

# MS: M - Public Relations: Principles and Foundations

[View Online](#)

- @article{Ames\_2010, title={PR goes to the movies: The image of public relations improves from 1996 to 2008}, volume={36}, url={http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=edselp&AN=S036381109001453&site=eds-live&scope=site}, number={2}, journal={Public Relations Review}, author={Ames, Carol}, year={2010}, month={Jun}, pages={164-170} }
- @book{Borg, James\_2004, address={London}, title={Persuasion: the art of influencing people}, publisher={Prentice Hall Business}, author={Borg, James}, year={2004} }
- @book{Borg\_2013a, address={Harlow, England}, edition={4th edition}, title={Persuasion: the art of influencing people}, publisher={Pearson}, author={Borg, James}, year={2013} }
- @book{Borg\_2013b, address={Harlow, England}, edition={4th edition}, title={Persuasion: the art of influencing people}, url={https://bournemouth.on.worldcat.org/oclc/856625878}, publisher={Pearson}, author={Borg, James}, year={2013} }
- @book{Botan, Carl H.\_Hazleton, Vincent\_2006, address={London}, title={Public relations theory II}, volume={LEA's communication series}, publisher={Lawrence Erlbaum}, author={Botan, Carl H. and Hazleton, Vincent}, year={2006} }
- @book{Coombs, W. Timothy\_Holladay, Sherry J.\_2007, address={Malden, Mass}, title={It's not just PR: public relations in society}, publisher={Blackwell}, author={Coombs, W. Timothy and Holladay, Sherry J.}, year={2007} }
- @article{Corner, J, title={Mediated politics, promotional culture and the idea of 'propaganda'}, volume={29}, number={4}, journal={MEDIA CULTURE & SOCIETY}, author={Corner, J}, pages={669-677} }
- @book{Culbertson, Hugh M.\_Chen, Ni\_1996, address={Mahwah, N.J.}, title={International public relations: a comparative analysis}, volume={LEA's communication series}, publisher={L. Erlbaum}, author={Culbertson, Hugh M. and Chen, Ni}, year={1996} }
- @book{Curran, James\_ebrary, Inc\_2002, address={London}, title={Media and power}, publisher={Routledge}, author={Curran, James and ebrary, Inc}, year={2002} }
- @article{Edwards\_2006, title={Rethinking power in public relations}, volume={32},

url={http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=edselp&AN=S0363811106000695&site=eds-live&scope=site}, number={3}, journal={Public Relations Review}, author={Edwards, Lee}, year={2006}, month={Sep}, pages={229-231} }

@book{Ewen, Stuart\_1996, address={New York}, title={PR!: a social history of spin}, publisher={Basic Books}, author={Ewen, Stuart}, year={1996} }

@book{Featherstone, Mike\_1991, address={London}, title={Consumer culture and postmodernism}, volume={Theory, culture and society}, publisher={Sage in association with Theory, Culture & Society, Teesside Polytechnic}, author={Featherstone, Mike}, year={1991} }

@article{Goodwin, Jeff, title={What's Right (and Wrong) About Left Media Criticism? Herman and Chomsky's Propaganda Model.}, volume={9}, number={1}, journal={Sociological Forum}, author={Goodwin, Jeff}, pages={101-111} }

@book{Green, Andy\_Institute of Public Relations\_2001, address={London}, edition={2nd ed}, title={Creativity in public relations}, volume={PR in practice series}, publisher={Kogan Page [published in association with] the Institute of Public Relations}, author={Green, Andy and Institute of Public Relations}, year={2001} }

@book{Grunig, Larissa A.\_Grunig, James E.\_Dozier, David M.\_2002a, address={Mahwah, NJ}, title={Excellent public relations and effective organizations: a study of communication management in three countries}, volume={LEA's communication series}, publisher={Lawrence Erlbaum}, author={Grunig, Larissa A. and Grunig, James E. and Dozier, David M.}, year={2002} }

@book{Grunig, Larissa A.\_Grunig, James E.\_Dozier, David M.\_2002b, address={Mahwah, NJ}, title={Excellent public relations and effective organizations: a study of communication management in three countries}, volume={LEA's communication series}, publisher={Lawrence Erlbaum}, author={Grunig, Larissa A. and Grunig, James E. and Dozier, David M.}, year={2002} }

@book{Heath, Dr Robert L.\_2010, address={London}, title={SAGE handbook of public relations}, publisher={Sage Publications}, author={Heath, Dr Robert L.}, year={2010} }

@book{Heath\_Toth\_Waymer\_2009, address={New York}, title={Rhetorical and critical approaches to public relations II}, url={https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=412919}, publisher={Routledge}, author={Heath, Robert L. and Toth, Elizabeth L. and Waymer, Damion}, year={2009} }

@book{Heath, Robert L.\_Toth, Elizabeth L.\_Waymer, Damion\_2009, address={London}, edition={2nd ed}, title={Rhetorical and critical approaches to public relations: edited by Robert L. Heath, Elizabeth L. Toth, Damion Waymer}, volume={LEA's communication series}, publisher={Routledge}, author={Heath, Robert L. and Toth, Elizabeth L. and Waymer, Damion}, year={2009} }

@book{Jandt, Fred Edmund\_2010, address={London}, edition={6th ed}, title={An

introduction to intercultural communication: identities in a global community},  
publisher={Sage}, author={Jandt, Fred Edmund}, year={2010} }

@article{Johansson\_2007, title={Goffman's sociology: An inspiring resource for developing public relations theory}, volume={33}, url={http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=edselp&AN=S0363811107000604&site=eds-live&scope=site}, number={3}, journal={Public Relations Review}, author={Johansson, Catrin}, year={2007}, month={Sep}, pages={275-280} }

@book{Jowett, Garth\_O'Donnell, Victoria\_1999, address={London}, edition={3rd ed}, title={Propaganda and persuasion}, publisher={Sage}, author={Jowett, Garth and O'Donnell, Victoria}, year={1999} }

@article{Ławniczak\_2009, title={Re-examining the economic roots of public relations}, volume={35}, url={http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S0363811109001386}, number={4}, journal={Public Relations Review}, author={Ławniczak, Ryszard}, year={2009}, month={Nov}, pages={346-352} }

@book{L'Etang, Jacquie\_2004, address={London}, title={Public relations in Britain: a history of professional practice in the 20th century}, publisher={Lawrence Erlbaum}, author={L'Etang, Jacquie}, year={2004} }

@article{L'Etang\_2005, title={Critical public relations: Some reflections}, volume={31}, url={http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=edselp&AN=S0363811105001347&site=eds-live&scope=site}, number={4}, journal={Public Relations Review}, author={L'Etang, Jacquie}, year={2005}, month={Nov}, pages={521-526} }

@article{L'Etang\_2006, title={Public relations and sport in promotional culture}, volume={32}, url={http://libezproxy.bournemouth.ac.uk/login?url=http://ejournals.ebsco.com/direct.asp?ArticleID=46C6AA826EE09A78A006}, number={4}, journal={Public Relations Review}, author={L'Etang, Jacquie}, year={2006}, month={Nov}, pages={386-394} }

@book{L'Etang, Jacquie\_2008, address={London}, title={Public relations: concepts, practice and critique}, publisher={Sage}, author={L'Etang, Jacquie}, year={2008} }

@book{L'Etang, Jacquie\_Pieczka, Magda\_2006, address={London}, title={Public relations: critical debates and contemporary practice}, publisher={Lawrence Erlbaum}, author={L'Etang, Jacquie and Pieczka, Magda}, year={2006} }

@book{McKie, David\_Munshi, Debashish\_2007, address={London}, title={Reconfiguring public relations: equity, ecology and enterprise}, volume={Routledge advances in management and business studies}, publisher={Routledge}, author={McKie, David and Munshi, Debashish}, year={2007} }

@article{McKie\_Toledano\_2008, title={Dangerous liaison or perfect match?}, volume={34}, url={http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science

/article/pii/S036381108001161}, number={4}, journal={Public Relations Review}, author={McKie, David and Toledano, Margalit}, year={2008}, month={Nov}, pages={318-324} }

@article{Moloney\_2005, title={Trust and public relations: Center and edge}, volume={31}, url={http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=edselp&AN=S036381105001384&site=eds-live&scope=site}, number={4}, journal={Public Relations Review}, author={Moloney, Kevin}, year={2005}, month={Nov}, pages={550-555} }

@book{Moloney\_2006, address={London}, edition={2nd ed}, title={Rethinking public relations: PR propaganda and democracy}, url={https://bournemouth.on.worldcat.org/oclc/60420977}, publisher={Routledge}, author={Moloney, Kevin}, year={2006} }

@book{Munro, James F.\_Adams, Lee\_Amos, Mary\_2002, address={London}, title={Promoting health: politics and practice}, publisher={Sage}, author={Munro, James F. and Adams, Lee and Amos, Mary}, year={2002} }

@book{Newsom, Doug\_Turk, Judy VanSlyke\_Kruckeberg, Dean\_2004, address={Belmont, Calif}, edition={8th ed}, title={This is PR: the realities of public relations}, volume={Wadsworth series in mass communication and journalism}, publisher={Wadsworth}, author={Newsom, Doug and Turk, Judy VanSlyke and Kruckeberg, Dean}, year={2004} }

@article{Nixon\_Gay\_2002, title={WHO NEEDS CULTURAL INTERMEDIARIES?}, volume={16}, url={http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=a9h&AN=8543986&site=ehost-live}, number={4}, journal={Cultural Studies}, author={Nixon, Sean and Gay, Paul Du}, year={2002}, month={Jul}, pages={495-500} }

@book{Parsons, Patricia\_ebrary, Inc\_2004, address={London}, title={Ethics in public relations: a guide to best practice}, publisher={Kogan Page}, author={Parsons, Patricia and ebrary, Inc}, year={2004} }

@book{Parsons, Patricia J.\_2004, address={London}, title={Ethics in public relations: a guide to best practice}, publisher={Kogan Page}, author={Parsons, Patricia J.}, year={2004} }

@article{Porter\_2010, title={Communicating for the good of the state: A post-symmetrical polemic on persuasion in ethical public relations}, volume={36}, url={http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S03638110900143X}, number={2}, journal={Public Relations Review}, author={Porter, Lance}, year={2010}, month={Jun}, pages={127-133} }

@article{Roper\_2005, title={Symmetrical Communication: Excellent Public Relations or a Strategy for Hegemony?}, volume={17}, url={http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=bth&AN=15305449&site=ehost-live}, number={1}, journal={Journal of Public

Relations Research}, author={Roper, Juliet}, year={2005}, month={Jan}, pages={69-86} }

@book{Samovar, Larry A.\_Porter, Richard E.\_2003, address={Belmont, Calif}, edition={10th ed}, title={Intercultural communication: a reader}, publisher={Wadsworth Thomson Learning}, author={Samovar, Larry A. and Porter, Richard E.}, year={2003} }  
@book{Seib, Philip M.\_Fitzpatrick, Kathy\_1995, address={Fort Worth, Tex}, title={Public relations ethics}, publisher={Harcourt Brace College Publishers}, author={Seib, Philip M. and Fitzpatrick, Kathy}, year={1995} }

@article{Servaes\_Malikhao\_2010, title={Advocacy strategies for health communication}, volume={36}, url={http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S036381109001465}, number={1}, journal={Public Relations Review}, author={Servaes, Jan and Malikhao, Patchanee}, year={2010}, month={Mar}, pages={42-49} }

@book{Sriramesh, Krishnamurthy\_Vercic, Dejan\_2003a, address={London}, title={The global public relations handbook: theory, research and practice}, volume={LEA's communication series}, publisher={Lawrence Erlbaum}, author={Sriramesh, Krishnamurthy and Vercic, Dejan}, year={2003} }

@book{Sriramesh, Krishnamurthy\_Vercic, Dejan\_2003b, address={London}, title={The global public relations handbook: theory, research and practice}, volume={LEA's communication series}, publisher={Lawrence Erlbaum}, author={Sriramesh, Krishnamurthy and Vercic, Dejan}, year={2003} }

@book{Sriramesh,  
Krishnamurthy\_Verc

ic

, Dejan\_2009, address={London}, edition={Rev. and expanded ed}, title={The global public relations handbook: theory, research, and practice}, publisher={Routledge}, author={Sriramesh, Krishnamurthy and

Verc

ic

, Dejan}, year={2009} }

@book{Stauber, John C\_Rampton, Sheldon\_1995, address={Monroe, ME}, title={Toxic sludge is good for you: lies, damn lies and the public relations industry}, publisher={Common Courage Press}, author={Stauber, John C and Rampton, Sheldon}, year={1995} }

@article{Toledano\_2009, title={Influencing economic change: Government interventions, disputes between sectors, and public relations campaigns in Israel}, volume={35}, url={http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S036381109001349}, number={4}, journal={Public Relations Review}, author={Toledano, Margalit}, year={2009}, month={Nov}, pages={361-367} }

@book{Tye, Larry\_2001, address={New York}, title={The father of spin: Edward L. Bernays & the birth of public relations}, publisher={Henry Holt}, author={Tye, Larry}, year={2001} }

@article{Veil, SR\_Rodgers, JE, title={Reaching at-risk populations: The inconsistency of communication channels among American Indian tribes and nations in Oklahoma}, volume={36}, number={3}, journal={PUBLIC RELATIONS REVIEW}, author={Veil, SR and Rodgers, JE}, pages={302-305} }

@article{Waymer\_2009, title={Liberty and Justice for All? The Paradox of Governmental Rhetoric}, volume={57}, url={http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=eue&AN=43771955&site=eds-live&scope=site}, number={3}, journal={Communication Quarterly}, author={Waymer, Damion}, year={2009}, month={Aug}, pages={334-351} }

@article{Xifra\_Ordeix\_2009, title={Managing reputational risk in an economic downturn: The case of Banco Santander}, volume={35}, url={http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S036381109001374}, number={4}, journal={Public Relations Review}, author={Xifra, Jordi and Ordeix, Enric}, year={2009}, month={Nov}, pages={353-360} }

@article{Zaharna\_2001, title={"In-awareness" approach to international public relations}, volume={27}, url={http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S036381101000765}, number={2}, journal={Public Relations Review}, author={Zaharna, R}, year={2001}, pages={135-148} }

@book{Tench\_Yeomans\_2014, address={Harlow, England}, edition={Third edition}, title={Exploring public relations}, url={https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=5138908}, publisher={Pearson}, year={2014} }