


**MEDIA IN FOCUS** 

# **NEWS, PUBLIC RELATIONS AND POWER**

**edited by SIMON COTTLE**

# News Public Relations And Power The Media In Focus Series

**Liz Yeomans**



## **News Public Relations And Power The Media In Focus Series:**

*News, Public Relations and Power* Simon Cottle, 2003-04-18 We live in increasingly promotional times States political parties and corporations as well as new social movements and diverse cultural interests today seek to put their message across via the media and in pursuit of disparate aims enhanced public understanding and legitimacy Introducing theoretical ideas and the latest empirical findings in this fast developing field of media communication study this book addresses such issues as the rapid growth of public relations in its impact on news production state information management strategies in times of internal political dissent political parties and mediated spin conducted at national and local levels the historically changing nature of war journalism environmental activism and pressure group communication and much more back cover

**Media Organization and Production** Simon Cottle, 2003-04-18 Drawing on the work of international contributors Media Organization and Production examines a wide range of global local media organizations and the production of different mediums and genres Following the editor's introduction which sets out the principal differences of approach and defining debates chapters address transnational and national commercial and public service corporations international film and TV co productions children's television news production the historical development of liveness on radio and music journalism the politics and organizational forms of alternative media production including radical newspapers video and the internet and the changing production ecology of natural history television These topics are examined through a variety of theoretical and conceptual frameworks that help to illuminate how cultural production often involves a complex articulation of differing influences and constraints both material and discursive intended and unintended structurally determined and culturally mediated Together the chapters in this book help to recover this complexity and thereby help us to better understand the nature and output of today's media *The Routledge Handbook of Critical Public Relations* Jacquie L'Etang, David McKie, Nancy Snow, Jordi Xifra, 2015-08-11 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 Dictionary of Media and Communication Studies James Watson, Anne Hill, 2015-10-22 A comprehensive lexicon of all aspects of the study of

interpersonal group mass communication and the world of internet communication      *Communication, Digital Media, and Popular Culture in Korea* Kyong Yoon Yong Jin, Nojin Kwak, 2018-05-16 In recent decades Korean communication and media have substantially grown to become some of the most significant segments of Korean society Since the early 1990s Korea has experienced several distinctive changes in its politics economy and technology which are directly related to the development of local media and culture Korea has greatly developed several cutting edge technologies such as smartphones video games and mobile instant messengers to become the most networked society throughout the world As the Korean Wave exemplifies the once small and peripheral Korea has also created several unique local popular cultures including television programs movies and popular music known as K pop and these products have penetrated many parts of the world As Korean media and popular culture have rapidly grown the number of media scholars and topics covering these areas in academic discourses has increased These scholars interests have expanded from traditional media such as Korean journalism and cinema to several new cutting edge areas like digital technologies health communication and LGBT related issues In celebrating the Korean American Communication Association s fortieth anniversary in 2018 this book documents and historicizes the growth of growing scholarship in the realm of Korean media and communication      **Media Today** Joseph Turow, 2013-10-15 Turow s *Media Today* Mass Communication in a Converging World now in its fifth edition chooses a cutting edge option This is a student friendly publication offering aids such as definitions of key terms colourful infographics case studies and end of chapter review questions There s a companion website too and a password protected website for instructors Philip Kemp Times Higher Education *Media Today* uses convergence as a lens that puts students at the center of the profound changes in the 21st century media world Through the convergence lens they learn to think critically about the role of media today and what these changes mean for their lives presently and in the future The book s media systems approach helps students to look carefully at how media is created distributed and exhibited in the new world that the digital revolution has created In this way *Media Today* goes beyond the traditional mass communication textbook s focus on consuming media to give students an insider s perspective on how media businesses operate How exactly does Google profit from web searches What will a magazine look like five years from now Informative and engaging *Media Today* Fifth Edition is characterized by its focus on Convergence In addition to separate chapters on the Internet and the Video Games industry coverage of convergence and its impact is incorporated into every chapter Consumer Education Media Literacy questions ask students to consider their roles as a media consumer and potential media creator Comprehensive Media Industry Coverage Historical timelines in the print book and on the companion website track the development of each media industry giving students an overview of a particular industry at a glance Contemporary Student friendly Examples New culture and media boxes help students think about the impact of media industries on their own lives and globally Joseph Turow who has been teaching *Intro to Mass Communication* for well over a decade demonstrates the many ways that media convergence and the pervasiveness of the Internet have

blurred distinctions between and among various media From newspapers to video games or social networking to mobile platforms Media Today prepares students to live in the digital world of media

**Secrecy in Public Relations, Mediation and News Cultures** Anne M. Cronin, 2023-01-19 This book investigates the relationship of secrecy as a social practice to contemporary media news cultures and public relations Drawing on Georg Simmel's theorisation of how secrecy produces a second world alongside the obvious world and creates and reshapes social relations Anne Cronin argues for close analysis of the PR industry as a powerful vector of secrecy and an examination of its relationship to news cultures Using case studies and in depth interviews as well as recent research in media and cultural studies sociology journalism studies and communication studies the book analyses how PR practices generate a second shadow world of the media sphere which has a profound impact on the obvious world It interrogates both the PR industry's and news culture's role in shaping social relations for a digital media landscape and those initiatives promoting transparency of data and decision making processes An insightful interdisciplinary approach to debates on media and power this book will appeal to students of public relations sociology media studies cultural studies and communication studies It will also be of interest to scholars and practitioners working at the intersections of media social relations and public trust

**Doing Ethics in Media** Jay Black, 2011-04-19 Doing Ethics in Media Theories and Practical Applications is an accessible comprehensive introduction to media ethics Its theoretical framework and grounded discussions engage students to think clearly and systematically about dilemmas in the rapidly changing media environment The 13 chapter text is organized around six decision making questions the 5Ws and H of media ethics The questions encourage students to articulate the issues apply codes policies or laws consider the needs of stakeholders sift and sort through conflicting values integrate philosophic principles and pose a test of publicity Specifically the questions ask What's your problem Why not follow the rules Who wins who loses What's it worth Who's whispering in your ear How's your decision going to look As they progress through the text students are encouraged to resolve dozens of practical applications and increasingly complex case studies relating to journalism new media advertising public relations and entertainment Other distinctive features include Comprehensive materials on classic moral theory and current issues such as truth telling and deception values persuasion and propaganda privacy diversity and loyalty A user friendly approach that challenges students to think for themselves rather than imposing answers on them Consistent connections between theories and the decision making challenges posed in the practical applications and case studies A companion website with online resources for students including additional readings and chapter overviews as well as instructor materials with a test bank instructor's manual sample syllabi and more [www.routledge.com/textbooks/black](http://www.routledge.com/textbooks/black) A second website with continuously updated examples case studies and student writing [www.doingmediaethics.com](http://www.doingmediaethics.com) Doing Ethics in Media is aimed at undergraduates and graduate students studying media ethics in mass media journalism and media studies It also serves students in rhetoric popular culture communication studies and interdisciplinary social sciences

**Introduction to Public**

**Relations** Janis Teruggi Page, Lawrence J. Parnell, 2025-01-07 Introduction to Public Relations Strategic Digital and Socially Responsible Communication Third Edition presents a comprehensive introduction to the field of public relations examining its current practices and future directions Page and Parnell guide students toward becoming responsible communicators where fostering trust and respect with diverse communities is valued over creating the next viral campaign *Government Public Relations* Mordecai Lee, 2007-12-17 Much maligned in the past as wasteful and self serving government public relations provides several distinct services that can be used to advance the substantive mission of an agency in ways that save money time and effort In the same manner as budgeting HR strategic planning and performance assessment public relations must be included in t **Public Relations as Emotional Labour** Liz Yeomans, 2019-06-04 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 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 *Public Relations* Jacquie L'Etang, 2007-11-21 An excellent text for encouraging students to think critically about key public relations issues Not only does it help students to develop a deeper appreciation of public relations it also helps them to develop valuable learning skills Amanda Coady The Hague University A typically excellent piece of work from Jacquie L Etang Critical of every basic concept and provocative to all students Ideal for second and final year undergraduates plus MA students Chris Rushton Sunderland University Extending beyond the usual bounds of insularity this text is designed to encourage critical thought in students and improve practice in workplaces A refreshing read that is consistently inventive enough to attain both aims David McKie Waikato Management School At long last fills a void in the landscape of text books on public relations theory and practice it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study Julia Jahansoozi University of Central Lancashire This book introduces students to the key concepts in Public Relations with 12 chapters

providing clear and careful explanations of concepts such as Reputation Risk Impression management Celebrity Ethics Persuasion and propaganda Emotional and spiritual dimensions of management Promotional culture and globalization Drawing on a wide range of interdisciplinary sources Jacquie L Etang also encourages students to think critically about public relations as an occupation Student exercises critical reflections vignettes and discipline boxes help students to widen their intellectual perspective on the subject and to really engage the thinking that has shaped both the discipline and practice of public relations

*Malaysian Politics in the New Media Age* Pauline Pooi Yin Leong, 2019-08-21 This book provides a comprehensive overview of the impact of the Internet on Malaysian politics and how it has played a pivotal role in influencing the country's political climate It lays out the background of Malaysia's political history and media environment and addresses the ramifications of mediaisation for the political process including political public relations advertising and online campaigns The book examines the Internet's transformative role and effect on Malaysian democracy as well as its consequences for political actors and the citizenry such as the development of cyber warfare and the rise of propaganda or fake news in the online domain It also investigates the interplay between traditional and new media with regard to the evolution of politics in Malaysia especially as a watchdog on accountability and transparency and contributes to the current discourse on the climate of Malaysian politics following the rise of new media in the country This book is particularly timely in the wake of the 2018 Malaysian general election and will be of interest to students and researchers in communications politics new media and cultural studies

A History of the U.S. Political System Richard A. Harris, Daniel J. Tichenor, 2009-12-23 This reference resource combines unique historical analysis scholarly essays and primary source documents to explore the evolution of ideas and institutions that have shaped American government and Americans political behavior One of the most active and revealing approaches to research into the American political system is one that focuses on political development an approach that combines the tools of the political scientist and the historian A History of the U S Political System Ideas Interests and Institutions is the first comprehensive resource that uses this approach to explore the evolution of the American political system from the adoption of the Constitution to the present A History of the U S Political System is a three volume collection of original essays and primary documents that examines the ideas institutions and policies that have shaped American government and politics throughout its history The first volume is issues oriented covering governmental and nongovernmental institutions as well as key policy areas The second volume examines America's political development historically surveying its dynamic government era by era Volume three is a collection of documentary materials that supplement and enhance the reader's experience with the other volumes

**New Media, Old News** Natalie Fenton, 2010 In a thorough empirical investigation of journalistic practices in different news contexts New Media Old News explores how technological economic and social changes have reconfigured news journalism and the consequences of these transformations for a vibrant democracy in our digital age

**Hong Kong Media** Chi Kit Chan, Gary Tang, Francis L. F.

Lee,2022-08-11 This book explores the challenges to news professionalism and media autonomy stemming from the state market pressure the digitalization of communication and a polarized civil society in Hong Kong China is tightening its control over post handover Hong Kong which includes press freedom Harsh market competition coupled with shifting readership from mainstream media to digital platforms is squeezing the business viability of media organizations The polarization of civil society in post handover Hong Kong had degraded consensual values upon which news professionalism relies Journalists have had to reorient news professionalism and media power in the midst of state society tension market pressure and the shifting communication mode driven by digitalization These are the key questions for Hong Kong media This dynamic intervention will be of interest to journalists scholars of civil society and scholars of Asian politics *(Re)discovering the Human Element in Public Relations and Communication Management in Unpredictable Times* Natalia Rodríguez-Salcedo,Ángeles Moreno,Sabine Einwiller,Mónica Recalde,2023-02-01 Re discovering the Human Element in Public Relations and Communication Management in Unpredictable rethinks what it means to put the person at the center of the organization s decisions The Handbook of Comparative Communication Research Frank Esser,Thomas Hanitzsch,2013-06-19 The Handbook of Comparative Communication Research aims to provide a comprehensive understanding of comparative communication research It fills an obvious gap in the literature and offers an extensive and interdisciplinary discussion of the general approach of comparative research its prospect and problems as well as its applications in crucial sub fields of communications The first part of the volume charts the state of the art in the field the second section introduces relevant areas of communication studies where the comparative approach has been successfully applied in recent years the third part offers an analytical review of conceptual and methodological issues and the last section proposes a roadmap for future research **Media and Environment** Libby Lester,2010-12-13 Drawing on a range of international examples Libby Lester invites readers to develop a nuanced understanding of changing media practices and dynamics by connecting local national and global environmental issues journalistic practices and news sources public relations and protests and the symbolic and strategic circulation of meanings in the public sphere **Sport and the Media** Matthew Nicholson,Anthony Kerr,Merryn Sherwood,2015-06-12 Successful media relations and a sound communication strategy are essential for all sport organizations Any successful manager working in sport must have a clear understanding of how the media works as well as the practical skills to manage the communication process Now in a fully revised and updated second edition Sport and the Media Managing the Nexus is still the only textbook to combine in depth analysis of the rapidly developing sport media industry with a clear and straightforward guide to practical sport media management skills The book explains the commercial relationships that exist between key media and sport organisations and how to apply a range of tools and strategies to promote the achievements of sport organisations This updated edition includes a wider range of international examples and cases as well as four completely new chapters covering new and social media managing the



media at major sports events the work of the sports journalist and the role of the sport media manager The book's online resources have also been updated with new lecture slides and teaching notes providing a complete package for instructors Sport and the Media is an essential textbook for any degree level course on sport and the media sport media management or sport communication and invaluable reading for any sport media or sport management practitioner looking to improve their professional skills

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