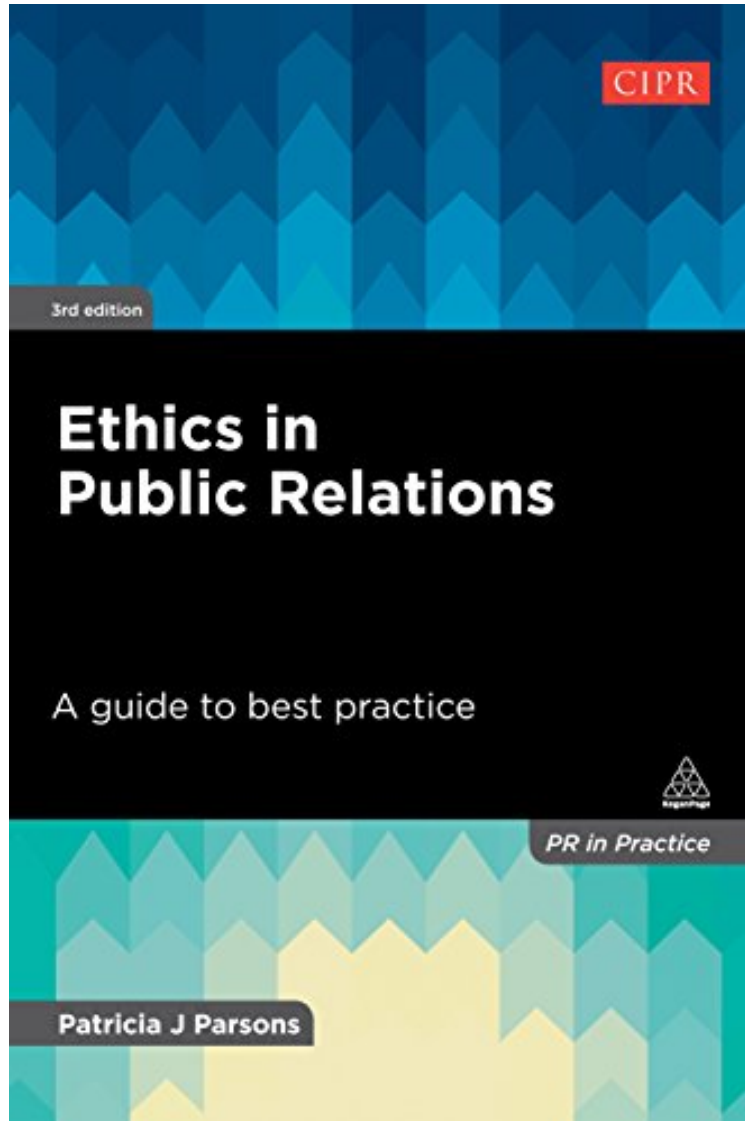


(Free) Ethics in Public Relations: A Guide to Best Practice (PR In Practice)

Ethics in Public Relations: A Guide to Best Practice (PR In Practice)

Patricia J Parsons

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Patricia J Parsons : Ethics in Public Relations: A Guide to Best Practice (PR In Practice) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ethics in Public Relations: A Guide to Best Practice (PR In Practice):

1 of 1 people found the following review helpful. GreatBy DarrenIngram_dot_comTo many outsiders, the concept of ethics in public relations might be an oxymoron, yet it is clear that a professional communicator needs to ensure that they are honest, credible and ethical with what they communicate, even if there might be pressures from clients and other interested parties to be a little too "flexible" with how they interpret matters at times. So this revised book provides a great look at a powerful subject, offering theoretical and practical guidance to public relations

practitioners, covering elements such as conflict of interest, ethics, reputation management, morality and much more besides. It is written in a helpful, informative style that does not hector or pre-judge. The reader is left to decide how their own moral compass will fare in individual situations; the author can only give guidance to the broader subjects and suggest a way of accepted behaviour or good practice. In any case, it is eminently suitable for somebody entering the profession and can also act as a 'situation checker'; for the more-experienced practitioner at the same time. With the changing media landscape, the public relations practitioner can be taking on an even-greater role as gatekeeper. The old way of doing PR is long gone. Today the PR practitioner will be serving or involved with internal customers, external media, social media, stakeholders and many other publics. It is essential that one is honest and transparent; that doesn't mean that you cannot seek to present your company and its news in the best-possible manner or must rush to voluntarily highlight every negative story, yet the fine line of honest, transparent, credible and professional handling of the situation must not, or should not, be crossed. Yet there are many cases where public relations practitioners have crossed the line and the book does not pull its punches and highlights some examples of this. Let us be charitable and say that some events in the past, when viewed through the modern-day ethical lens, fail to pass muster. This is a book that is aimed at a specialist audience yet the general reader could equally find a lot of interest within should they stumble over this book. For those who need this sort of information it is a clear must-read. For everybody else it might help shine a light on an important subject and give a little background understanding, showing that public relations practitioners are not 'spin merchants' who will do and say anything for those who pay.

Ethical practice in any professional discipline is guided by age-old philosophical perspectives, but its modern parameters are continually evolving. Ongoing developments in technology, social media and social contexts mean that public relations and its practices are constantly changing, and so do the ethical questions faced by practitioners in the field. Ethical questions and dilemmas are inherent to public relations, and ensuring that practitioners operate ethically is fundamental to the professionalism and credibility of the field. Engaging and accessible, *Ethics in Public Relations* offers a lively exploration of the key ethical concerns present in the public relations world today by way of practical tips and guidance to support those in PR and corporate communications. Written by a leading academic in the field, this fully updated third edition of *Ethics in Public Relations* includes an entirely new chapter on the uses of ethics in social media, covering topical issues such as blogger engagement and the relationship between employee social media activity and organizational reputation.

"Rooted in reality and pointing to professionalism, *Ethics in Public Relations* reminds us of our societal responsibility. It is readable, digestible and provocative."