

# **Political Public Relations**

**Principles and Applications**

*Edited by*  
**Jesper Strömbäck and  
Spiro Kioulos**



# Political Public Relations Principles And Applications

**Anastasios Theofilou, Martina Topić**



## **Political Public Relations Principles And Applications:**

*Political Public Relations* Jesper Stromback, Spiro Kiouisis, 2011-05-18 Political Public Relations maps and defines this emerging field bringing together scholars from various disciplines political communication public relations and political science to explore the area in detail The volume connects differing schools of thought bringing together theoretical and empirical investigations and defines a field that is becoming increasingly important and prominent It offers an international orientation as the field of political public relations must be studied in the context of various political and communication systems to be fully understood As a singular contribution to scholarship in public relations and political communication this work fills a significant gap in the existing literature and is certain to influence future theory and research Political Public Relations Jesper Stromback, Spiro Kiouisis, 2019-07-30 The second edition of Political Public Relations offers an interdisciplinary overview of the latest theory and research in the still emerging field of political public relations The book continues its international orientation in order to fully contextualize the field amidst the various political and communication systems today Existing chapters have been updated and new chapters added to reflect evolving trends such as the rise of digital and social media increasing political polarization and the growth of political populism As a singular contribution to scholarship in public relations and political communication this volume serves as an important catalyst for future theory and research This volume is ideal for researchers and courses at the intersection of public relations political communication and political science Chapter 7 of this book is freely available as a downloadable Open Access PDF under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license available at <http://www.taylorfrancis.com> *Understanding Political Public Relations Techniques* Albina Gayoso, 2023-01-01 This book focuses on Political Public Relations PPR Techniques of both Russian and US Leaderships It does so by analysing leadership presidential or otherwise inaugural addresses from the two countries between 1980 to 2018 using triangulation analysis of verbal non verbal language and emotions of speakers Given that the Russian perception of Political Public Relations known as Political Technologies PT in Russia is unique and often misunderstood or misinterpreted in Western scholarship the book acts as a bridge between these two fields of studies With that in mind the study of Political Technologies is explained and applied in a wider sense than is offered by other disciplines specifically in more meaningful ways than suggested in communications discipline in the West In doing so the book not only offers a deep dive into theory but also provides a unique methodology aiming at extracting and analysing PPR or PT techniques This triangulation method allows us to investigate a combined effect of audio visual and verbal effects on the general public and offers a way of interpreting such effects Readers would understand more about the research dynamic in PPR discipline apply the triangulation methodology to expand this research and more generally find out more about the evidence based list of PPR techniques and their applications and interpretations *Political Communication* Carsten Reinemann, 2014-07-28 Against the background of an enormous expansion and diversification of both political communication

itself and scientific research into its structures processes and effects this volume gives an overview of some of the key theories and findings accumulated by political communication research over the last decades In order to do so the volume provides readers with review articles by renowned international authors on various aspects of I the normative regulatory and conceptual foundations of political communication II different situations of political communication e g elections referendums social movements media hypes crisis and war III the activities of and part played by political actors IV mass media and journalism V characteristics and typical features of media messages VI the role played by citizens as well as VII various kinds of effects on citizens Each section includes several chapters that address specific issues and research problems in the form of comprehensive overviews articles

**The Routledge Handbook of Strategic Communication** Derina Holtzhausen,Ansgar Zerfass,2014-11-20 The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and offers educators and graduate level students a compilation of approaches to and studies of varying aspects of the field The volume provides insights into ongoing discussions that build an emerging body of knowledge Focusing on the metatheoretical philosophical and applied aspects of strategic communication the parts of the volume cover Conceptual foundations Institutional and organizational dimensions Implementing strategic communication and Domains of practice An international set of authors contributes to this volume illustrating the broad arena in which this work is taking place A timely volume surveying the current state of scholarship this Handbook is essential reading for scholars in strategic communication at all levels of experience

*The International Encyclopedia of Political Communication, 3 Volume Set* Gianpietro Mazzoleni,Kevin G. Barnhurst,Ken'ichi Ikeda,Rousiley C. M. Maia,Hartmut Wessler,2015-12-14 The International Encyclopedia of Political Communication is the definitive single source reference work on the subject with state of the art and in depth scholarly reflection on the key issues within political communication from leading international experts It is available both online and in print Explores pertinent salient topics within political science sociology psychology communication and many other disciplines Theory empirical research and academic as well as professional debate are widely covered in this truly international and comparative work Provides clear definitions and explanations which are both cross national and cross disciplinary by nature Offers an unprecedented level of authority accuracy and balance with contributions from leading international experts in their associated fields Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at Wiley Online Library [www.wileyicaencyclopedia.com](http://www.wileyicaencyclopedia.com) Named Outstanding Academic Title of 2016 by Choice Magazine a publication of the American Library Association

[Histories of Political Public Relations](#) Anastasios Theofilou,Martina Topić,2025-02-04 Despite strong arguments that have been exploring the influence of Public Relations PR on public information propaganda the development of nation branding and policy making there remains little research on the history of governmental PR This has led to a limited understanding of the discipline that

aligns it with a supportive role to wider marketing campaigns or with a stretch to political communication through lobbying. Responding to this challenge, this book explores PR's historical connection to government communication. The editors assemble respected contributors to explore government PR through a series of micro histories and also examine larger theoretical issues including the relationship between PR and propaganda. The chapters explore behavioural aspects of government campaigning and the tools and techniques typically used. In the context of COVID 19 and global resistance to measures while health and climate scientists warn that there might be more pandemics to come, looking at behavioural campaigning becomes even more relevant. This book will add knowledge and understanding to the fields of PR history and historiography. Academics and researchers will find the volume appropriate for research and teaching. **The SAGE**

**Handbook of Political Communication** Holli A Semetko, Margaret Scammell, 2012-05-17. This authoritative and comprehensive survey of political communication draws together a team of the world's leading scholars to provide a state of the art review that sets the agenda for future study. It is divided into five sections. Part One explores the macro level influences on political communication such as the media industry, new media technology and political systems. Part Two takes a grassroots perspective of the influences of social networks, real and online, on political communication. Part Three discusses methodological advances in political communication research. Part Four focuses on power and how it is conceptualized in political communication. Part Five provides an international, regional and comparative understanding of political communication in its various contexts. The SAGE Handbook of Political Communication is an essential benchmark publication for advanced students, researchers and practitioners in the fields of politics, media and communication, sociology and research methods. Political Pioneer of the Press, Jodi L. Rightler-McDaniels, Lori Amber Roessner, 2018-07-31. Known most

prominently as a daring anti lynching crusader, Ida B. Wells Barnett (1862-1931) worked tirelessly throughout her life as a political advocate for the rights of women, minorities and members of the working class. Despite her significance until the 1970s, Wells Barnett's life, career and legacy were relegated to the footnotes of history. Beginning with the posthumously published autobiography edited and released by her daughter, Alfreda, in 1970, a handful of biographers and historians, most notably Patricia Schechter, Paula Giddings, Mia Bay, Gail Bederman and Jinx Broussard, have begun to place the life of Wells Barnett within the context of the social, cultural and political milieu of the nineteenth and twentieth centuries. This edited volume seeks to extend the discussions that they have cultivated over the last five decades and to provide insight into the communication strategies that the political advocate turned to throughout the course of her life as a social justice crusader. In particular, scholars such as Schechter, Broussard and many more will weigh in on the full range of communication techniques, from lecture circuits and public relations campaigns to investigative and advocacy journalism that Wells Barnett employed to combat racism and sexism and to promote social equity. Her dual career as a journalist and political agitator, her advocacy efforts on an international, national and local level, her own failed political ambitions, her role as a bridge and interloper in key

social movements of the nineteenth and twentieth century her legacy in American culture and her potential to serve as a prism through which to educate others on how to address lingering forms of oppression in the twenty first century

*Government Communication* Karen Sanders, Maria Jose Canel, 2013-06-20 Government communication is a curiously neglected area of discursive analysis No considered examination of the subject exists which provides either an account of the contemporary governmental landscape or an explanation of the common and divergent themes on both a domestic and international basis This volume aims to fill that gap providing a concise and illuminating case study based review of government communication It will be divided into three sections to reflect differences in both geography and political allegiances scrutinizing continental Europe Anglo American traditions and newly emerging democracies Offering a global and thematic account it is an indispensable resource for all students of political communication

Comparing Political Communication across Time and Space M. Canel, K. Voltmer, 2014-10-29 By using a wide diversity of theoretical and methodological approaches and by encompassing both cross national and longitudinal analyses this volume sheds new light on comparative political communication research such as personalization globalization democratization and the changing nature of journalism

Public Relations Theory Brigitta R. Brunner, 2019-05-07 The comprehensive guide to applied PR theory in the 21st century Public Relations Theory explores the central principles and theoretical components of public relations and their practical applications in actual situations This informative text helps readers to understand the concepts approaches and perspectives of PR theory and learn development methods implementation strategies management techniques and more Chapters written by recognized experts on each topic provide readers with knowledge on how when and why appropriate theories are applied Focusing on how organizations and individuals integrate theory in a public relations framework each chapter explains one function explores its potential challenges and opportunities provides an example of the function in practice and offers discussion questions and additional reading suggestions Unique in structure this text arranges chapters by function rather than theory allowing readers to see how multiple theories can be applied to each public relations function and how theories can be used in different professional settings Comprehensive treatment of topics including social and emerging media globalization public diplomacy corporate and investor relations and others ensures relevant and timely coverage of contemporary PR issues Demonstrates how public relations theory is applied in real world practice Illustrates how successfully applied public relations theories lead to positive outcomes Discusses the relevance of public relations with accessible and engaging language Offers multiple perspectives from leading international public relations scholars Includes pedagogical tools including chapter discussion questions practical examples tables and suggested reading lists Public Relations Theory Application and Understanding is suitable for instructors and graduate and advanced undergraduate students in courses on public relations theory as well as practitioners seeking further knowledge on the most current developments in the field

**The Public Relations Handbook** Alison Theaker, 2025-08-19 The Public

Relations Handbook provides an engaging in depth exploration of the dynamic and ever evolving public relations PR industry Split into three parts exploring key conceptual themes in public relations this book offers an overview of topics including strategic PR politics and the media media relations in the social media age strategic communication management PR ethics activism and PR and the effects of globalisation and technology on the field This book also includes a discussion of critical themes in PR research and exploratory case studies of PR strategies in a variety of institutions including the Royal Society of Chemistry Corps Security and The Chartered Institute of Public Relations Featuring wide ranging contributions from key figures in the PR profession this new edition presents fresh views on AI social media curation and the decline of media and is packed with student friendly features including clear chapter aims discussion questions and further reading suggestions throughout The Public Relations Handbook is an ideal resource for students of public relations corporate and strategic communications and marketing communications This book is supported by additional instructor resources including brand new classroom activities for every chapter available at [www.routledge.com/9781032852683](http://www.routledge.com/9781032852683)

*A Critical Public Relations Approach to Crisis Communication and Management* Huabin Wang, 2022-10-19 This book proposes a critical public relations approach to analyzing crisis communication with Malaysia Airlines flight 370 MH370 disappearance 2014 2018 as a case study It examines the discursive process of Malaysia s crisis response and image building tracing Malaysia Airlines during the immediate response and the Malaysian establishment until the official suspension of the underwater search The study features a critical discourse analysis of 84 national media texts and 85 response statements focusing on three aspects the national media representations of Malaysia s image the national carrier and the government s rhetorical strategies of delivering stances and actions and the dynamic process of image reconstruction and national recovery The present project contributes to the current research area by integrating both linguistic and public relations perspectives and more importantly by highlighting the ideological impact instead of merely behavioral effectiveness in modern communication research Target readers may find their interest in corporate crisis communication critical inquiry about political public relations and the MH370 incident in general

*Opinion Polls and the Media* C. Holtz-Bacha, J. Strömbäck, 2012-04-05 Opinion Polls and the Media provides the most comprehensive analysis to date on the relationship between the media opinion polls and public opinion Looking at the extent to which the media through their use of opinion polls both reflect and shape public opinion it brings together a team of leading scholars and analyzes theoretical and methodological approaches to the media and their use of opinion polls The contributors explore how the media use opinion polls in a range of countries across the world and analyze the effects and uses of opinion polls by the public as well as political actors

*Political Reputation Management* Christian Schnee, 2014-12-17 It is widely assumed that a competitive political environment of public distrust and critical media forces political parties to manage communications and reputations strategically but is this really true Comprehensive control of communications in a fast moving political and media setting is often upset by events outside the

communicator's control taking over the news agenda and changing the political narrative. Based on interviews with leading communicators and journalists, this book explores the tensions between a planned strategic communications approach and a reactive tactical one. The interviewees who over the past 15 years have been instrumental in presenting and shaping the public persona of party leaders and Prime Ministers include, amongst others, William Hague, Ian Duncan Smith, Michael Howard, David Cameron, Tony Blair, and Gordon Brown. It draws a unique picture of how political reputations are managed and ultimately confirms the discrepancy between what political communications management is thought to be and how communications practitioners actually operate. This book empirically reviews political communications practice in order to analyse to what degree reality matches the concepts of strategic communications management. This will be essential reading for researchers, educators, and advanced students in public relations, communications studies, and marketing.

**Public Relations Theory III** Carl Botan, Erich Sommerfeldt, 2023-02-22. This important book chronicles, responds to, and advances the leading theories in the public relations discipline. Taking up the work begun by the books *Public Relations Theory* and *Public Relations Theory II*, this volume offers completely original material reflecting public relations as practiced today. It features contributions by leading public relations researchers from around the world who write about new developments in the field. Important subjects include a turn to more humanistic, social, dialogic, and cocreational perspectives on public relations; changes in the capacity and use of new information technologies; a greater emphasis on non-Western, international, and intercultural public relations; that considers an increasingly politically polarized culture; and issues of ethics that look beyond how clients and the traditional mass media are treated and into much broader questions of voice, agency, race, identity, and the economic and political status of publics. This book is a touchstone for advanced undergraduate and graduate courses in public relations theory and a key reference for researchers.

**The Handbook of Public Sector Communication** Vilma Luoma-aho, María José Canel, 2020-03-24. A multidisciplinary collection on global public entity strategic communication. Research into public sector communication investigates the interaction between public and governmental entities and citizens within their sphere of influence. Today's public sector organizations are operating in environments where people receive their information from multiple sources. Although modern research demonstrates the immense impact public entities have on democracy and societal welfare, communication in this context is often overlooked. Public sector organizations need to develop communicative intelligence in balancing their institutional agendas and aims of public engagement. *The Handbook of Public Sector Communication* is the first comprehensive volume to explore the field. This timely, innovative volume examines the societal role, environment, goals, practices, and development of public sector strategic communication. International in scope, this handbook describes and analyzes the contexts, policies, issues, and questions that shape public sector communication. An interdisciplinary team of leading experts discusses diverse subjects of rising importance to public sector government and political communication. Topics include social exchange relationships, crisis communication, citizen

expectations measuring and evaluating media diversity and inclusion and more Providing current research and global perspectives this important resource Addresses the questions public sector communicators face today Summarizes the current state of public sector communication worldwide Clarifies contemporary trends and practices including mediatization citizen engagement and change and expectation management Addresses global challenges and crises such as corruption and bureaucratic roadblocks Provides a framework for measuring communication effectiveness Requiring minimal prior knowledge of the field The Handbook of Public Sector Communication is a valuable tool for academics students and practitioners in areas of public administration public management political communication strategic and organizational communication and related fields such as political science sociology marketing journalism and globalization studies

*Public Sector Communication* María José Canel, Vilma Luoma-aho, 2018-04-27 A comprehensive guide to future proofing public sector communication and increasing citizen satisfaction How to communicate with the citizens of the future Why does public sector communication often fail Public Sector Communication combines practical examples from around the world with the latest theoretical insights to show how communication can help bridge gaps that exist between public sector organizations and the individual citizens they serve The authors two experts in the field with experience from the public sector explain how public entities be they cities governments foundations agencies authorities municipalities regulators military or government monopolies and state owned businesses can build their intangible assets to future proof themselves in a volatile environment The book examines how the recent digitalization has increased citizen expectations and why one way communication leaves public sector organizations fragile To explain how to make public sector communication antifragile the authors map contributions from a wide variety of fields combined with illustrative examples from around the world The authors propose a research based framework of different intangible assets that can directly improve communication in the public sector This important resource Helps explain the sector specific conditions and why communication is often challenging in the public sector Summarizes all relevant literature on the topic across disciplines and includes the most popular management ideals of the recent decades Explores how public sector organizations can increase citizen satisfaction with effective communication Presents new approaches to both the study and practice of communication in the public sector Provides international examples of successful public sector communication Offers realistic guides to building intangible assets in practice Written for advanced undergraduate and graduate students as well as public managers and leaders Public Sector Communication offers an illustrative research based guide to improving communication and engaging citizens of today and the future

*Public Relations History* Cayce Myers, 2020-07-29 This book presents a unique overview of public relations history tracing the development of the profession and its practices in a variety of sectors ranging from politics education social movements and corporate communication to entertainment Author Cayce Myers examines the institutional pressures including financial legal and ethical considerations that have shaped public relations and have led to the

parameters in which the practice is executed today exploring the role that underrepresented groups and sectors both in the U S and internationally played in its formation The book presents the diversity and nuance of public relations practice while also providing a cohesive narrative that engages readers in the complex development of this influential profession Public Relations History is an excellent resource for upper level undergraduate and graduate courses covering public relations theory management and administration mass communication history and media history

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