# MS: M - Public Relations: Principles and Foundations



1.

Tench, R., Yeomans, L. eds: Exploring public relations. Pearson, Harlow, England (2014).

## 2.

Borg, J.: Persuasion: the art of influencing people. Pearson, Harlow, England (2013).

З.

Borg, J.: Persuasion: the art of influencing people. Pearson, Harlow, England (2013).

4.

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

5.

Ewen, Stuart: PR!: a social history of spin. Basic Books, New York (1996).

6.

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

Sriramesh, Krishnamurthy, Verc

іc

, Dejan: The global public relations handbook: theory, research, and practice. Routledge, London (2009).

## 8.

Heath, R.L., Toth, E.L., Waymer, D.: Rhetorical and critical approaches to public relations II. Routledge, New York (2009).

## 9.

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

## 10.

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

## 11.

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

## 12.

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

## 13.

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

## 14.

Borg, James: Persuasion: the art of influencing people. Prentice Hall Business, London (2004).

## 15.

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

## 16.

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

## 17.

Edwards, L.: Rethinking power in public relations. Public Relations Review. 32, 229–231 (2006).

## 18.

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

## 19.

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

#### 20.

Nixon, S., Gay, P.D.: WHO NEEDS CULTURAL INTERMEDIARIES? Cultural Studies. 16, 495–500 (2002).

21.

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

#### 22.

Servaes, J., Malikhao, P.: Advocacy strategies for health communication. Public Relations Review. 36, 42–49 (2010).

#### 23.

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

#### 24.

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

#### 25.

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

#### 26.

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

#### 27.

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

#### 28.

Toledano, M.: Influencing economic change: Government interventions, disputes between

sectors, and public relations campaigns in Israel. Public Relations Review. 35, 361–367 (2009).

#### 29.

Coombs, W. Timothy, Holladay, Sherry J.: It's not just PR: public relations in society. Blackwell, Malden, Mass (2007).

## 30.

Botan, Carl H., Hazleton, Vincent: Public relations theory II. Lawrence Erlbaum, London (2006).

#### 31.

Curran, James, ebrary, Inc: Media and power. Routledge, London (2002).

32.

Heath, Dr Robert L.: SAGE handbook of public relations. Sage Publications, London (2010).

#### 33.

Jowett, Garth, O'Donnell, Victoria: Propaganda and persuasion. Sage, London (1999).

#### 34.

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

#### 35.

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

36.

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

## 37.

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

## 38.

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

## 39.

Culbertson, Hugh M., Chen, Ni: International public relations: a comparative analysis. L. Erlbaum, Mahwah, N.J. (1996).

## 40.

Grunig, Larissa A., Grunig, James E., Dozier, David M.: Excellent public relations and effective organizations: a study of communication management in three countries. Lawrence Erlbaum, Mahwah, NJ (2002).

## 41.

Grunig, Larissa A., Grunig, James E., Dozier, David M.: Excellent public relations and effective organizations: a study of communication management in three countries. Lawrence Erlbaum, Mahwah, NJ (2002).

## 42.

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

## 43.

Samovar, Larry A., Porter, Richard E.: Intercultural communication: a reader. Wadsworth Thomson Learning, Belmont, Calif (2003).

#### 44.

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

#### 45.

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

#### 46.

Newsom, Doug, Turk, Judy VanSlyke, Kruckeberg, Dean: This is PR: the realities of public relations. Wadsworth, Belmont, Calif (2004).

## 47.

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

#### 48.

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

#### 49.

Seib, Philip M., Fitzpatrick, Kathy: Public relations ethics. Harcourt Brace College Publishers, Fort Worth, Tex (1995).

50.

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

51.

Waymer, D.: Liberty and Justice for All? The Paradox of Governmental Rhetoric. Communication Quarterly. 57, 334–351 (2009).

52.

Munro, James F., Adams, Lee, Amos, Mary: Promoting health: politics and practice. Sage, London (2002).

53.

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