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Encyclopedia of public relations

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Abstrak

Some may wonder why public relations is a deserving topic for the extensive analysis it receives in this encyclopedia. After all, many might think, it is ?just PR.? In the view of some or even many, public relations is the art of sham, spin, buzz, sandbagging, and ?being nice.? Others fear it as deep-pockets lobbying that gives privilege to powerful companies and special interests. Having said that, some critics and many in the general public might be satisfied. They may take a dismissive attitude. That attitude, however, can be counterproductive. Public relations does not slink into the corner because it is dismissed. It is there to be seen and to exert influence. Thus, engaged and thoughtful analysis of the profession may be required before a final opinion is formed on the ethics and societal role of the practice. Otherwise, critics and students of public relations may make a couple of serious mistakes.