

1. Record Nr.	UNINA9910631085703321
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Titolo	The History of Public Relations in China // by Ke Xue, Sherry Xueer Yu, Mingyang Yu
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2022
ISBN	981-19-4093-2
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (259 pages)
Collana	Literature, Cultural and Media Studies
Disciplina	659.2
Soggetti	Communication in politics Public relations Communication Knowledge, Sociology of Social history History, Modern Political Communication Public Relations Media and Communication Sociology of Knowledge and Discourse Social History Modern History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1 The Beginning of Public Relations in China (1978-1987) -- 2 Expansion of Public Relations in China (1988-1996) -- 3 The Growth of Public Relations in China (1997-2011) -- 4 Development of Public Relations in China (2012-2018).
Sommario/riassunto	This book is the first on the history of Chinese public relations, and has been selected as one of the “40 representative books for 40 years of public relations in China” by the Public Relations Society of China. In four chapters, it systematically reviews and analyzes the trajectory and evolution of public relations in China from the very start – when the “reform and opening” policy was adopted in 1978 – to the present. The book will help both established and new scholars and practitioners in

the field to understand the changing nature of public relations in China. It offers a unique perspective by placing the discussion of the development of public relations in the general context of the changes and development of China as a whole, and in relation to the changing status of public relations around the world. Accordingly, readers will not only gain a more in-depth understanding of the history of the field, but also of the political, economic, societal, cultural and scientific development of China in modern times.
