

Contents

Preface to *Handbooks of Communication Science* series — V

Acknowledgments — IX

Introduction

Chiara Valentini

- 1 **Public relations and social influence: Understanding the roots of a contested profession — 3**

Part I – Public Relations: History, Identity and Practice

Natalia Rodríguez-Salcedo and Tom Watson

- 2 **Public relations origins and evolution: A global perspective — 23**

Elizabeth L. Toth and Linda Aldoory

- 3 **Women in public relations: A feminist perspective — 45**

Johanna Fawkes

- 4 **Public relations and the problems of professional identity — 61**

Betteke van Ruler

- 5 **Public relations as a reflective practice — 83**

Jennifer Bartlett and Bree Hurst

- 6 **Public relations and legitimacy — 107**

C. Kay Weaver

- 7 **Public relations, power and control — 123**

Part II – Core Functions of Public Relations

Katerina Tsetsura

- 8 **Public relations as media relations — 141**

Michael Etter, Peter Winkler, and Thomas Pleil

- 9 **Public relations and social media — 159**

Grazia Murtarelli, Stefania Romenti, and Craig E. Carroll

10 Public relations as image and reputation management — 175

Audra Diers-Lawson and Augustine Pang

11 Strategic crisis management: State of the field, challenges and opportunities — 195

Sherry J. Holladay and Elina R. Tachkova

12 Public relations for stakeholder and societal engagement — 217

Gareth T. Williams and Erich J. Sommerfeldt

13 Social advocacy and public relations: Building communitas in the public sphere — 233

Jim Macnamara

14 Public relations measurement and evaluation — 249

Part III – Theories of Public Relations

James E. Grunig and Jeong-Nam Kim

15 The four models of public relations and their research legacy — 277

Chun-Ju Flora Hung-Baesecke, Yi-Ru Regina Chen and Lan Ni

16 The Excellence Theory – origins, contribution and critique — 313

Krishnamurthy Sriramesh and Jolene Fisher

17 Personal influence in public relations — 335

Robert L. Heath, Damion Waymer and Øyvind Ihlen

18 Rhetorical theory of public relations — 361

Augustine Pang, Yan Jin, and Glen T. Cameron

19 Contingency theory of strategic conflict management: Explicating a “grand” theory of public relations — 381

Suwichit (Sean) Chaidaroon and Jenny Zhengye Hou

20 Global public relations: Multi-paradigmatic perspectives, key approaches and future directions — 399

John A. Ledingham

21 Relationship management: Status and theory — 415

Marina Vujnovic, Dean Kruckeberg, and Kenneth Starck

- 22 Extending the boundaries of public relations through community-building and organic theories — 433**

Anne Lane

- 23 Dialogic theory — 451**

Jeong-Nam Kim, Lisa Tam, and Myoung-Gi Chon

- 24 A conceptual genealogy of the situational theory of problem solving: Reconceptualizing communication for strategic behavioral communication management — 471**

Part IV – Recent Theorizing in Public Relations

Vincent Hazleton and Emilie Tydings

- 25 The strategic application of social capital theory in public relations — 489**

Magnus Fredriksson, Sara Ivarsson, and Josef Pallas

- 26 Ideas of public relations in the light of Scandinavian institutionalism — 509**

Ian Somerville

- 27 Public relations and Actor-Network Theory — 525**

Laura Olkkonen and Vilma Luoma-aho

- 28 Public relations and expectation theory: Introducing Relationship Expectation Theory (RET) for public relations — 541**

Patricia A. Curtin

- 29 Public relations and cultural theories — 563**

Shannon A. Bowen and Nandini Bhalla

- 30 Ethical theories and public relations: Global issues and challenges — 581**

Afterwords

Clea Bourne and Lee Edwards

- 31 Critical reflections on the field — 601**

XIV — Contents

Chiara Valentini

32 Mapping public relations theory: Concluding reflections and future directions — 615

Contributors to this volume — 629

Index — 639