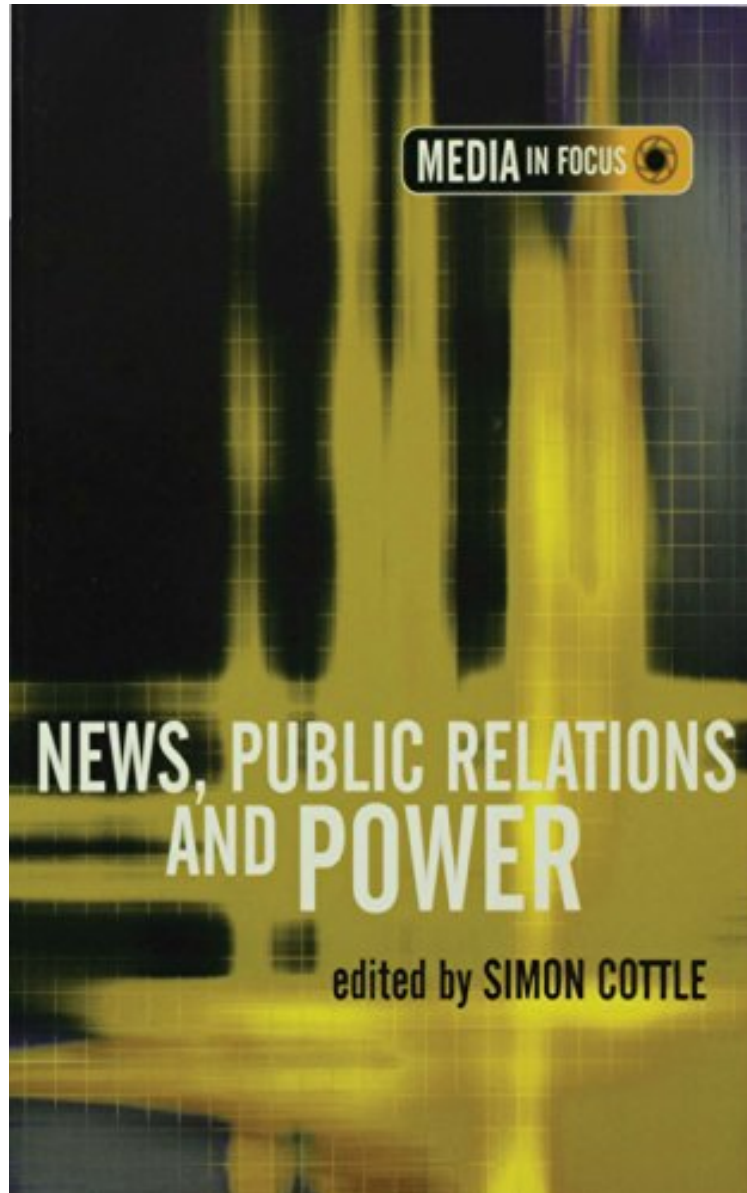


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News, Public Relations and Power (The Media in Focus series)

Simon Cottle

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Simon Cottle : News, Public Relations and Power (The Media in Focus series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised News, Public Relations and Power (The Media in Focus series):

1 of 1 people found the following review helpful. Cottle as a college textBy TwinkleCottle's edited text gave an outstanding overview of the public relations (PR) fields. His co-authors wrote compartmentalized chapters on specific

areas of expertise, and it makes understanding the field much clearer. Cottle's chapters are the most difficult to understand, for he uses career-specific words and concepts and lofty expressions. However, the other seven chapters are very down-to-earth. I am using it as a text for a public relations master's level course, and it is almost perfect. It is written entirely by British or Australian authors, so don't expect extensive analysis of American PR, but there are some American issues included.

Introducing theoretical ideas and the latest empirical findings in this fast-developing field of media communication scholarship and study *News, Public Relations and Power* has contributions from leading international researchers who address issues such as: the rapid growth of public relations and its impact on news production; state information management strategies in times of internal political dissent; political parties and mediated 'spin' conducted at national and local levels; the historically changing nature of war journalism; and tabloid television and forms of cultural representation. The book begins with Simon Cottle's introduction which sets out the key ideas and approaches in the field.