## CONTENTS

<table>
<thead>
<tr>
<th>Contributors/Sections</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributor Biographies</td>
<td>xi</td>
</tr>
<tr>
<td>Foreword</td>
<td>xxix</td>
</tr>
<tr>
<td>Koïchiro Matsuura, Director-General, UNESCO</td>
<td></td>
</tr>
<tr>
<td>Preface</td>
<td>xxxi</td>
</tr>
<tr>
<td>Krishnamurthy Sriramesh</td>
<td></td>
</tr>
<tr>
<td>Introduction</td>
<td>xxxii</td>
</tr>
<tr>
<td>Krishnamurthy Sriramesh</td>
<td></td>
</tr>
</tbody>
</table>

## I GLOBAL PUBLIC RELATIONS: CONCEPTUAL FRAMEWORK

1. **A Theoretical Framework for Global Public Relations Research and Practice**
   Krishnamurthy Sriramesh and Dejan Verčič
   3

2. **Political Economy and Public Relations**
   Sandra C. Duhé and Krishnamurthy Sriramesh
   22

3. **The Relationship Between Culture and Public Relations**
   Krishnamurthy Sriramesh
   47

4. **The Mass Media and Public Relations**
   Krishnamurthy Sriramesh and Dejan Verčič
   62

5. **Activism and Public Relations**
   Jeong-Nam Kim and Krishnamurthy Sriramesh
   79
II  ASIA AND AUSTRALASIA

6 Public Relations in Australasia: Friendly Rivalry, Cultural Diversity, and Global Focus
Judy Motion, Shirley Leitch, and Simon Cliffe

7 An Overview of Public Relations in Japan and the Self-Correction Concept
Takashi Inoue

8 Professionalism and Diversification: The Evolution of Public Relations in South Korea
Yungwook Kim

9 Becoming Professionals: A Portrait of Public Relations in Singapore
Constance Chay-Németh

10 Public Relations in Mainland China: An Adolescent With Growing Pains
Ni Chen and Hugh M. Culbertson

11 Sharing the Transformation: Public Relations and the UAE Come of Age
Badran A. Badran, Judy VanSlyke Turk, and Timothy N. Walters

12 Palestinian Public Relations—Inside and Out
R.S. Zaharna, Ahmed Ibrahim Hammad, and Jane Masri

13 The Israeli PR Experience: Nation Building and Professional Values
Margalit Toledano and David McKie

III AFRICA

14 The Nature and Status of Public Relations Practice in Africa
Chris Skinner and Gary Mersham

15 Public Relations Practice in Nigeria
Eric Koper, Taye Babaleyé, and Julia Jahansoozi

16 Status of Public Relations in Kenya
Peter Oriare Mbeke

17 Public Relations in South Africa: From Rhetoric to Reality
Ronél Rensburg

18 Public Relations in Egypt: Practices, Obstacles, and Potentials
Kevin L. Keenan
<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>THE UNITED KINGDOM: ADVANCES IN PRACTICE IN A RESTLESS KINGDOM</td>
<td>Jon White, Jacqui L’Etang, and Danny Moss</td>
<td>381</td>
</tr>
<tr>
<td>20</td>
<td>FROM LITERARY BUREAUS TO A MODERN PROFESSION: THE DEVELOPMENT AND CURRENT STRUCTURE OF PUBLIC RELATIONS IN GERMANY</td>
<td>Günther Bentele and Stefan Wehmeier</td>
<td>407</td>
</tr>
<tr>
<td>21</td>
<td>PUBLIC RELATIONS IN NORWAY: COMMUNICATION IN A SMALL WELFARE STATE</td>
<td>Øyvind Ihlen and Kjell S. Rakkenes</td>
<td>430</td>
</tr>
<tr>
<td>22</td>
<td>PUBLIC RELATIONS IN THE POLDER: THE CASE OF THE NETHERLANDS</td>
<td>Betteke van Ruler</td>
<td>449</td>
</tr>
<tr>
<td>23</td>
<td>PUBLIC RELATIONS IN SWEDEN: A STRONG PRESENCE INCREASING IN IMPORTANCE</td>
<td>Bertil Flodin</td>
<td>471</td>
</tr>
<tr>
<td>24</td>
<td>PUBLIC RELATIONS IN ITALY: MASTER OF CEREMONIES IN A RELATIONAL SOCIETY</td>
<td>Toni Muzi Falconi</td>
<td>484</td>
</tr>
<tr>
<td>25</td>
<td>PUBLIC RELATIONS IN AN ECONOMY AND SOCIETY IN TRANSITION: THE CASE OF POLAND</td>
<td>Ryszard Ławniczak, Waldemar Rydzak, and Jacek Trębecki</td>
<td>503</td>
</tr>
<tr>
<td>26</td>
<td>PUBLIC RELATIONS IN A CORPORATIVIST COUNTRY: THE CASE OF SLOVENIA</td>
<td>Dejan Verčič</td>
<td>527</td>
</tr>
<tr>
<td>27</td>
<td>CHALLENGES OF REVIVED DEMOCRACIES: THE RISE OF PUBLIC RELATIONS IN ROMANIA</td>
<td>Adela Rogojinaru</td>
<td>547</td>
</tr>
<tr>
<td>28</td>
<td>A HUNGARIAN RHAPSODY: THE EVOLUTION AND CURRENT STATE OF HUNGARIAN PUBLIC RELATIONS</td>
<td>Gyorgy Szondi</td>
<td>575</td>
</tr>
<tr>
<td>29</td>
<td>THE DEVELOPMENT OF PUBLIC RELATIONS IN RUSSIA: A GEOPOLITICAL APPROACH</td>
<td>Katerina Tsetsura</td>
<td>600</td>
</tr>
</tbody>
</table>
## V THE AMERICAS

30 Public Relations in the United States: A Generation of Maturation  
* Larissa A. Grunig and James E. Grunig  
  621

31 A Different Country, A Different Public Relations: Canadian PR in the North American Context  
* Fraser Likely  
  654

32 The Public Relations Industry in Mexico: From Amateurship to the Construction of a Discipline  
* María Antonieta Rebeil Corella, Alberto Montoya Martín del Campo, and Jorge Alberto Hidalgo Toledo  
  676

33 Overview of Public Relations in South America  
* Maria Aparecida Ferrari  
  704

34 Public Relations in Brazil: Practice and Education in a South American Context  
* Juan-Carlos Molleda, Andréia Athaydes, and Vivian Hirsch  
  727

35 Public Relations in Chile: Searching for Identity Amid Imported Models  
* Maria Aparecida Ferrari  
  749

## VI INTERNATIONAL PUBLIC RELATIONS: KEY DIMENSIONS AND ACTORS

36 Transnational Public Relations by Foreign Governments  
* Michael Kunczik  
  769

37 Public Relations of Movers and Shakers: Transnational Corporations  
* Dejan Verčič  
  795

38 Nongovernmental Organizations and International Public Relations  
* Ana Tkalac and Jurica Pavicic  
  807

* Mark A. Van Dyke and Dejan Verčič  
  822

40 Managing Sustainable Development in Sub-Saharan Africa: A Communication Ethic for the Global Corporation  
* Cornelius B. Pratt  
  843
CONTENTS

41 How to Manage Your Global Reputation: The Public Relations Agency
  Michael Morley 861

42 Public Information in the UNESCO: Toward a Strategic Role
  Vincent Defourny 870

43 The United Nations Department of Public Information:
  Intractable Dilemmas and Fundamental Contradictions
  Seth A. Center 886

EPILOGUE

44 The Missing Link: Multiculturalism and Public Relations Education
  Krishnamurthy Sriramesh 907

INDEX 925