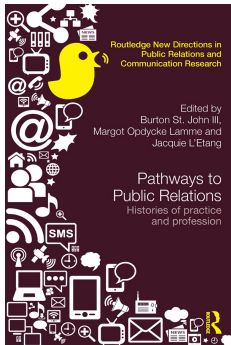


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PATHWAYS TO PUBLIC RELATIONS EBOOKS 2019



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Over the centuries, scholars have studied how individuals, institutions and groups have used various rhetorical stances to persuade others to pay attention to, believe in, and adopt a course of action. The emergence of public relations as an identifiable and discrete occupation in the early 20th century led scholars to describe this new iteration of persuasion as a unique, more systematized, and technical form of wielding influence, resulting in an overemphasis on practice, frequently couched within an American historical context.u003cbr /u003eu003cbr /u003eThis volume responds to such approaches by expanding the framework for understanding public relations history, investigating broad, conceptual questions concerning the ways in which public relations rose as a practice and a field within different cultures and countries at different times in history. u003cbr /u003eu003cbr /u003eWith its unique cultural and contextual emphasis, u003ciu003ePathways to Public Relationsu003c/iu003e shifts the paradigm of public relations history away from traditional methodologies and assumptions, and provides a new and unique entry point into this complicated arena.

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