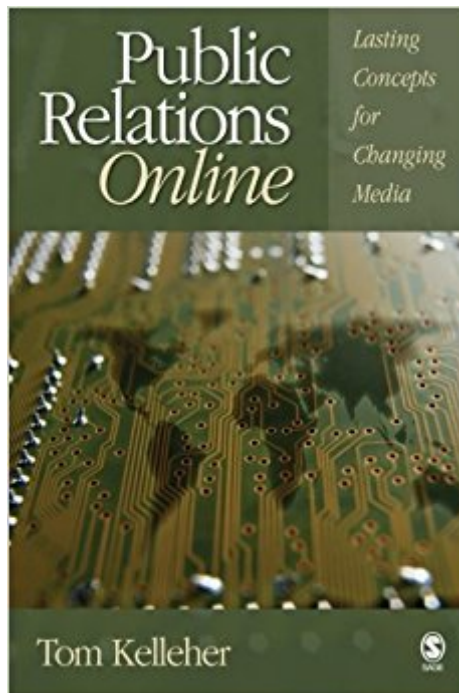




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Public Relations Online: Lasting Concepts For Changing Media



Synopsis

Rich in scholarly foundations combined with actual practice, *Public Relations Online: Lasting Concepts for Changing Media* connects the social and technological forces that are changing public relations. Using plain-talk discussion of theory and research, this book helps readers identify how lasting concepts for effective public relations can be applied in a changing media environment, and how a changing media environment affects the practice of effective public relations.

Book Information

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"College-level students of public relations will find it an important guide to the online media environment, and college-level courses in both public relations and media studies will find it suitable for assignment and classroom discussion."--The Bookwatch (03/20/2007)"College-level students of public relations will find it an important guide to the online media environment, and college-level courses in both public relations and media studies will find it suitable for assignment and classroom discussion."--The Bookwatch (03/20/2007)-College-level students of public relations will find it an important guide to the online media environment, and college-level courses in both public relations and media studies will find it suitable for assignment and classroom discussion.---The Bookwatch (03/20/2007)

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for assignment and classroom discussion." (The Bookwatch 2007-03-20)

Professor Kelleher's book is relevant for students of online public relations because it applies solid academic theory to currently developing real-world contexts and points out the fact that the landscape of the Web is changing so rapidly that today's realities soon become displaced with new innovations. He points out how the role and expectations for PR practitioners has changed with the Internet becoming a dominant means of information dissemination. Peer to peer communication and interaction from myriad publics makes a much more complex paradigm than the type traditionally used. One of the realities of a more media literate audience is that effective PR practitioners have to consider that they cannot ignore negative aspects of the organizations they represent. In order to maintain credibility, they sometimes might even provide links to organizations who do not necessarily represent the views of their clients. The concluding chapter places primary data collection and analysis in an Internet context and discusses how projects can be conducted in cyberspace. Chapter nine shows what happened in a real case study where libelous content had direct consequences for a company in the rapidly moving information age. Odd that in his writing style, Kelleher uses feminine forms of expression when he is talking about positives, while he tends to use masculine at other times. Overall this is a helpful book that provides a lot of valuable explanation and analysis of the current state of PR use online.

From hands-on Internet resource exercises to discussions on the social and technological influences changing the field of public relations, *Public Relations Online: Lasting Concepts for Changing Media* holds a wealth of easily discussions blending theory, research and practice to identify the elements of effective public relations. College-level students of public relations will find it an important guide to the online media environment, and college-level courses in both public relations and media studies will find it suitable for assignment and classroom discussion.

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