

THE ROUTLEDGE COMPANION PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

Edited by

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OBJECTIVE

To provide a prestige reference work which offers students and researchers an introduction to current communication scientific scholarship in the expanding discipline of public relations (PR) and corporate communications (CorpComs).

RATIONALE

There is increasing interest in having an overview of the field of PR and CorpComs. The scientific journals in the field are flourishing and there is much interesting conceptual and empirical-analytical work done in the field. Many theoretical perspectives are used from different scientific disciplines like management and organization theory, psychology and sociology. An overview of the field from the perspective of communication science, being one of the dominant social sciences of today, is not available, even though communication theory is at the center of PR and CorpComs.

Communication is an abstraction of the interaction that takes place between individuals, groups and discourses or social systems. PR/CorpComs can be conceptualized as different forms of communication, ranging from symbolic interpersonal and social communication to the non-personal communication function in systems. In a communication scientific perspective it is possible to distinguish between mediated and non-mediated communication on micro, meso, and macro levels. It also creates space to the increasing importance of mediated personal communication, for example via social media (Ihlen & Verhoeven, 2012). All this acknowledges the roots of the discipline in mass communication and media effects theory. Communication studies and communication science can provide an umbrella for the different paradigms of study presented in other handbooks about PR and CorpComs (see below under competition). PR and CorpComs can be studied with the instrumentation of communication science using the most established media effect theories. Following W. James Potter (2012, see

also Potter & Riddle, 2007) who identified the most salient media effect theories, PR/CorpComs will be described in the Routledge companion in the perspective of those theories. These theories are respectively: Cultivation theory, the third person effect, agenda setting theory, the uses and gratifications approach, priming, cognitive capacity theory, framing theory, feminism, social learning, the elaboration likelihood model of information processing, schema theory and the diffusion of innovations theory. Sections with the new perspectives of mediatization theory, network theory and new and upcoming communication science approaches conclude the book.

READERSHIP

- Students and researchers in PR and CorpComs;
- Academics and students seeking convenient access to an unfamiliar area;
- Established researchers seeking a single repository on the current state of knowledge, current debates and relevant literature on PR and CorpComs from a communication theoretical perspective.

CONTENT AND STRUCTURE

As shown below under **Table of Contents** the proposed volume of 35 chapters will be organized in 18 thematic sections.

Each chapter would provide a balanced overview of theoretical perspective, the current knowledge and empirical results in the specific theoretical perspective and the applicability to PR/CorpComs. Authors would be requested to reflect on where the research agenda is likely to advance in the future.

Alternatively each section could be divided in one chapter with an overview of the media effect theory and one chapter on the use and application of the theory to the field of PR/CorpComs. This would depend on the number of authors that are available who are able to write about both the theory and the PR/CorpComs field.

LENGTH

The chapters would cover established and emerging themes. As such they will necessarily vary in length.

The articles will be between 5000 and 8000 words each. We envisage that the volume will comprise about 500 to 700 pages.

The chapters will be expected to answer questions like:

- What are the key terms and concepts of the theory?
- How has the thinking changed over the years?
- How can public relations be understood in the theoretical perspective?
- Has the theory been used in public relations studies and if so, how?
- How could the theory be applied to analyze current public relations activity?
- Does the theory have a potential for a research agenda for public relations?
- Does the theory have relevance for public relations practitioners?
- What are the strengths and weaknesses of the theories in these respects?
- Where is more research needed?

CONTRIBUTORS

The chapters will be written by an international selection of authors drawn from the USA, Canada, Asia, Australia and Europe. The authors comprise leading experts in the relevant subject. Some are senior contributors. Others are up and coming names in the field who have, nevertheless, a proven track record of publication.

COMPETITION

There is no book with the content as proposed above. Other handbooks and books with an overview of the field PR/CorpCom use different perspectives, mostly a management perspective at the meso level, taking the organization as the starting point. Also specific theories of public relations or corporate communications are used that are not based in mass communication and media theory. The main competitors are:

Heath, R. (2010). *The SAGE Handbook of Public Relations*. Los Angeles: Sage publications Inc.

Holtzhausen, D., & Zerfass, A. (2015). *The Routledge handbook of strategic communication*. New York, NY: Routledge.

Pollock, T. G., & Barnett, M.L. (2012). *The Oxford Handbook of Corporate Reputation*. Oxford: Oxford University Press.

Putnam, L. L. & Mumby, D. K. (2014). *The SAGE handbook of organizational communication*. Los Angeles: Sage publications Inc.

Scott, C. & Lewis, L. (in preparation for 2016). *The International Encyclopedia of Organizational Communication*, to be published by Wiley.

The proposed book with a communication science perspective on PR/CorpComs has a unique proposition in the market.

PROPOSED TIMETABLE BOOK

| Activity | Time/Deadline |
|------------------------------------|---------------------------------------|
| Abstract submission | May 15, 2017 |
| Deadline draft chapters | August 1, 2017 (7 months) |
| Peer review | Until October 4, 2017 (13 weeks) |
| Revision chapters | Oct – November 2017 |
| Deadline | December 4, 2017 |
| Final editing | December 2017, January, February 2018 |
| Delivering manuscript to Routledge | March 1, 2018 |

IDEAS FOR “PR” ACTIVITIES

| Activity | Time/Deadline |
|--|---------------|
| Overview article in Journal of Communication | Tbd |
| Special issue in a PR journal | Tbd |
| Pre conference ICA 2018 | Tbd |

TABLE OF CONTENTS ROUTLEDGE COMPANION

List of approached authors

Editors:

Dr. Piet Verhoeven, University of Amsterdam, The Netherlands

Prof. Dr. Øyvind Ihlen, University of Oslo, Norway

Prof. Dr. Maureen Taylor, University of Tennessee, USA

| <i>Section/chapters</i> | <i>Possible author/affiliation</i> |
|--|--|
| I Introduction PR/CorpComs as a form of (mass) mediated communication (ch.1) | Editors + guest author Em. Prof. dr. Betteke van Ruler (University of Amsterdam, The Netherlands) |
| II Cultivation theory (ch. 2 & 3) -including attention to propaganda and sponsoring by corporations (e.g. effects of product placement on tv/internet) | Prof. dr. J. van den Bulck, University of Leuven, Belgium Erica Scharrer, University of Massachusetts |
| III The third person effect (ch. 4 & 5) -including attention to social influence | Prof. Ch. T. Salmon, PhD, Nanyang Technological University (NTU), Singapore, Singapore S. Zhou, University of Alabama, AL, USA |
| IV Agenda setting theory (ch. 6 & 7) -including attention to lobbying and propaganda | Dr. C. Carrol, University of New York, NY, USA S. K. Kioussis, PhD, APR, University of Florida, FL., USA |
| V Uses and gratifications approach (ch. 8 & 9) | Dr. P. E. Ketelaar, Radboud University Nijmegen, The Netherlands A. M. Rubin, Phd, Kent State University, Kent, USA |
| VI Priming (ch. 10 & 11) -including attention to persuasion and social influence and propaganda | D. R. Roskos-Ewoldsen, PhD, The Ohio State University, Columbus, OH, USA Dr. I. Vermeulen, Free University Amsterdam, Amsterdam., The Netherlands |
| VII Cognitive capacity theory (ch. 12 & 13) | Prof. dr. J. MacNamara, University of Technology, Sydney, Australia L.K. Lundy, PhD, Louisiana State University, Baton Rouge, LA, USA |
| VIII Framing theory (ch. 14 & 15) -including attention to persuasion and | Prof. dr. R.Vliegthart, University of Amsterdam, The Netherlands |

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| social influence and propaganda | Prof. dr. J. Kleinneijenhuis, Free University Amsterdam, Amsterdam, The Netherlands |
| IX Cultural approaches (ch. 16 & 17) (including gender) | Dr. L. F. Rakow University of North Dakota, Grand Forks, ND, USA B. Wrigley, PhD, Emerson College, Boston, MA, USA |
| X Social learning (ch. 18 & 19) -including attention to persuasion and social influence | Prof. dr. D. Dozier, San Diego State University, San Diego, CA, USA Dr. J. Bartels, University of Tilburg, Tilburg, The Netherlands |
| XI The elaboration likelihood model of information processing (ch. 20 & 21) Defined broad models of influence: cognitive, affective, narrative etc. -including attention to persuasion and social influence and propaganda | Prof. dr. K. Schönbach, Northwestern University, Qatar, Qatar. Prof. dr. Kirk Hallahan, Colorado State University, CL, USA |
| XII Schema theory (ch. 22 & 23) | Prof. dr. A. Verčič, University of Zagreb, Croatia & Prof. dr. D. Verčič, University of Ljubljana, Slovenia J. Kuperman, Minnesota State University, MN, USA |
| XIII The diffusion of innovations theory (ch. 24 & 25) to add: diffusion of information in online networks, viral campaigns -including attention to persuasion and social influence | Prof. dr. N. Aarts, University of Wageningen, Wageningen, The Netherlands Dr. R. E. Rice, University of California, Santa Barbara, CA, USA |
| XIV Social Information Processing Theory (ch. 26 & 27) Emphasis on social media | Joseph B. Walther, Nanyang Technological University, Singapore Hyoungkoo Khang, University of Alabama, Tuscaloosa |
| XV Mediatization (ch. 28 & 29) Mediatization News values and media logic | Dr. M. Frederikson, University of Gothenborg, Sweden & J. Pallas, PhD, University of Uppsala, Sweden Dr. P. Schafraad, University of Amsterdam, The Netherlands |
| XVI Network theory (ch. 30 & 31) | |

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|---|---|
| Media networks | Dr. I. Himmelboim, Grady College of Journalism and Mass Communication, University of Georgia |
| Media ecology | Dr. C. A. Scolari, Departament de Comunicació Universitat Pompeu Fabra–Barcelona |
| XVII New and upcoming communication science approaches to PR and CorpComs (ch. 32, 33 & 34) Big data multi-actor theory | Dr. D. Trilling, J. Jonkman, MSc, T. van der Meer, MSc & A. Kroon MSc, University of Amsterdam, The Netherlands |
| Robotization | Dr. Claartje ter Hoeven, University of Amsterdam |
| Neuroscience | Mark Plitt, Department of Neuroscience, Baylor College of Medicine, Houston |
| XVIII Conclusions (ch.35) | Editors |

REFERENCES

- Ihlen, Ø., & Verhoeven, P. (2012). A public relations identity for the 2010s. *Public Relations Inquiry*, 1, 159-176.
- Potter, W. J. (2012). *Media effects*. Los Angeles: Sage Publications Inc.
- Potter, W. J., & Riddle, K. (2007) A content analysis of the media effects literature. *Journalism and Mass Communication Quarterly*, 84, 90-104.