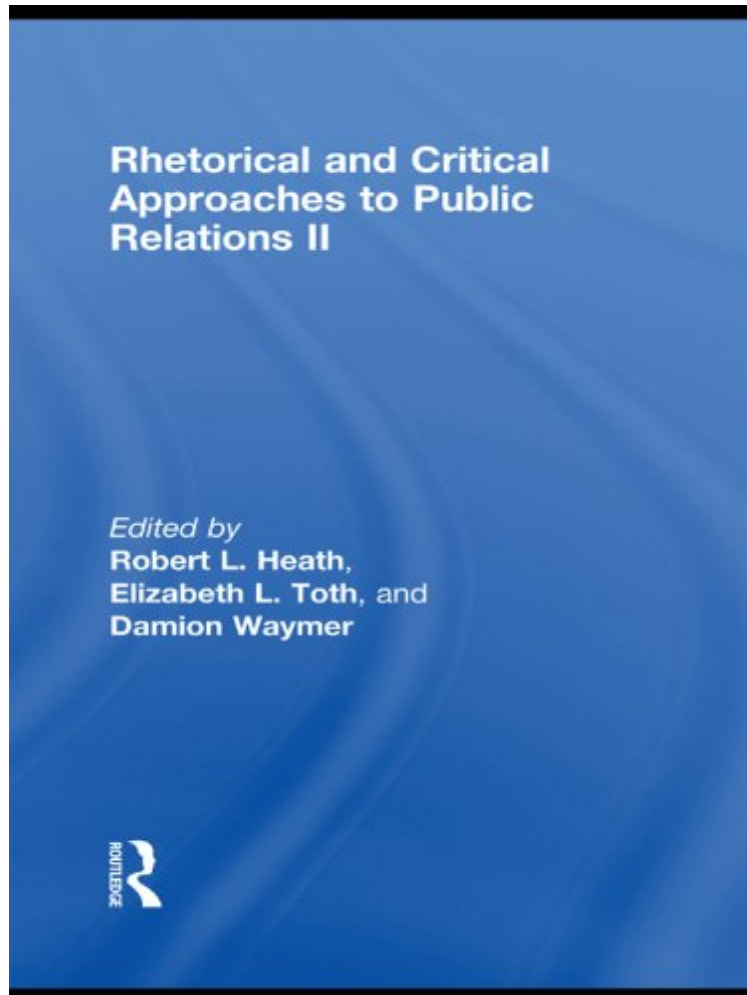


## Rhetorical and Critical Approaches to Public Relations II (Routledge Communication Series)

*From Routledge*

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**From Routledge : Rhetorical and Critical Approaches to Public Relations II (Routledge Communication Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Rhetorical and Critical Approaches to Public Relations II (Routledge Communication Series):

0 of 9 people found the following review helpful. ugg!By Mae WinslowTerrible, terrible, terrible book! Reading this book was awful! It has lots of long wordy sentences, and it uses tons of words that I swear I've never heard before. Here is a sample sentence: "Typically, scholarship and best principles address how to make individual practitioners effective, and in doing so, to make organizations effective -- and even less ineffective." Now if you like this type of long-winded reading, I would highly suggest you read this book, but if you are a normal human who would rather spend your time reading books that aren't threatening to turn your brain to rock, don't waste your money.5 of 5 people

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This book is written for mostly academics or post-graduate students. This is not a practical handbook. It covers very interesting and useful theoretical topics. Certainly its language is to be difficult. The discipline of public relations needs more theoretical books like this. Well done.

This volume illustrates the application of rhetorical theory and critical perspectives to explain public relations practices. It provides a systematic and coherent statement of the crucial guidelines and philosophical underpinnings of public relations. *Rhetorical and Critical Approaches to Public Relations II* addresses the rhetorical/critical tradition's contribution to the definition of public relations and PR practice; explores the role of PR in creating shared meaning in support of publicity and promotional organizational efforts; considers the tradition's contributions to risk, crisis, and issues dimensions of public relations; and highlights ethics, character, and responsible advocacy. It uses a rhetorical lens to provide practitioners with a sense of how their PR campaigns make a contribution to the organizational bottom line.

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