



# Rethinking Public Relations: PR Propaganda and Democracy

By Kevin Moloney

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**Rethinking Public Relations: PR Propaganda and Democracy** By Kevin Moloney

All PR, whether for charities or arms manufacturers, is weak propaganda. Though it has its undeniable benefits (it grabs attention and helps circulate more information), it also has costs (such as selective messaging). This extensively revised edition of a classic text fully investigates PR, updating and expanding earlier arguments and building upon the successful first edition with new thoughts, data and evidence.

Thought-provoking and stimulating, *Rethinking Public Relations 2<sup>nd</sup> Edition* challenges conventional PR wisdom. It develops the accepted thinking on the most important question facing PR - its relationship with democracy - and finds a balance of advantages and disadvantages which leave a residue of concern. It tackles topical issues such as:

- PR as a form of propaganda which flourishes in a democracy
- the connections between PR and journalism
- the media, promotions culture and persuasion.

Designed to appeal to final year undergraduates, postgraduates and researchers studying public relations, media and communications studies, this book explores the most important relationship PR has – the connection with democracy – and asks what benefits or costs it brings to politics, markets and the media.

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## Rethinking Public Relations: PR Propaganda and Democracy By Kevin Moloney Bibliography

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## **Editorial Review**

### Review

**'Kevin Moloney analyses the relations of PR propaganda and democracy with a very wide intellectual and professional horizon. The style of his text is clear ... even entertaining. All those who are in or close to the profession of public relations will read Moloney's book with enthusiasm'** European Journal of Marketing, 2009

**'Moloney's book is colourful and polemic, positioned as a project of 'PR watch'. He conveys something of a 'Niagara of spin' in his fast moving prose which makes extensive references to US sources on propaganda and public relations.'** - *Jacquie L'Etang, Department of Film and Media Studies, University of Stirling, UK*

**'Like Shakespeare's Caesar, public relations 'bestrides the world like a colossus', and the wider world urgently needs a more mature understanding of what it really is. For this reason alone, Kevin Moloney's thoughtful, balanced book deserves a large readership, certainly inside and, even more importantly, outside the public relations community. But there are other good reasons also. First of all, the author is extremely lucid; second, he does what many scholars should do but too often do not: propose realistic solutions as well as identify core problems and questions. Some of those solutions are far-reaching: all of them should be heard.'** - *Simon Moore, Associate Professor, Bentley College, Massachusetts, USA*

### About the Author

Kevin Moloney has spent one half of his career working in PR, and the other half teaching and researching it. He teaches at Bournemouth University, and researches into how PR intersects with politics, economics and the media.

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