

Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research)

By Judy Motion, Robert L. Heath, Shirley Leitch

Download now

Read Online

Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research)
By Judy Motion, Robert L. Heath, Shirley Leitch

Social media is having a profound, but not yet fully understood impact on public relations. In the 24/7 world of perpetually connected publics, will public relations function as a dark art that spins (or tweets) self-interested variations of the truth for credulous audiences? Or does the full glare of the internet and the increasing expectations of powerful publics motivate it to more honestly engage to serve the public interest?

The purpose of this book is to examine the role of PR by exploring the myriad ways that social media is reshaping its conceptualization, strategies, and tactics. In particular, it explores the dichotomies of fake and authentic, powerless and powerful, meaningless and meaningful. It exposes transgressions committed by practitioners?the paucity of digital literacy, the lack of understanding of the norms of social media, naivety about corporate identity risks, and the overarching emphasis on spin over authentic engagement. But it also shows the power that closely networked social media users have to insert information and opinion into discussions and force "false PR friends" to be less so.

This timely, challenging, and fascinating book will be of interest to all students, researchers, and practitioners in Public Relations, Media, and Communication Studies.

Winner of the 2016 NCA PRIDE Award for best book

Download Social Media and Public Relations: Fake Friends an ...pdf

Read Online Social Media and Public Relations: Fake Friends ...pdf

Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research)

By Judy Motion, Robert L. Heath, Shirley Leitch

Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) By Judy Motion, Robert L. Heath, Shirley Leitch

Social media is having a profound, but not yet fully understood impact on public relations. In the 24/7 world of perpetually connected publics, will public relations function as a dark art that spins (or tweets) self-interested variations of the truth for credulous audiences? Or does the full glare of the internet and the increasing expectations of powerful publics motivate it to more honestly engage to serve the public interest?

The purpose of this book is to examine the role of PR by exploring the myriad ways that social media is reshaping its conceptualization, strategies, and tactics. In particular, it explores the dichotomies of fake and authentic, powerless and powerful, meaningless and meaningful. It exposes transgressions committed by practitioners?the paucity of digital literacy, the lack of understanding of the norms of social media, naivety about corporate identity risks, and the overarching emphasis on spin over authentic engagement. But it also shows the power that closely networked social media users have to insert information and opinion into discussions and force "false PR friends" to be less so.

This timely, challenging, and fascinating book will be of interest to all students, researchers, and practitioners in Public Relations, Media, and Communication Studies.

Winner of the 2016 NCA PRIDE Award for best book

Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) By Judy Motion, Robert L. Heath, Shirley Leitch Bibliography

- Sales Rank: #2719757 in Books
- Published on: 2015-11-17
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .56" w x 6.14" l, .0 pounds
- Binding: Hardcover
- 234 pages

Download Social Media and Public Relations: Fake Friends an ...pdf

Read Online Social Media and Public Relations: Fake Friends ...pdf

Download and Read Free Online Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) By Judy Motion, Robert L. Heath, Shirley Leitch

---

Editorial Review

Review

'Motion, Heath, and Leitch have done excellent work in the past and this is no exception. The area of social media and public relations has long needed an authoritative and critical text and *Social Media and Public Relations* fills that void.' - Michael L. Kent, Professor, University of Tennessee Knoxville, USA

'*Social Media and Public Relations* provides an insight into a growing area of focus in social media while tying in emerging trends and historical perspectives in public relations. This book helps explore the current issues, risks, opportunities, and challenges involving social media from the audience perspective, which can be applicable for practitioners and researchers – adding a needed area of discussion in social media research and practice within public relations.' - Karen Freberg, Assistant Professor, University of Louisville, USA

***'Social Media and Public Relations* disrupts the notion that social media has ameliorated public relations. Motion, Heath, and Leitch question the relationship between public relations and social media to reveal the complexities and tensions between social media cultures and the promotion-oriented goals of public relations. Sharply written and scrupulously documented, this is a must read for scholars, practitioners, and students interested in the future of social media in public relations.' -** Adam J. Saffer, Assistant Professor, The University of North Carolina at Chapel Hill, USA

About the Author

Judy Motion is Professor of Communication at the University of New South Wales, Australia.

Robert L. Heath is Professor Emeritus at the University of Houston, USA.

Shirley Leitch is Dean and Professor of Communication at the Australian National University, Australia.

Users Review

From reader reviews:

David Hernandez:

With other case, little individuals like to read book Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research). You can choose the best book if you like reading a book. Given that we know about how is important some sort of book Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in

Public Relations & Communication Research). You can add understanding and of course you can around the world by just a book. Absolutely right, simply because from book you can understand everything! From your country until eventually foreign or abroad you will be known. About simple issue until wonderful thing you could know that. In this era, we can open a book as well as searching by internet product. It is called e-book. You need to use it when you feel bored stiff to go to the library. Let's learn.

Beth Stewart:

Nowadays reading books are more than want or need but also work as a life style. This reading habit give you lot of advantages. The huge benefits you got of course the knowledge the rest of the information inside the book that improve your knowledge and information. The details you get based on what kind of reserve you read, if you want have more knowledge just go with training books but if you want experience happy read one having theme for entertaining for instance comic or novel. The particular Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) is kind of reserve which is giving the reader unforeseen experience.

Derick Heinz:

This Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) are generally reliable for you who want to become a successful person, why. The reason why of this Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) can be one of the great books you must have is actually giving you more than just simple studying food but feed a person with information that perhaps will shock your previous knowledge. This book will be handy, you can bring it everywhere you go and whenever your conditions throughout the e-book and printed ones. Beside that this Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) forcing you to have an enormous of experience for example rich vocabulary, giving you demo of critical thinking that could it useful in your day exercise. So , let's have it appreciate reading.

William Hill:

Is it a person who having spare time and then spend it whole day by simply watching television programs or just lying on the bed? Do you need something totally new? This Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) can be the response, oh how comes? A fresh book you know. You are consequently out of date, spending your free time by reading in this fresh era is common not a nerd activity. So what these textbooks have than the others?

Download and Read Online Social Media and Public Relations:

Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) By Judy Motion, Robert L. Heath, Shirley Leitch #2AQW1BMJK5S

Read Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) By Judy Motion, Robert L. Heath, Shirley Leitch for online ebook

Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) By Judy Motion, Robert L. Heath, Shirley Leitch Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) By Judy Motion, Robert L. Heath, Shirley Leitch books to read online.

Online Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) By Judy Motion, Robert L. Heath, Shirley Leitch ebook PDF download

Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) By Judy Motion, Robert L. Heath, Shirley Leitch Doc

Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) By Judy Motion, Robert L. Heath, Shirley Leitch Mobipocket

Social Media and Public Relations: Fake Friends and Powerful Publics (Routledge New Directions in Public Relations & Communication Research) By Judy Motion, Robert L. Heath, Shirley Leitch EPub