



Public Relations in Global Cultural Contexts: Multi-paradigmatic Perspectives (Routledge Communication Series)

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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, most notably interpretive and critical perspectives informed by qualitative research. The volume encourages alternative 'ways of knowing' that overcome the shortcomings of positivist epistemologies. The editors include multiple paradigmatic approaches for a more complex understanding of the subject matter, making a valuable contribution toward widening the philosophical scope of public relations scholarship.

This book will serve well as a core text in classes in international public relations, global public relations, and advanced strategic public relations. Students as well as practitioners of public relations will benefit from reading the perspectives included here.

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