CULTURE AND PUBLIC RELATIONS

Links and Implications

Edited by
Krishnamurthy Sriramesh
and Dejan Verčič
Introduction
Krishnamurthy Sriramesh and Dejan Vercič

1 Culture and Public Relations: Formulating the Relationship and Its Relevance to the Practice
Krishnamurthy Sriramesh

2 Western Classical Rhetorical Tradition and Modern Public Relations: Culture of Citizenship
Robert L. Heath

3 In Praise of Hybridity: Globalization and the Modern Western Paradigm
Aleš Debeljak

4 A Public Relations Framework for Indigenous Engagement
Judy Motion, Jarrod Haar, and Shirley Leitch

5 Identity and Culture: Implications for Public Relations
Bey-Ling Sha, Natalie T. J. Tindall, and Ting-Ling Sha

6 Culture and Chinese Public Relations Research
Yi-Hui Christine Huang
7 Mago Mago: Nigeria, Petroleum and a History of Mismanaged Community Relations 105
   Julia Jahansoozi, Kingsley Eyita, and Nnadozie Izidor

8 Public Relations and Culture in Germany: Between the “Iron Cage” and Deliberative Democracy 124
   Günter Bentele and Jens Seiffert

9 Public Relations’ Occupational Culture: Habitus, Exclusion and Resistance in the UK Context 142
   Lee Edwards

10 Public Relations in Mexico: Culture and Challenges vis-à-vis Globalization 163
    María Antonieta Rebeil Corella and Marco V. Herrera B.

11 When Cultures Collide: Theoretical Issues in Global Public Relations 182
    Matthew R. Allen and David M. Dozier

12 Critical Interrogations of Global Public Relations: Power, Culture, and Agency 202
    Mohan Jyoti Dutta

13 Thinking about Public Relations and Culture: Anthropological Insights and Ethnographic Futures 218
    Jacque L'Etang

14 Corporate Public Relations as a Professional Culture: Between Management and Journalism 237
    Dejan Vrčič and Jon White

15 Public Relations Firms and Their Three Occupational Cultures 243
    Dejan Vrčič

Contributors 258

Index 267