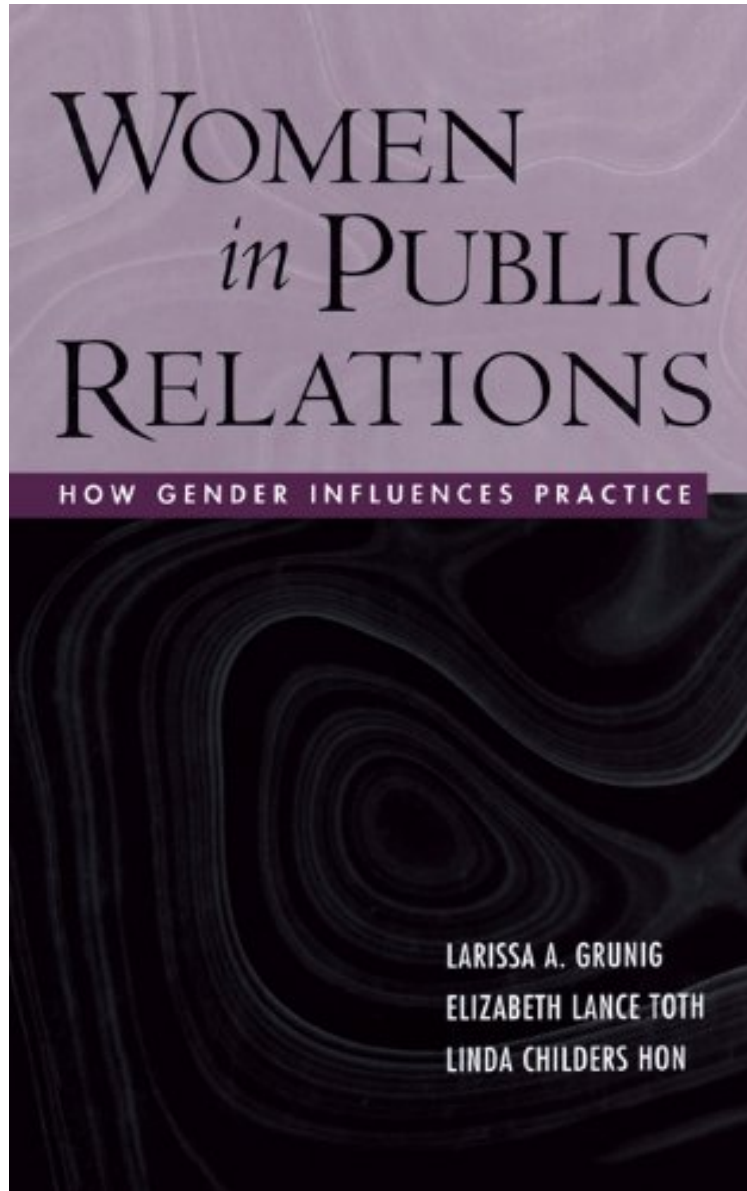


[PDF] Women in Public Relations: How Gender Influences Practice

Women in Public Relations: How Gender Influences Practice

Larissa A. Grunig, Linda Childers Hon, Elizabeth L. Toth
DOC | *audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#2958183 in eBooks 2013-09-13 2013-09-13 File Name: B00FDR3ZLQ | File size: 42.Mb

Larissa A. Grunig, Linda Childers Hon, Elizabeth L. Toth : Women in Public Relations: How Gender Influences Practice before purchasing it in order to gauge whether or not it would be worth my time, and all praised Women in Public Relations: How Gender Influences Practice:

Thenbsp;past 20 years have seen an influx of women into the practice of public relations, yet gender-based disparities

in pay and advancement remain a troubling reality. As the field becomes feminized, moreover, female and male practitioners alike confront the prospect of dwindling salaries and prestige. This landmark book presents a comprehensive examination of the status of women in public relations and proposes concrete ways to achieve greater parity in education and practice. The authors integrate the theoretical literature of public relations and gender with results of a major longitudinal study of women in the field, along with illuminating focus group and interview data. Topics covered include factors contributing to sex discrimination; how public relations stacks up against other professions on gender-related issues; the challenges facing female managers and entrepreneurs; the experiences of ethnic minority professionals; the salary gap; the glass ceiling; and how to foster solutions on individual, organizational, and societal levels. This volume is an essential read for both educators and practitioners in public relations. It can be used as a course text in graduate research seminars, and also as a supplemental text in courses addressing gender issues in PR. It serves as a useful guide for young practitioners entering the profession, and provides critical insights for public relations managers.

"This book eloquently addresses one of the significant challenges to the public relations industry: namely, whether PR can become a profession where individual talents are perceived independently of gender. No thoughtful discussion of the public relations industry can proceed without examining the feminization of the workforce. Younger practitioners and students preparing to enter the field will find it to be a useful guide in showing them what to expect, be they women or men. Public relations managers also will find the book to be quite useful in helping them to achieve the more androgynous work style the authors rightly advocate. Relevant and timely." --John Beardsley, APR, Chairman and CEO, Padilla Speer Beardsley Inc., Minneapolis, MN

"Grunig, Toth, and Hon have produced an authoritative synthesis of the vast body of knowledge related to gender issues in public relations practice. Summarizing almost two decades of serious scholarly inquiry, the book will undoubtedly instigate much discussion and debate, and will perhaps even lead to structural changes in the industry. It is a 'must read' for educators and practitioners, both female and male. It could also be used as the basis for a graduate research seminar, or as supplemental reading in both undergraduate and graduate courses that address gender issues. This is an outstanding work on a topic that deserves, but seldom receives, scholarly discourse rather than polemic prose." --Glen M. Broom, PhD, School of Communication, San Diego State University

"Three highly respected professionals have conducted extensive research, combined it with their own personal experience in the field, and developed a 'must-read' text. I challenge the old guard to read this book and let it move you--us--to a way of practice that transcends old habits and stereotypes. What messages are our organizations or departments sending to female employees, clients, and the public? We must become part of the movement toward a solution. This volume addresses a growing issue, as 80% of current PR students are women, and women outnumber men 10 to 1 in PRSSA. It will provoke rich discussion and is an engaging read. I enthusiastically recommend it to students and practicing professionals alike." --Patrick Jackson, APR, Fellow PRSA, Senior Counsel, Jackson Jackson Wagner, Exeter, NH