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Titolo	Culture, social class, and race in public relations [[electronic resource]] : perspectives and applications / / edited by Damion Waymer
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ISBN	0-7391-7341-3
Descrizione fisica	1 online resource (263 p.)
Collana	Lexington studies in political communication
Altri autori (Persone)	WaymerDamion
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Theoretical discussions of culture, social class, and race in public relations -- pt. 2. Questions of pedagogy and practice : exploring topics of culture, social class, and race in public relations education -- pt. 3. Culture, social class, and race in public relations : applications and implications.
Sommario/riassunto	Culture, Race, and Class-Based Perspectives in Public Relations, edited by Damion Waymer, looks at "diversity in public relations" in a novel way. Several public relations books look at gender or transnational/global PR; however, this book foregrounds issues of culture, race, and class in public relations. Some topics included are the Black Panther Party and Native American Activist rhetorical PR, risk equity, critical race theory, and pedagogical approaches to teaching culture, race, and class.