



# Public Relations: Concepts, Practice and Critique

*Jacquie L'Etang*

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# Public Relations: Concepts, Practice and Critique

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## **Public Relations: Concepts, Practice and Critique** Jacquie L'Etang

This textbook aims to introduce students to key concepts in public relations, using a wide range of interdisciplinary sources, as well as teaching students how to think critically about public relations. It is designed to help readers understand the paradigms which have shaped the discipline and the practice. The book is intended to be accessible, engaging, quirky, and fun. The book helps students engage with difficult questions about public relations. Readers are encouraged to reflect upon their own relationship with the occupation through exercises, critical reflections, questions for discussion, and vignettes. Students are helped to widen their intellectual perspective on the subject of public relations through 'discipline boxes' which explain source domains, their origins and approaches, and connections to public relations.

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