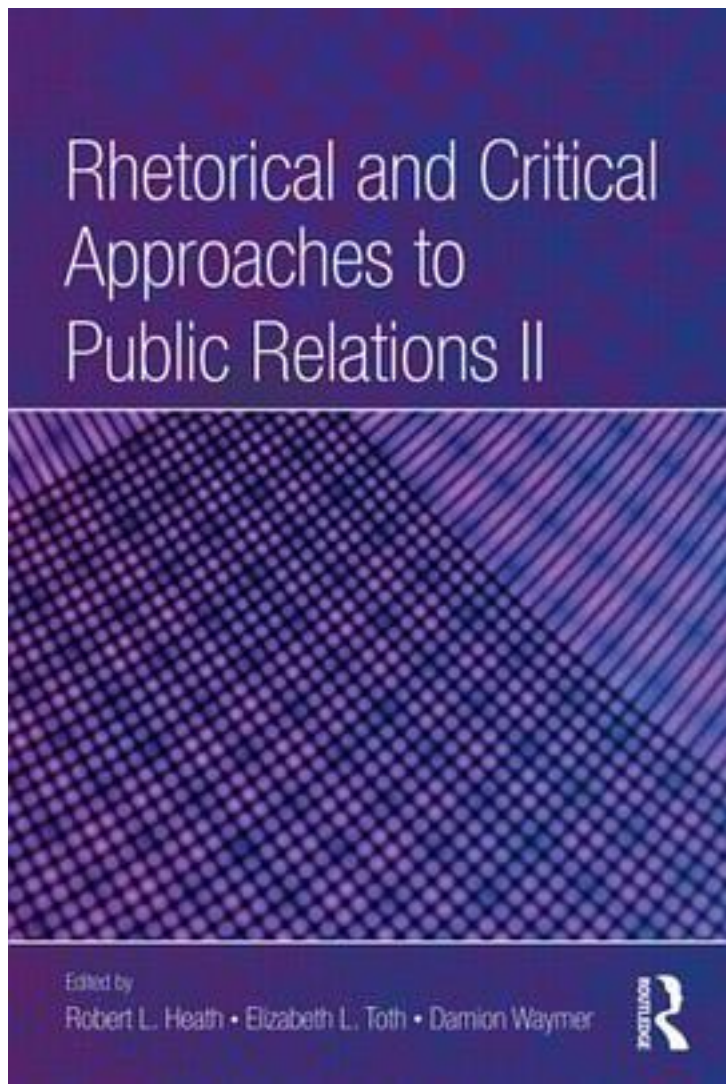


# Rhetorical and Critical Approaches to Public Relations (Communication (Routledge Paperback))



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This volume illustrates the application of rhetorical theory and critical perspectives to explain public relations practices. It provides a systematic and coherent statement of the crucial guidelines and philosophical underpinnings of public relations. Rhetorical and Critical Approaches to Public Relations II addresses the rhetorical/critical tradition's contribution to the definition of public relations and PR practice; explores the role of PR in creating shared meaning in support of publicity and promotional organizational efforts; considers the tradition's contributions to risk, crisis, and issues dimensions of public relations; and highlights ethics, character, and responsible advocacy. It uses a rhetorical lens to provide practitioners with a sense of how their PR campaigns make a contribution to the organizational bottom line.

作者介绍:

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