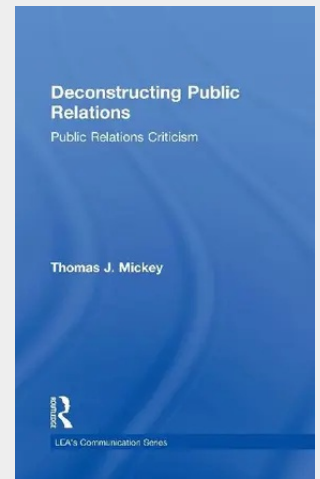


Mickey

Deconstructing Public Relations

Public Relations Criticism

This volume provides a critical look at public relations practice, utilizing case studies from public relations, advertising, and marketing to illustrate the deconstruction and analysis of public relations campaigns. Author Thomas J. Mickey uses a cultural studies approach and demonstrates how it can be used as a critical theory for public relations practice, offering real-world examples to support his argument. Through the interpretive act of deconstruction, this book serves to challenge the myth of public relations as an objective "science," allowing the social importance of public relations to be redefined and encouraging public relations to take a fuller place in the interdisciplinary study of text and knowledge. Intended for public relations scholars and students in public relations cases/campaigns, public relations criticism, and media studies courses, Deconstructing Public Relations: Public Relations Criticism demystifies the act of deconstruction and shows how it can give insight into the theory and practice of public relations.



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