

MS: M - Public Relations: Principles and Foundations

[View Online](#)

[1]

Ames, C. 2010. PR goes to the movies: The image of public relations improves from 1996 to 2008. *Public Relations Review*. 36, 2 (Jun. 2010), 164–170.

[2]

Borg, J. 2013. *Persuasion: the art of influencing people*. Pearson.

[3]

Borg, J. 2013. *Persuasion: the art of influencing people*. Pearson.

[4]

Borg, James 2004. *Persuasion: the art of influencing people*. Prentice Hall Business.

[5]

Botan, Carl H. and Hazleton, Vincent 2006. *Public relations theory II*. Lawrence Erlbaum.

[6]

Coombs, W. Timothy and Holladay, Sherry J. 2007. *It's not just PR: public relations in society*. Blackwell.

[7]

Corner, J Mediated politics, promotional culture and the idea of 'propaganda'. MEDIA CULTURE & SOCIETY. 29, 4, 669-677.

[8]

Culbertson, Hugh M. and Chen, Ni 1996. International public relations: a comparative analysis. L. Erlbaum.

[9]

Curran, James and ebrary, Inc 2002. Media and power. Routledge.

[10]

Edwards, L. 2006. Rethinking power in public relations. Public Relations Review. 32, 3 (Sep. 2006), 229-231.

[11]

Ewen, Stuart 1996. PR!: a social history of spin. Basic Books.

[12]

Featherstone, Mike 1991. Consumer culture and postmodernism. Sage in association with Theory, Culture & Society, Teesside Polytechnic.

[13]

Goodwin, Jeff What's Right (and Wrong) About Left Media Criticism? Herman and Chomsky's Propaganda Model. Sociological Forum. 9, 1, 101-111.

[14]

Green, Andy and Institute of Public Relations 2001. Creativity in public relations. Kogan Page [published in association with] the Institute of Public Relations.

[15]

Grunig, Larissa A. et al. 2002. Excellent public relations and effective organizations: a study of communication management in three countries. Lawrence Erlbaum.

[16]

Grunig, Larissa A. et al. 2002. Excellent public relations and effective organizations: a study of communication management in three countries. Lawrence Erlbaum.

[17]

Heath, Dr Robert L. 2010. SAGE handbook of public relations. Sage Publications.

[18]

Heath, R.L. et al. 2009. Rhetorical and critical approaches to public relations II. Routledge.

[19]

Heath, Robert L. et al. 2009. Rhetorical and critical approaches to public relations: edited by Robert L. Heath, Elizabeth L. Toth, Damion Waymer. Routledge.

[20]

Jandt, Fred Edmund 2010. An introduction to intercultural communication: identities in a global community. Sage.

[21]

Johansson, C. 2007. Goffman's sociology: An inspiring resource for developing public relations theory. Public Relations Review. 33, 3 (Sep. 2007), 275–280.

[22]

Jowett, Garth and O'Donnell, Victoria 1999. Propaganda and persuasion. Sage.

[23]

Ławniczak, R. 2009. Re-examining the economic roots of public relations. Public Relations Review. 35, 4 (Nov. 2009), 346–352.

[24]

L'Etang, J. 2005. Critical public relations: Some reflections. Public Relations Review. 31, 4 (Nov. 2005), 521–526.

[25]

L'Etang, J. 2006. Public relations and sport in promotional culture. Public Relations Review. 32, 4 (Nov. 2006), 386–394.

[26]

L'Etang, Jacquie 2008. Public relations: concepts, practice and critique. Sage.

[27]

L'Etang, Jacquie 2004. Public relations in Britain: a history of professional practice in the 20th century. Lawrence Erlbaum.

[28]

L'Etang, Jacquie and Pieczka, Magda 2006. Public relations: critical debates and contemporary practice. Lawrence Erlbaum.

[29]

McKie, D. and Toledano, M. 2008. Dangerous liaison or perfect match? Public Relations Review. 34, 4 (Nov. 2008), 318–324.

[30]

McKie, David and Munshi, Debashish 2007. Reconfiguring public relations: equity, ecology and enterprise. Routledge.

[31]

Moloney, K. 2006. Rethinking public relations: PR propaganda and democracy. Routledge.

[32]

Moloney, K. 2005. Trust and public relations: Center and edge. Public Relations Review. 31, 4 (Nov. 2005), 550-555.

[33]

Munro, James F. et al. 2002. Promoting health: politics and practice. Sage.

[34]

Newsom, Doug et al. 2004. This is PR: the realities of public relations. Wadsworth.

[35]

Nixon, S. and Gay, P.D. 2002. WHO NEEDS CULTURAL INTERMEDIARIES? Cultural Studies. 16, 4 (Jul. 2002), 495-500.

[36]

Parsons, Patricia and ebrary, Inc 2004. Ethics in public relations: a guide to best practice. Kogan Page.

[37]

Parsons, Patricia J. 2004. Ethics in public relations: a guide to best practice. Kogan Page.

[38]

Porter, L. 2010. Communicating for the good of the state: A post-symmetrical polemic on persuasion in ethical public relations. *Public Relations Review*. 36, 2 (Jun. 2010), 127-133.

[39]

Roper, J. 2005. Symmetrical Communication: Excellent Public Relations or a Strategy for Hegemony? *Journal of Public Relations Research*. 17, 1 (Jan. 2005), 69-86.

[40]

Samovar, Larry A. and Porter, Richard E. 2003. *Intercultural communication: a reader*. Wadsworth Thomson Learning.

[41]

Seib, Philip M. and Fitzpatrick, Kathy 1995. *Public relations ethics*. Harcourt Brace College Publishers.

[42]

Servaes, J. and Malikhaio, P. 2010. Advocacy strategies for health communication. *Public Relations Review*. 36, 1 (Mar. 2010), 42-49.

[43]

Sriramesh, Krishnamurthy and
Verc

✓

ic

✓

, Dejan 2009. *The global public relations handbook: theory, research, and practice*. Routledge.

[44]

Sriramesh, Krishnamurthy and Vercic, Dejan 2003. The global public relations handbook: theory, research and practice. Lawrence Erlbaum.

[45]

Sriramesh, Krishnamurthy and Vercic, Dejan 2003. The global public relations handbook: theory, research and practice. Lawrence Erlbaum.

[46]

Stauber, John C and Rampton, Sheldon 1995. Toxic sludge is good for you: lies, damn lies and the public relations industry. Common Courage Press.

[47]

Tench, R. and Yeomans, L. eds. 2014. Exploring public relations. Pearson.

[48]

Toledano, M. 2009. Influencing economic change: Government interventions, disputes between sectors, and public relations campaigns in Israel. Public Relations Review. 35, 4 (Nov. 2009), 361–367.

[49]

Tye, Larry 2001. The father of spin: Edward L. Bernays & the birth of public relations. Henry Holt.

[50]

Veil, SR and Rodgers, JE Reaching at-risk populations: The inconsistency of communication channels among American Indian tribes and nations in Oklahoma. PUBLIC RELATIONS REVIEW. 36, 3, 302–305.

[51]

Waymer, D. 2009. Liberty and Justice for All? The Paradox of Governmental Rhetoric.

Communication Quarterly. 57, 3 (Aug. 2009), 334–351.

[52]

Xifra, J. and Ordeix, E. 2009. Managing reputational risk in an economic downturn: The case of Banco Santander. Public Relations Review. 35, 4 (Nov. 2009), 353–360.

[53]

Zaharna, R. 2001. "In-awareness" approach to international public relations. Public Relations Review. 27, 2 (2001), 135–148.