

1. Record Nr.	UNINA9910791855303321
Titolo	Public relations in global cultural contexts : multi-paradigmatic perspectives // edited by Nilanjana Bardhan, C. Kay Weaver
Pubbl/distr/stampa	New York, N.Y. : , : Routledge, , 2011
ISBN	1-135-23682-8 1-283-04531-1 9786613045317 1-135-23683-6 0-203-86615-0
Descrizione fisica	1 online resource (309 p.)
Collana	Communication series
Altri autori (Persone)	BardhanNilanjana WeaverC. Kay <1964->
Disciplina	659.2
Soggetti	Public relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Front Cover; Public Relations in Global Cultural Contexts; Copyright Page; Contents; List of Figures and Tables; Preface; About the Contributors; 1. Introduction: Public Relations in Global Cultural Contexts: Nilanjana Bardhan and C. Kay Weaver; 2. Critical Perspectives in Global Public Relations: Theorizing Power: Lee Edwards; 3. How Intercultural Communication Theory Informs Public Relations Practice in Global Settings: Michael Kent and Maureen Taylor; 4. Culture, Communication, and Third Culture Building in Public Relations within Global Flux: Nilanjana Bardhan 5. Intercultural Typologies and Public Relations Research: A Critique of Hofstede's Dimensions: Jeffrey Courtright, Rachel Wolfe, and John Baldwin6. The Need for a Postmodern Turn in Global Public Relations: Derina Holtzhausen; 7. Critiquing the Generic/Specific Public Relations Theory: The Need to Close the Transnational Knowledge Gap: Robert Wakefield; 8. Public Relations and Marginalization in a Global Context: A Postcolonial Critique: Mohan Jyoti Dutta and Mahuya Pal; 9. Chi-Based Strategies for Public Relations in a Globalizing World: Jensen Chung

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Sommario/riassunto

While public relations practice has become increasingly globalized, scholars are still behind in theorizing about the intersections of culture, communication, and power at this level of practice. This volume emphasizes theories and concepts that highlight global interconnectedness through a range of interpretative and critical approaches to understanding the global significance and impacts of public relations. Providing a critical examination of public relations' contribution to globalization and international power relations, the chapters included here explore alternative paradigms,

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