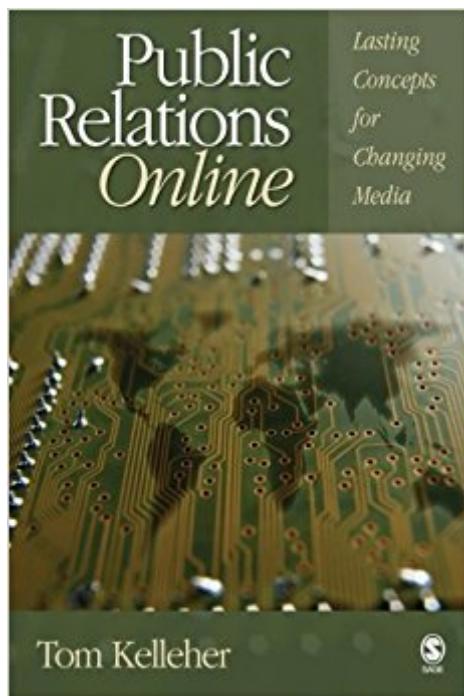The book was found

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

Paperback: 184 pages

Publisher: SAGE Publications, Inc; 1 edition (December 20, 2006)

Language: English

ISBN-10: 1412914175

ISBN-13: 978-1412914178

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars   3 customer reviews

Best Sellers Rank: #294,478 in Books (See Top 100 in Books)   #66 inÃ Â Books > Computers & Technology > Software > Accounting   #204 inÃ Â Books > Business & Money > Marketing & Sales > Public Relations   #253 inÃ Â Books > Computers & Technology > Databases & Big Data > Data Processing

Customer Reviews

"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)

"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 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 myraid 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.

This book was received in the condition as described by the seller. I was completely satisfied with this purchase.

Download to continue reading...

Public Relations Online: Lasting Concepts for Changing Media Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) An Overview to the Public Relations Function (Public Relations Collection) Social Media: Master Social Media Marketing -

Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations Public Relations Writing and Media Techniques Social Media Campaigns: Strategies for Public Relations and Marketing Cases in Public Relations Management: The Rise of Social Media and Activism Public Relations Writing and Media Techniques, Books a la Carte (8th Edition) Public Relations Writing and Media Techniques (7th Edition) Becoming a Public Relations Writer: Strategic Writing for Emerging and Established Media Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand-Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Changing Poverty, Changing Policies (Institute for Research on Poverty Series on Poverty and Public Policy) 101 Mixed Media Techniques: Master the fundamental concepts of mixed media art Mass Communication: Living in a Media World (Media and Public Opinion), 4th Edition Twitter Marketing: Learn How To Grow Your Twitter account to 1 Million Followers in the first 6 months. (Social Media, Social Media Marketing, Online Business)