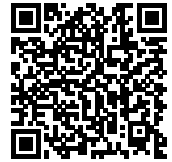


MS: M - Public Relations: Principles and Foundations

View Online



-
- Ames, Carol. 'PR Goes to the Movies: The Image of Public Relations Improves from 1996 to 2008'. *Public Relations Review* 36, no. 2 (2010): 164-70.
<http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=edselp&AN=S0363811109001453&site=eds-live&scope=site>.
- Borg, James. *Persuasion: The Art of Influencing People*. Prentice Hall Business, 2004.
- Borg, James. *Persuasion: The Art of Influencing People*. 4th edition. Pearson, 2013.
- Borg, James. *Persuasion: The Art of Influencing People*. 4th edition. Pearson, 2013. Electronic resource. <https://bournemouth.on.worldcat.org/oclc/856625878>.
- Botan, Carl H. and Hazleton, Vincent. *Public Relations Theory II*. LEA's communication series. Lawrence Erlbaum, 2006.
- Coombs, W. Timothy and Holladay, Sherry J. *It's Not Just PR: Public Relations in Society*. Blackwell, 2007.
- Corner, J. 'Mediated Politics, Promotional Culture and the Idea of "Propaganda"'. *MEDIA CULTURE & SOCIETY* 29, no. 4 (n.d.): 669-77.
- Culbertson, Hugh M. and Chen, Ni. *International Public Relations: A Comparative Analysis*. LEA's communication series. L. Erlbaum, 1996.
- Curran, James and ebrary, Inc. *Media and Power*. Routledge, 2002. Electronic resource.
- Edwards, Lee. 'Rethinking Power in Public Relations'. *Public Relations Review* 32, no. 3 (2006): 229-31.
<http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=edselp&AN=S0363811106000695&site=eds-live&scope=site>.
- Ewen, Stuart. *PR!: A Social History of Spin*. Basic Books, 1996.
- Featherstone, Mike. *Consumer Culture and Postmodernism*. Theory, Culture and Society. Sage in association with Theory, Culture & Society, Teesside Polytechnic, 1991. E-book.
- Goodwin, Jeff. 'What's Right (and Wrong) About Left Media Criticism? Herman and Chomsky's Propaganda Model.' *Sociological Forum* 9, no. 1 (n.d.): 101-11.
- Green, Andy and Institute of Public Relations. *Creativity in Public Relations*. 2nd ed. PR in

- practice series. Kogan Page [published in association with] the Institute of Public Relations, 2001.
- Grunig, Larissa A., Grunig, James E., and Dozier, David M. *Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries*. LEA's communication series. Lawrence Erlbaum, 2002.
- Grunig, Larissa A., Grunig, James E., and Dozier, David M. *Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries*. LEA's communication series. Lawrence Erlbaum, 2002. E-book.
- Heath, Dr Robert L. *SAGE Handbook of Public Relations*. Sage Publications, 2010.
- Heath, Robert L., Toth, Elizabeth L., and Waymer, Damion. *Rhetorical and Critical Approaches to Public Relations: Edited by Robert L. Heath, Elizabeth L. Toth, Damion Waymer*. 2nd ed. LEA's communication series. Routledge, 2009.
- Heath, Robert L., Elizabeth L. Toth, and Damion Waymer. *Rhetorical and Critical Approaches to Public Relations II*. Routledge, 2009. Electronic resource.
<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=412919>.
- Jandt, Fred Edmund. *An Introduction to Intercultural Communication: Identities in a Global Community*. 6th ed. Sage, 2010.
- Johansson, Catrin. 'Goffman's Sociology: An Inspiring Resource for Developing Public Relations Theory'. *Public Relations Review* 33, no. 3 (2007): 275-80.
<http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=edselp&AN=S0363811107000604&site=eds-live&scope=site>.
- Jowett, Garth and O'Donnell, Victoria. *Propaganda and Persuasion*. 3rd ed. Sage, 1999.
- Ławniczak, Ryszard. 'Re-Examining the Economic Roots of Public Relations'. *Public Relations Review* 35, no. 4 (2009): 346-52.
<http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S0363811109001386>.
- L'Etang, Jacquie. 'Critical Public Relations: Some Reflections'. *Public Relations Review* 31, no. 4 (2005): 521-26.
<http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=edselp&AN=S0363811105001347&site=eds-live&scope=site>.
- L'Etang, Jacquie. 'Public Relations and Sport in Promotional Culture'. *Public Relations Review* 32, no. 4 (2006): 386-94.
<http://libezproxy.bournemouth.ac.uk/login?url=http://ejournals.ebsco.com/direct.asp?ArticleID=46C6AA826EE09A78A006>.
- L'Etang, Jacquie. *Public Relations: Concepts, Practice and Critique*. Sage, 2008.
- L'Etang, Jacquie. *Public Relations in Britain: A History of Professional Practice in the 20th Century*. Lawrence Erlbaum, 2004.
- L'Etang, Jacquie and Pieczka, Magda. *Public Relations: Critical Debates and Contemporary*

Practice. Lawrence Erlbaum, 2006.

McKie, David and Munshi, Debashish. Reconfiguring Public Relations: Equity, Ecology and Enterprise. Routledge advances in management and Business studies. Routledge, 2007.

McKie, David, and Margalit Toledano. 'Dangerous Liaison or Perfect Match?' Public Relations Review 34, no. 4 (2008): 318-24.
<http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S0363811108001161>.

Moloney, Kevin. Rethinking Public Relations: PR Propaganda and Democracy. 2nd ed. Routledge, 2006. Electronic resource. <https://bournemouth.on.worldcat.org/oclc/60420977>.

Moloney, Kevin. 'Trust and Public Relations: Center and Edge'. Public Relations Review 31, no. 4 (2005): 550-55.
<http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=edselp&AN=S0363811105001384&site=eds-live&scope=site>.

Munro, James F., Adams, Lee, and Amos, Mary. Promoting Health: Politics and Practice. Sage, 2002.

Newsom, Doug, Turk, Judy VanSlyke, and Kruckeberg, Dean. This Is PR: The Realities of Public Relations. 8th ed. Wadsworth series in mass communication and Journalism. Wadsworth, 2004.

Nixon, Sean, and Paul Du Gay. 'WHO NEEDS CULTURAL INTERMEDIARIES?' Cultural Studies 16, no. 4 (2002): 495-500.
<http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=a9h&AN=8543986&site=ehost-live>.

Parsons, Patricia and ebrary, Inc. Ethics in Public Relations: A Guide to Best Practice. Kogan Page, 2004. Electronic resource.

Parsons, Patricia J. Ethics in Public Relations: A Guide to Best Practice. Kogan Page, 2004.
Porter, Lance. 'Communicating for the Good of the State: A Post-Symmetrical Polemic on Persuasion in Ethical Public Relations'. Public Relations Review 36, no. 2 (2010): 127-33.
<http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S036381110900143X>.

Roper, Juliet. 'Symmetrical Communication: Excellent Public Relations or a Strategy for Hegemony?' Journal of Public Relations Research 17, no. 1 (2005): 69-86.
<http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=bth&AN=15305449&site=ehost-live>.

Samovar, Larry A. and Porter, Richard E. Intercultural Communication: A Reader. 10th ed. Wadsworth Thomson Learning, 2003.

Seib, Philip M. and Fitzpatrick, Kathy. Public Relations Ethics. Harcourt Brace College Publishers, 1995.

Servaes, Jan, and Patchanee Malikhao. 'Advocacy Strategies for Health Communication'. *Public Relations Review* 36, no. 1 (2010): 42–49.
<http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S0363811109001465>.

Sriramesh, Krishnamurthy and Vercic, Dejan. *The Global Public Relations Handbook: Theory, Research and Practice*. LEA's communication series. Lawrence Erlbaum, 2003.

Sriramesh, Krishnamurthy and Vercic, Dejan. *The Global Public Relations Handbook: Theory, Research and Practice*. LEA's communication series. Lawrence Erlbaum, 2003. E-book.

Sriramesh, Krishnamurthy and
Vercic

,
Dejan

, Dejan. *The Global Public Relations Handbook: Theory, Research, and Practice*. Rev. and Expanded ed. Routledge, 2009.

Stauber, John C and Rampton, Sheldon. *Toxic Sludge Is Good for You: Lies, Damn Lies and the Public Relations Industry*. Common Courage Press, 1995.

Tench, Ralph, and Liz Yeomans, eds. *Exploring Public Relations*. Third edition. Pearson, 2014. Electronic resource.
<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=5138908>.

Toledano, Margalit. 'Influencing Economic Change: Government Interventions, Disputes between Sectors, and Public Relations Campaigns in Israel'. *Public Relations Review* 35, no. 4 (2009): 361–67.
<http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S0363811109001349>.

Tye, Larry. *The Father of Spin: Edward L. Bernays & the Birth of Public Relations*. Henry Holt, 2001.

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, no. 3 (n.d.): 302–5.

Waymer, Damion. 'Liberty and Justice for All? The Paradox of Governmental Rhetoric'. *Communication Quarterly* 57, no. 3 (2009): 334–51.
<http://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=eue&AN=43771955&site=eds-live&scope=site>.

Xifra, Jordi, and Enric Ordeix. 'Managing Reputational Risk in an Economic Downturn: The Case of Banco Santander'. *Public Relations Review* 35, no. 4 (2009): 353–60.
<http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S0363811109001374>.

Zaharna, R. "In-Awareness" Approach to International Public Relations'. *Public Relations Review* 27, no. 2 (2001): 135-48.
<http://libezproxy.bournemouth.ac.uk/login?url=http://www.sciencedirect.com/science/article/pii/S0363811101000765>.