

PUBL804 - Public Relations Concepts and Critique

[View Online](#)

Bourne, C. (2019) 'AI cheerleaders: Public relations, neoliberalism and artificial intelligence', *Public Relations Inquiry*, 8(2), pp. 109–125. Available at: <https://doi.org/10.1177/2046147X19835250>.

Chartered Institute of Public Relations (no date). Available at: <https://www.cipr.co.uk/>.

Coombs, W.T. and Holladay, S.J. (2019) 'The conceptual heritage of public relations: using public memory to explore constraints and liberation', *Journal of Communication Management*, 23(4), pp. 375–392. Available at: <https://doi.org/10.1108/JCOM-01-2019-0016>.

Farmer, Y. (2018) 'Ethical decision making and reputation management in public relations', *Journal of Media Ethics: Exploring Questions of Media Morality*, 33(1), pp. 2–13. Available at: <https://doi.org/10.1080/23736992.2017.1401931>.

Fawkes, J. (2018) 'The evolution of public relations research - an overview', *Communication & Society*, 31(4), pp. 159–171. Available at: <http://ezproxy.aut.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&am;p;db=edb&AN=132863733&site=eds-live>.

Galloway, C. and Swiatek, L. (2018) 'Public relations and artificial intelligence: It's not (just) about robots', *Public Relations Review*, 44(5), pp. 734–740. Available at: <https://doi.org/10.1016/j.pubrev.2018.10.008>.

Grunig, J.E. (1992) 'Communication, public relations, and effective organizations: An overview of the book', in J.E. Grunig (ed.) *Excellence in public relations and communication management*. New York: Routledge, pp. 1–28. Available at: <https://ebookcentral.proquest.com/lib/aut/reader.action?docID=1487173&ppg=16>.

Heath, R.L. (ed.) (2013a) *Encyclopedia of public relations*. 2nd edn. SAGE Publications. Available at: <https://ebookcentral.proquest.com/lib/aut/detail.action?docID=1652024>.

Heath, R.L. (ed.) (2013b) *Encyclopedia of public relations*. 2nd edn. SAGE Publications. Available at: <https://ebookcentral.proquest.com/lib/aut/detail.action?docID=1652024>.

Heath, R.L. (ed.) (2013c) *Encyclopedia of public relations*. 2nd edn. SAGE Publications. Available at: <https://ebookcentral.proquest.com/lib/aut/detail.action?docID=1652024>.

Heath, R.L. (ed.) (2013d) *Encyclopedia of public relations*. 2nd edn. SAGE Publications. Available at: <https://ebookcentral.proquest.com/lib/aut/detail.action?docID=1652024>.

Heath, R.L. (ed.) (2013e) Encyclopedia of public relations. 2nd edn. SAGE Publications. Available at: <https://ebookcentral.proquest.com/lib/aut/detail.action?docID=1652024>.

Heath, R.L. (ed.) (2013f) Encyclopedia of public relations. 2nd edn. SAGE Publications. Available at: <https://ebookcentral.proquest.com/lib/aut/detail.action?docID=1652024>.

Heath, R.L. (ed.) (2013g) Encyclopedia of public relations. 2nd edn. SAGE Publications. Available at: <https://ebookcentral.proquest.com/lib/aut/detail.action?docID=1652024>.

Heath, R.L. (ed.) (2013h) Encyclopedia of public relations. 2nd edn. SAGE Publications. Available at: <https://ebookcentral.proquest.com/lib/aut/detail.action?docID=1652024>.

Heath, R.L. (ed.) (2013i) Encyclopedia of public relations. 2nd edn. SAGE Publications. Available at: <https://ebookcentral.proquest.com/lib/aut/detail.action?docID=1652024>.

Heath, R.L. (ed.) (2013j) Encyclopedia of public relations. 2nd edn. SAGE Publications. Available at: <https://ebookcentral.proquest.com/lib/aut/detail.action?docID=1652024>.

Heath, R.L. (2013k) 'The journey to understand and champion OPR takes many roads, some not yet well traveled', *Public Relations Review*, 39(5), pp. 426-431. Available at: <https://doi.org/10.1016/j.pubrev.2013.05.002>.

Holladay, S.J. and Coombs, W.T. (2013) 'Public relations literacy: Developing critical consumers of public relations', *Public Relations Inquiry*, 2(2), pp. 125-146. Available at: <https://journals-sagepub-com.ezproxy.aut.ac.nz/doi/full/10.1177/2046147X13483673>.

Institute for Public Relations (no date). Available at: <http://www.instituteforpr.org/>.

Johnston, K.A. and Taylor, M. (eds) (2018) *The handbook of communication engagement*. Wiley Blackwell. Available at: <https://ebookcentral.proquest.com/lib/aut/detail.action?docID=5359393>.

Kim, S.-Y. and Ki, E.-J. (2014) 'An exploratory study of ethics codes of professional public relations associations: Proposing modified universal codes of ethics in public relations', *Journal of Mass Media Ethics*, 29(4), pp. 238-257. Available at: <https://doi.org/10.1080/08900523.2014.946602>.

Lambret, C.V. and Barki, E. (2018) 'Social media crisis management: Aligning corporate response strategies with stakeholders' emotions online', *Journal of Contingencies and Crisis Management*, 26(2), pp. 295-305. Available at: <https://doi.org/10.1111/1468-5973.12198>.

Ledingham, J.A. and Brunning, S.D. (1998) 'Relationship management in public relations: Dimensions of an organization-public relationship', *Public Relations Review*, 24(1), pp. 55-65. Available at: <https://www-sciencedirect-com.ezproxy.aut.ac.nz/science/article/pii/S036381198800209>.

L'Etang, J. (2008) *Public relations: concepts, practice and critique*. Los Angeles: SAGE.

Love, T. and Tilley, E. (2014) 'Acknowledging power: The application of Kaupapa Māori

principles and processes to developing a new approach to organisation-public engagement', *Public Relations Inquiry*, 3(1), pp. 31–49. Available at: <https://doi.org/10.1177/2046147X14521198>.

Maal, M. and Wilson-North, M. (2019) 'Social media in crisis communication – the "do's" and "don'ts"', *International Journal of Disaster Resilience in the Built Environment*, 10(5), pp. 379–391. Available at: <https://doi.org/10.1108/IJDRBE-06-2014-0044>.

Macnamara, J. (2012) 'The global shadow of functionalism and excellence theory: An analysis of Australasian PR', *Public Relations Inquiry*, 1(3), pp. 367–402. Available at: <https://doi.org/10.1177/2046147X12448581>.

Morehouse, J. and Saffer, A.J. (2018) 'A bibliometric analysis of dialogue and digital dialogic research: mapping the knowledge construction and invisible colleges in public relations research', *Journal of Public Relations Research*, 30(3), pp. 65–82. Available at: <https://doi.org/10.1080/1062726X.2018.1498343>.

Ott, L. and Theunissen, P. (2015) 'Reputations at risk: Engagement during social media crises', *Public Relations Review*, 41(1), pp. 97–102. Available at: <https://doi.org/10.1016/j.pubrev.2014.10.015>.

Panda, G., Upadhyay, A.K. and Khandelwal, K. (2019) 'Artificial intelligence: A strategic disruption in public relations', *Journal of Creative Communications*, 14(3), pp. 196–213. Available at: <https://doi.org/10.1177/0973258619866585>.

PRovoke | PR News & Public Relations Events (no date). Available at: <https://www.holmesreport.com/>.

Public Relations Institute of New Zealand (no date). Available at: <https://www.prinz.org.nz/>.

Sommerfeldt, E.J. (2013) 'The civility of social capital: Public relations in the public sphere, civil society, and democracy', *Public Relations Review*, 39(4), pp. 280–289. Available at: <https://doi.org/10.1016/j.pubrev.2012.12.004>.

Sommerfeldt, E.J. and Taylor, M. (2011) 'A social capital approach to improving public relations' efficacy: Diagnosing internal constraints on external communication', *Public Relations Review*, 37(3), pp. 197–206. Available at: <https://doi.org/10.1016/j.pubrev.2011.03.007>.

Theunissen, P. and Sissons, H. (2018a) Relationship building in public relations. London, [England]: Routledge. Available at: <http://ezproxy.aut.ac.nz/login?url=http://ebookcentral.proquest.com/lib/aut/detail.action?docID=5056513>.

Theunissen, P. and Sissons, H. (2018b) Relationship building in public relations. London, [England]: Routledge. Available at: <http://ezproxy.aut.ac.nz/login?url=http://ebookcentral.proquest.com/lib/aut/detail.action?docID=5056513>.

Toledano, M. and Avidar, R. (2016) 'Public relations, ethics, and social media: A

cross-national study of PR practitioners', *Public Relations Review*, 42(1), pp. 161–169.
Available at: <https://doi.org/10.1016/j.pubrev.2015.11.012>.