

**GLOBAL, INTERNATIONAL, COMPARATIVE AND REGIONAL
PUBLIC RELATIONS KNOWLEDGE FROM 1990 TO 2005:
A QUANTITATIVE CONTENT ANALYSIS OF ACADEMIC AND TRADE PUBLICATIONS**
(Research Report – November 2005)

Juan-Carlos Molleda, Ph.D.* & Alexander V. Laskin, Doctoral Student
University of Florida
College of Journalism and Communications
Department of Public Relations
3046 Weimer Hall, Box 118400
Gainesville, FL 32611-8400, USA

**Charter member of the Institute for Public Relations' Commission on International Public Relations*

Published by the Institute for Public Relations

*Global, International, Comparative and Regional
Public Relations Knowledge, By Juan-Carlos Molleda & Alexander Laskin*
Copyright © 2005 The Institute for Public Relations
www.instituteforpr.com

TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
INTRODUCTION	5
METHODOLOGY	5
<i>Sampling technique</i>	5
<i>Coding sheet construction</i>	7
<i>Data coding, entry and analysis</i>	9
<i>Limitations</i>	10
FINDINGS	10
<i>Academic Journal Articles</i>	10
<i>Timeline</i>	11
<i>Authorship</i>	12
<i>Content</i>	14
<i>Data type and research methodologies used</i>	19
 <i>Trade articles</i>	21
<i>Timeline</i>	22
<i>Authorship</i>	23
<i>Content</i>	24
<i>Data type and research methodologies used</i>	28
 <i>Book chapters</i>	29
<i>Timeline</i>	29
<i>Authorship</i>	30
<i>Content</i>	32
<i>Data type and research methodologies used</i>	34
 <i>Academic journal and trade publications comparison</i>	34
CONCLUSIONS	41
REFERENCES CITED	44
ABOUT THE RESEARCH TEAM	45
APPENDIX A: CODING SHEET	47
APPENDIX B: COMPLETE LIST OF REFERENCES	54

EXECUTIVE SUMMARY

This section provides a brief overview of quantitative findings described later in this report.

PURPOSE AND RELEVANCE

The purpose of this study is to identify and content analyze the stream of trade and academic publications on international public relations or related materials published by selected U.S. and U.K. academic journals, the Institute for Public Relations' online publications and international association publications (i.e., IABC-IPRA) from 1990 to 2005. Because of the constant expansion of the body of knowledge all over the world, this report is part of a long-term documentation project that will be updated over time to capture trends and advancements. Future research would include the body of knowledge produced in many other countries and languages.

One of the important roles of scientific research and its contribution to the professional community is to organize and systematize data from a variety of reliable sources, presenting "the big picture" of the field. Science is cumulative in nature as it continuously reviews, reevaluates and builds upon the previous knowledge. This content analysis aims to provide such systematization to the growing number of trade and academic publications on global, international, comparative and regional public relations. The research team believes that this academic exercise should be beneficial to public relations practitioners crossing national borders, even continents, or facing international competition at home more and more in their day-to-day activities. This work provides them a systematic account, a "knowledge base," of multicultural public relations scholarship with a potential to allow the substitution of often anecdotal stories about various countries, the localization of practices and needed skills to succeed in global environments.

The hope is that public relations professionals will be able to identify topics of their interest, authors producing relevant work and institutions from which research and documentation of international practices are being generated. A simple click on the "find" function of their computers with selected keywords would allow professionals to discover academic and professional articles previously unnoticed to further inform their practice and somehow fulfill their intellectual curiosity. The results of this study of the publications listed at the end of this document could also be used to generate ideas and continue the already existing cooperation among professional and academic authors. Enhanced professional-academic alliances would result in useful, rich and systematic documentation of global, international, comparative and regional practices and phenomena contributing to the consolidation of the industry and education programs.

A review of the trade and academic scholarship will convince practitioners, scholars and students that public relations faces many common and some unique challenges all over the globe. Another way to take advantage of the work documented in this study is to identify subject areas to outsource, develop in-house or sponsor applied or theory-building research found to be under explored, lacking key components or completely ignored. Filling the research gaps will take great efforts from both the professional and academic communities. Yet, the utility of such

research is rooted in the overall goals of science, which “are often stated as understanding, prediction, and control” (Shoemaker, Tankard & Lasorsa, 2004, p.169). They continue: “All three of these outcomes can allow people to accomplish tasks and to bring about desirable outcomes.”

PRIMARY FINDINGS

The primary findings of the research include:

- The research in international public relations experienced two periods of explosive growth in the early nineties and at the beginning of the XXI century.
- While the first growth period (early nineties) is associated with academic journal and trade publications, the second period (beginning of the XXI century) is associated with book publications and again with academic journal articles.
- International collaboration among academic authors is unfortunately a rare phenomenon.
- Collaboration between the academic and professional communities, however, is far more developed.
- The authorship is quite distinctive for different publication types: full professors author book chapters, professional consultants author trade publications and academic journal articles are equally authored by assistant professors and professionals.
- The United States hosts the majority of international public relations scholarship.
- The institutional affiliations of the most prolific authors are largely U.S. research universities: University of Florida, University of Maryland and University of Missouri.
- The majority of research is focused on Europe and Asia.
- The country outside the United States of America with the most research is the United Kingdom.
- Among the scholarship types the less present is theory development; mostly such articles concentrate on the excellence theory, organizational communications theories or ethics/social responsibility theory development.
- Introspective scholarship is somewhat present, mostly focusing on the issues of profession and pedagogy.
- Practice and application scholarship is developed rather well with dominant focus on implementing specific programs and campaigns.
- Finally, contextualized research does not cover all the variables equally; culture and socio-economic environment receive more attention than legal environment or activism.
- Much of the international public relations research is not international in its true sense; rather scholarship tends to describe public relations in a certain country or a region.
- The scholarship focused on the international issues, such as public relations by multinational corporations, by supranational organizations, between the nations or comparison of public relations practices among different countries or regions, is rare.
- There is a correlation between issues and regions discussed in academic journal and trade publications; the book chapters, however, are somewhat different in scope.
- The scholarship relies primarily on primary quantitative research methodologies.
- The scholarship also primarily relies on the U.S. public relations multidisciplinary literature.

These findings are graphically displayed and discussed in depth in the third and fourth sections of this research report.

METHODOLOGY SUMMARY

The study content analyzes public relations or related academic and trade publications from 1990 to 2005. A coding sheet was developed after a literature review of similar content analysis of publications. The actual study was conducted in two stages. The first stage used commercial databases and key words to identify academic and trade publications related to international public relations. The second stage or verification stage used a more comprehensive set of key words and focused on the databases and hard copies of primary academic and trade publications. In the second stage the table of contents and abstracts of each issue of the selected publications. SPSS version 13.0 for Windows is the statistical software used for data analysis.

SPONSOR

The Institute for Public Relations' Commission on International Public Relations requested and has endorsed this research project. The Institute authorized the principal investigator to use all data, findings and project report issued in conjunction with this study for academic papers, presentations and publications.

RESEARCH TEAM

The chief investigator for this report is Juan-Carlos Molleda, Ph.D. assistant professor of public relations in the College of Journalism and Communications at the University of Florida and charter member of the Institute's Commission on International Public Relations. Feng Shen, doctoral student of the College of Journalism and Communications at the University of Florida, served as research assistant in the first stage of data collection and analysis. Alexander Laskin, doctoral student of the same college, served as co-investigator and research assistant in the second and final stage of the 2005 study. Laskin will continue as a researcher in successive stages of this long-term research endeavor. Questions or requests for additional information concerning this study should be addressed to Juan-Carlos Molleda at 352-273-1223, fax 352-273-1227 or e-mail jmolleda@jou.ufl.edu.

I. INTRODUCTION

May 3, 2005 was the date of the public announcement of the Institute for Public Relations' Commission on International Public Relations. This Commission formed on March 11 during the Eighth Annual International and Interdisciplinary Public Relations Research Conference in Miami, has as a goal to "...explore and document the science beneath the art of our practice, distinguishing between 'what we know' and 'what we don't' in terms of real research," according to Peter D. Debreceeny, co-chair of the Institute for Public Relations and vice president-corporate relations for Allstate Insurance (Institute for Public Relations, 2005). He continues: "We will then be able to tell professionals, educators and students where to find essential knowledge that already exists, and to develop priorities for future research."

The purpose of this study is to identify and content analyze the stream of trade and academic publications on international public relations or related materials published by selected U.S. and U.K. academic journals, the Institute for Public Relations' online publications and international association publications (i.e., IABC-IPRA) from 1990 to 2005. This study is the beginning of a long-term documentation project that follows the steps of other public relations scholars (i.e., Botan & Taylor, 2004; Sallot, Lyon, Acosta-Alzuru & Jones, 2003; Taylor, 2001). Because of the constant expansion of the body of knowledge all over the world, the long-term nature of this project means that this will have to be updated over time to capture trends and advancements.

II. METHODOLOGY

This study uses content analysis to identify trends in international public relations-related publications. Content analysis is the objective, systematic, and quantitative description of the content of documents, including print media and broadcast media coverage (Berelson, 1952). Today, this method is used for studying a variety of contents such as focus group and interview transcripts, print and electronic media coverage and corporate publications. The basic steps to implement this method include; the development of a coding sheet or codebook with a set of categories or variables to identify in the publications, the selection and gathering of materials and the evaluation of the instrument's validity and reliability by assessing a percentage of gathered materials. After making sure of the instrument's quality, publications are coded and data entered and analyzed with the use of a statistical software package.

Sampling technique

A census of publications concerning international public relations or related topics was used in this content analysis. The research team searched for the publications mechanically and manually to assure the inclusion of the existing body of knowledge. Both the selected publications' databases and academic and trade data services were used to search for the articles, such as ABI-INFORM, EBSCO and LEXIS-NEXIS. The following keywords were used to identify the publications: Global public relations, international public relations, cross-cultural, international business communication, international public affairs, international media relations, international government relations, international community relations, cross-national, cross-borders, culture

and public relations and corporate culture and public relations. In the second stage of this content analysis, six publications expected to have the most articles concerning international public relations were reviewed issue-by-issue by looking at the table of contents, then abstracts and, if needed, the body of the article (i.e., *Journal of Communication Management*, *Journal of Public Relations Research*, *Public Relations Review*, *Journalism & Mass Communication Quarterly*, *Journalism Studies* and *Frontline*). Until today, published content analyses of public relations-related literature have included solely public relations and mass communication publications. In this content analysis we wanted to go a step further by including journals from other academic disciplines that contain publications tightly linked to international public relations practices. This is the list of academic publications from which articles were analyzed:

- *Journalism & Mass Communication Quarterly*
- *Journalism & Mass Communication Educator*
- *Journal of Business Communication*
- *Journal of Communication Management*
- *Journal of International Business Studies*
- *Journal of Public Affairs*
- *Journal of Public Relations Research*
- *Journalism Studies*
- *Management Communication Quarterly*
- *Public Relations Review*

In addition, major academic books (entire publication or related chapters) which focus on international aspects of communication in general or public relations in specific and the Institute's online international case studies were included:

- Culbertson, H.M. (1996). Introduction. In H.M. Culbertson & N. Chen (Eds.), *International public relations. a comparative analysis* (pp. 1-13). Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Heath, R.L. (Ed.) & Vásquez, G. (Contributing Ed.). (2001). *Handbook of public relations*. Thousand Oaks, CA: Sage Publications.
- Johnston, D. (Ed.). (2003). *Encyclopedia of international media and communications (volume 3)*. New York: Elsevier Science.
- Kamalipour, Y.R. (Ed.). (2002). *Global communication*. Belmont, CA: Wadsworth/Thomson Learning.
- Moss, D., & DeSanto, B. (Eds.). (2002). *Public relations cases; international perspectives*. New York: Routledge/Taylor & Francis Group.
- Parkinson, M.G., & Ekachai, D. (Eds.). (2006). *International and intercultural public relations: A campaign case approach* (pp. 306-319). Boston, MA: Pearson Education/Allyn & Bacon.
- Sriramesh, K. (2004). *Public relations in Asia: an anthology*. Singapore: Thomson Learning Asia.
- Sriramesh, K., & Verčič, D. (Eds.). (2003). *The global public relations handbook; theory, research, and practice*. New Jersey, NJ: Lawrence Erlbaum Associates.
- Tilson, D.J., & Alozie, E.C. (2004). *Toward the common good; perspectives in international public relations*. Boston, MA: Allyn and Bacon.

- Turk, J.V., & Scalan, L.H. (Eds.). (1999). *Fifteen case studies in international public relations; the evolution of public relations: case studies from countries in transition*. Gainesville, FL: The Institute for Public Relations.
- Turk, J.V., & Scalan, L.H. (Eds.). (2004). *The evolution of public relations: case studies from countries in transition (2nd ed.)*. Gainesville, FL: The Institute for Public Relations Research and Education.
- Van Ruler, B., & Verčič, D. (2004). *Public relations and communication management in Europe; a nation-by-nation introduction to public relations theory and practice*. Berlin, Germany: Mouton de Gruyter.

Articles from this list of trade publications were analyzed as well:

- *Communication World* (IABC)
- *IPRA International Public Relations Review* (published until 1999) & *Frontline* (1999-present)
- *Public Relations Journal*
- *Public Relations Quarterly*

Coding sheet construction

The constitution of the coding sheet consisted of 97 categorical variables based on the existing literature that uses content analysis to categorize the public relations or communication body of knowledge (Botan & Taylor, 2004; Blake, Boble & Adams, 2004; Sallot, Lyon, Acosta-Alzuru & Jones, 2003; Taylor, 2001) and the researchers' contributions to capture the nature of the international public relations field (see coding sheet in Appendix A).

In specific, the coding sheet or codebook consists of four major sections. The first section includes the name, type (trade or academic) and year of the publication. The second section records the name and classification of the solo author or various authors (until a maximum of five) according to their professional or academic status or rank as well as the author's institutional affiliation and country of origin (when possible to identify). This second section also includes the number of authors and authorship mix, meaning whether the article was written by a faculty member or professional, faculty team, faculty and graduate student, graduate students or professional and faculty team.

The third section focuses on the content of the publication, including elements such as the continent portrayed and the specific country or countries profiled (maximum seven). The most important component of the content analysis is in this section, specifically the items that clarify the type of scholarship present in the article; that is, introspective, practice/application and theory development. According to Sallot et al. (2003), articles focusing on introspection contain discussions or commentaries about the profession or certain practices, including ethics. They categorized articles as contributing to theory development as those articles that "(a) attempted to conceptualize or reconceptualize public relations, (b) assessed the usefulness of a particular theory, or (c) developed a new perspective that helps explain, understand, or predict the practice of public relations" (p. 39). Articles were coded in one or more scholarship types. Thus, each

sub-category was considered a separate variable with a nominal measurement; that is, yes/present and no/absent. In contrast, Sallot et al. (2003) used a mutually exclusive and exhaustive measurement. The research team opted to consider the various sub-categories of scholarship as individual variables because after an overview of the mass of articles, a significant number of them addressed more than one scholarship type.

The scholarship type called introspective includes the following sub-categories: pedagogy/education, ethics, social responsibility, history, the profession, image/reputation/impression management, scholarly research, women and other (in case that the introspective content represents a new sub-category). The type of scholarship described as practice and application contains these sub-categories: management decision making/problem solving, implementing programs/campaigns, applied research issues and methodology, organizational communication, social issues management, new communication technology, legal issues, crisis response/communication, integrated marketing communication, image/reputation/impression management, contextualized research (one country and comparative), ethics in practice and other for new sub-groups. Lastly, theory development is classified in various sub-groups as well: role theory, risk communication, excellence theory/symmetrical communication/Grunig's models, rhetorical underpinnings, fundraising, women studies, gender/diversity/minorities, academic versus applied research, organizational communication, situational theory of publics, ethics and social responsibility, social issues/issues management, public relationships, contingency theory, crises response, public opinion/persuasion, critical/cultural perspective, complexity theory, general social science theory, contextualized research (one country or comparative), game theory, psychological theory and other for new sub-categories that may be identified in the census of publications.

In addition to Sallot et al.'s scholarship types, section three of the coding sheet includes Taylor's (2001) categorization named contextualized research. Five contextual variables identified by Verčič, L. Grunig and & J. Grunig (1996) were included as separate classification of contextualized research: media infrastructure and practice, political environment, legal environment and regulations, activism, cultural dimensions and socioeconomic level.

The fourth section of the codebook registers the type of data used in the article (i.e., primary, secondary, pure literature review, commentary or position), the nature of the literature review (i.e., solo U.S. literature, solo non-U.S. literature, mainly U.S. literature, mainly non-U.S. literature), specific solo public relations literature or multidisciplinary literature, and type of research method used as separate items (i.e., qualitative, quantitative, literature review, commentary/position). The final component of section four was added after realizing that the term "international public relations" was mainly an ethnocentric view of the body of knowledge. The research team reflected on this question: because a paper addresses public relations in China, could it be called an international public relations publication? We went back to the literature and studied Hugh M. Culbertson's (1996) definitions of public relations in an international context. He defines comparative public relations as the study of similarities and differences between the nations, and international public relations as practiced by international organizations, governments, transnational economic transactions and interactions among citizens of different nations. We could not classify all the articles of our population according to these two definitions. Thus, we came out with a new set of classifications: regional/national, comparative, international

and global public relations. We consulted the online version of *Merriam-Webster Dictionary* to adopt accepted definitions of the various terms.

The first classification is regional/national. Regional means affecting a particular region (localized), or related to, characteristic of or serving a region (a broad geographical area distinguished by similar features), therefore, an article is classified as regional when it contains public relations philosophy or practice for a certain region. The term national relates to or belongs to a nation, therefore, national public relations refers to the practice in one single country of the world. Most often, authors select a country as a political geographical definition of a region and thus concentrate on public relations practices of a certain country (e.g., public relations in China, the United Kingdom, etc.). Sometimes, authors use other approaches to defining the regional scope of their articles such as physical geographical definitions (i.e., continents), and describe public relations practices in Europe or Africa. In addition, sometimes authors rely on social geographic and geocultural definitions (i.e., public relations in Latin America or Oceania) and finally sometimes the authors choose to define the region based on politico-economical alliances, such as public relations in the European Union or the Commonwealth of Independent States.

We use the term comparative (relating to, based on, or involving comparison), as it is defined by Culbertson. That is, when an article compares public relations practices between two or more countries of the world. The term international (relating to, or involving two or more nations or extending across or transcending national boundaries) also derived from Culbertson's definition, when an article studies public relations practices between nations or concerning several nations or transcending national boundaries. And lastly, global (relating to, or involving the entire earth; worldwide) is used when an article describes public relations practices of supranational organizations or practices concerned with worldwide global issues. We feel it is important to distinguish the international and global articles as they are quite distinct in their scope and the issues under investigation. In fact, Wikipedia, a leading Web-based encyclopedic resource, comments that it is enough to have at least two different nations involved for something to become international; yet global involves or potentially involves the entire world. Thus, global issues often "transcend species or generations" (Wikipedia, 2005).

Data coding, entry and analysis

The articles and book chapters were printed or photocopied and a coding sheet attached to each piece. Many articles were saved as PDF files. A database with all the references coded was created in EndNotes (see full list of articles and book chapters coded on Appendix B). The unit of analysis was the entire article including references. Holsti's inter-coder reliability was calculated with 10 percent of the articles, achieving a coefficient of .90 with two coders analyzing the same articles. The statistical analysis was carried out with SPSS v. 13.0 for Windows. Descriptive statistics, frequencies, timeline analysis, cross-tabulations and graphically displays were run to explore, report and illustrate findings. The findings are analyzed and presented in two sections: academic publications, including journal articles, book chapters and case studies; and trade publications.

Limitations

Very few articles were not coded because the researchers did not gain access to either hard or electronic copies; mainly these were publications from the early 1990s. Nonetheless, the research team is confident that this does not represent a critical mass of articles that will significantly change the results of this study. In this first content analysis of a long-term research project, the research team only reviewed the table of contents and abstracts of six main publications. Moreover, the databases accessed may not include some published materials on the topic or may have them available in other subject categories than the ones chosen for this study. In the future, a more comprehensive set of keywords and issue-by-issue review will be used to diminish the effect of this limitation. This approach will be used in the next stages of the study, which will be accomplished in 2006.

Only major academic and trade journals were coded; other publications may contain international public relations-related content, which could be added to the created data file for further enhancement of the study. Finally, another limitation is that some authors' institutional affiliation and national origin were absent in some publications, especially in trade publications. The missing values may have decreased the power of the data to make inference to the entire population of international public relations-related materials of the selected publications.

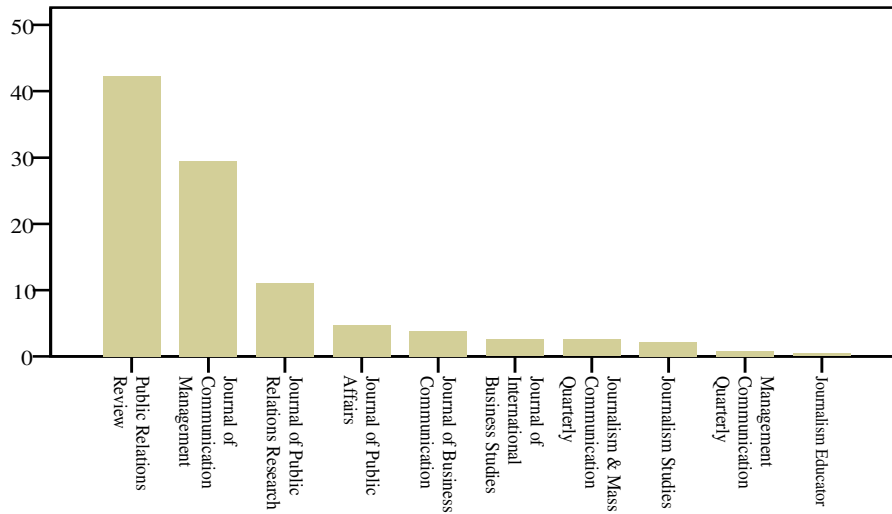
III. FINDINGS

The content analysis includes a total of 649 academic journals and book chapters, as well as articles from trade publications. The findings are summarized in three main sections: academic journal articles, academic book chapters and articles in trade or professional publications.

Academic journal articles

A total of 236 academic journal articles were content analyzed, including the following publications: *Public Relations Review* (n = 99; 42%), *Journal of Communication Management* (n = 69; 30%), *Journal of Public Relations Research* (n = 26, 11%), *Journal of Public Affairs* (n = 11; 5%), *Journal of Business Communication* (n = 9; 4%), *Journal of International Business Studies* (n = 6; 3%), *Journalism & Mass Communication Quarterly* (n = 6; 3%), *Journalism Studies* (n = 5; 2%), *Management Communication Quarterly* (n = 2; 1%), and *Journalism & Mass Communication Educator* (n = 1; 0%). *Public Relations Review* and *Journal of Communication Management* have published the greatest number of articles on topics related to international public relations; together these two journals have almost 72 percent of all articles (see graph 1).

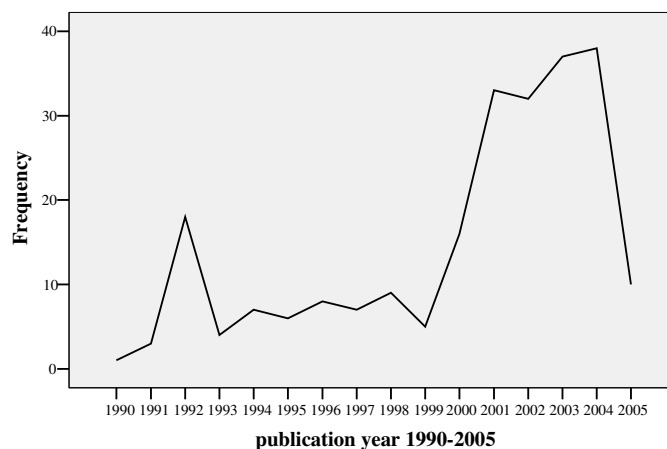
Graph 1.



Timeline

During the fifteen years included in the study, there has been a steady stream of articles from 2001 to 2004 averaging 35 publications per year. Interestingly, 18 articles were published in 1999 and 16 in 2000 indicating the beginning of a higher wave of studies published, and 10 articles so far in 2005 (as of Spring). The year with the lowest number of articles published is 1990 ($n = 1$) and an average of seven articles were published per year during 1993 to 1999 (see graph 2).

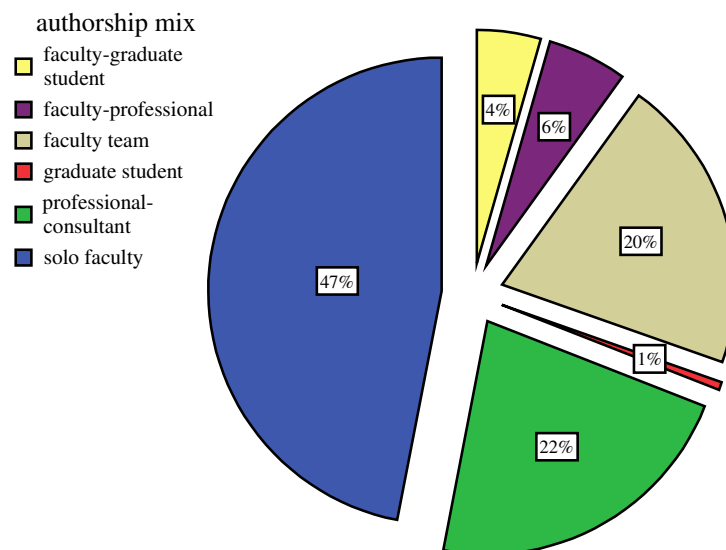
Graph 2.



Authorship

The study assesses the characteristics of the works' authorship. The number of authors per article was counted: one author (n = 134; 57%), two authors (n = 76; 33%), three authors (n = 16; 7%), four authors (n = 6; 3%) and five authors (n = 2; 1%). The most salient category of authorship mix is solo faculty author (n = 85; 27%), followed by solo professional-consultant author (n = 40; 17%), faculty team (n = 37; 20%) and faculty-professional team (n = 10; 4%), see graph three.

Graph 3.

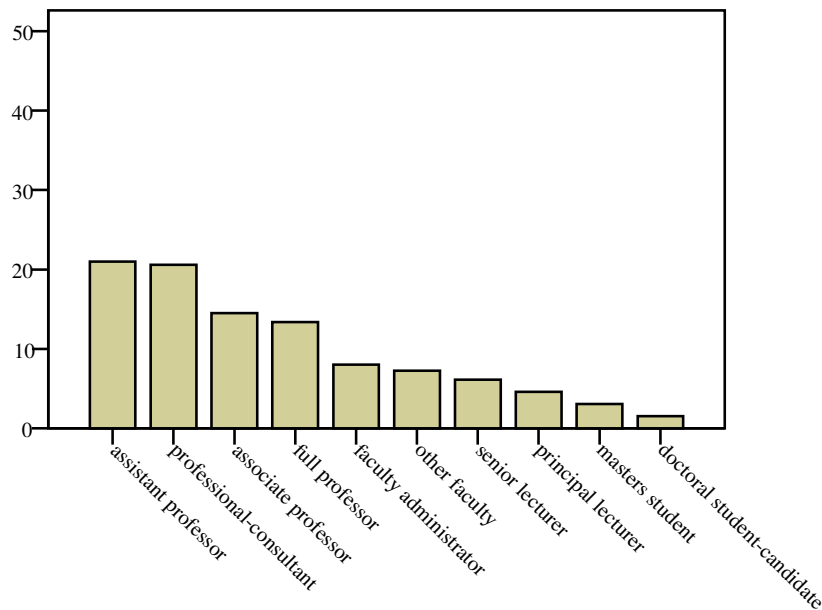


The names of the various authors (i.e., first, second, third authorship) of the articles were collapsed into one composite variable. The authors with the most publications in the selected academic journals are: Maureen Taylor (n = 7); with six articles Glen T. Cameron, Juan-Carlos Molleda, Krishnamurthy Sriramesh, Betteke van Ruler and Yi-Hui Huang; Dejan Verčič (n = 5); with four articles Danny Moss, Jacquie L'Etang and Yungwook Kim; and with three articles Juyan Zhang, Judy Motion, Kevin Moloney, Bertil Flodin, James E. Grunig, Larissa A. Grunig, Ray E. Hiebert, Shirley Leitch, Gerhard Butsch, William L. Benoit and Dean Kruckeberg. Among the first authors only, the most prolific is Molleda (n = 6), followed closely by three authors with five articles each: Taylor, Sriramesh and Huang, and two authors with four articles each: L'Etang and van Ruler.

The authors hold the ranks of assistant professor (n = 55; 21%) and professional-consultant (n = 54; 21%), followed by associate professor (n = 38; 15%), full professor (35; 13%), faculty

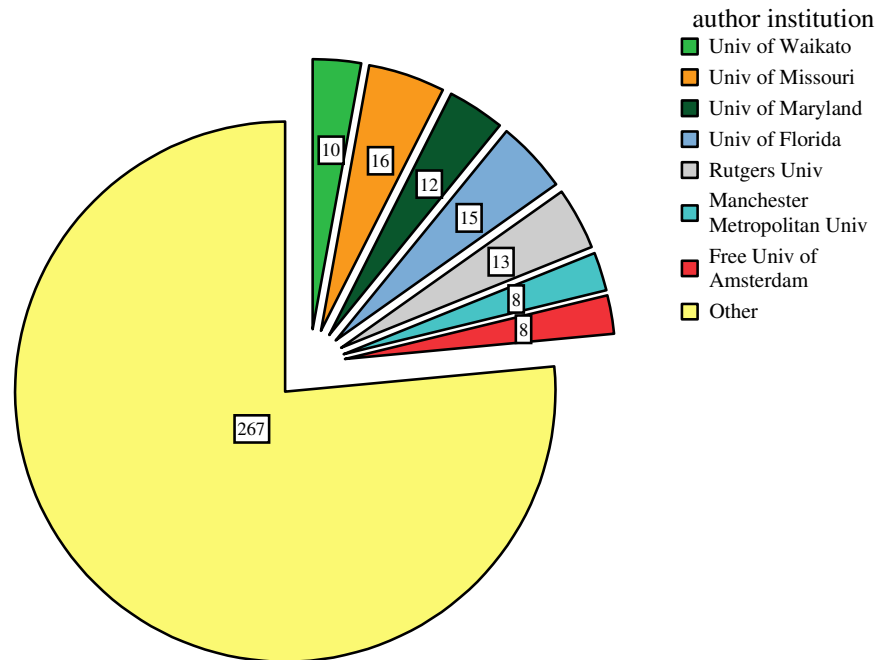
administrator (n = 21; 8%), other faculty (n = 19; 7%), senior lecturer (n = 16; 6%), principal lecturer (n = 12; 5%), master's student (n = 8; 3%) and doctoral candidate or student (n = 4; 2%), see graph four.

Graph 4.



Similarly, the authors combined with most journal articles published are affiliated to four U.S. universities, including University of Missouri (n = 16), University of Florida (n = 15), Rutgers University (n = 13) and University of Maryland (n = 12), and University of Waikato from New Zealand (n = 10). The editorial production of these five higher education institutions accounts for almost a third of the total academic journal articles published on international public relations topics between 1990 and 2005. Other well-published authors are associated with the following institutions: with eight articles each Manchester Metropolitan University and Free University of Amsterdam; with six articles Purdue University and University of Stirling; with five articles Illinois State University, Pristop Communication Group (only consultancy from Slovenia reaching this level of editorial productivity), University of North Carolina, National Chengchi University and University of Miami; with four articles Leeds Metropolitan University, Nanyang Technological University, North West University, Fordham University, Southern Illinois University and Bournemouth University; and finally with three articles University of Oklahoma, University of Canberra, Eindhoven University of Technology, University of Warwick, University of Iowa, National University of Singapore and University of South Florida (see graph 5).

Graph 5.



Finally, the country of origin of the group of authors was coded. The results indicate that the majority of research teams are based in one country (n = 199; 87%) and only one tenth in multiple countries (n = 13; 14%). The authors are based in several countries, including: The United States (n = 157), United Kingdom (n = 66), Netherlands (n = 24), Australia (n = 15), New Zealand (n = 15) and South Korea (n = 12); followed with eight authors each by Singapore, Taiwan and South Africa; with five authors each from Norway and Canada; four authors from Slovenia; and finally three authors each from Switzerland, Germany, Austria and Sweden.

Content

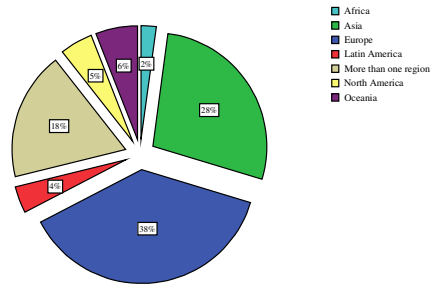
The selected journal articles focus on one or a group of countries. This category was collapsed resulting in a composite measure. Two countries are the most represented in the selected literature: The United States (n = 54), the United Kingdom (n = 24) and South Korea (n = 15), followed with 11 articles each by Germany, India and China; and with 10 articles by New Zealand. Other countries represented in the body of knowledge with three or more articles are: Taiwan (n = 9); Netherlands and Canada with eight articles each; Australia and Japan with seven; South Africa (n = 5); France, Norway, Thailand and Spain with four articles each; and Brazil, Italy, Austria, Russia and Denmark with three articles each.

To better represent the geographic coverage of the international public relations scholarship, the

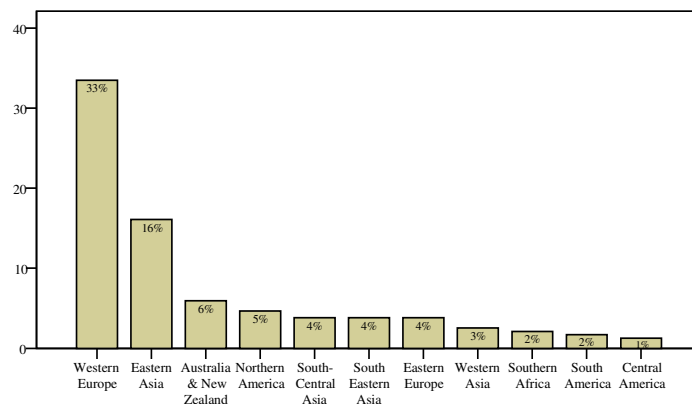
world was divided into the macro-regions. The base for such classification is the United Nations classification of macro-regions and sub-regions of the world (United Nations, 2000). According to this classification, the world is divided into six macro-regions: Africa, Asia, Europe, Latin America, North America and Europe. This classification was accepted without any modifications. After that the articles were also divided according to the sub-regions. However, at this stage the authors modified the United Nations classification of sub-regions for the European macro-region. The United Nations classification divides Europe into Eastern Europe, Northern Europe, Southern Europe and Western Europe. Such classification is not applicable for international public relations research today. First of all, it is important to show distinction between the former socialist countries and the Western democracies due to the historically different public relations development in such countries. In this classification, however, the distinction is muted. For instances, the sub-region of Southern Europe includes such countries as Albania, Bosnia and Herzegovina, Slovenia, as well as countries like Italy, Spain and Andorra. Second, today's process of integration in the European Union influence development of public relations in these countries as well as public relations research that increasingly considers the European Union to be one unified region. In this classification; however, the members of the European Union are scattered across all these sub-regions (Southern Europe, Western Europe, Northern Europe and even Eastern Europe). Thus, the decision was made to divide Europe into two sub-regions: Western Europe and Eastern Europe (former socialist countries). Thus, this is the complete list of sub-regions: Africa – Eastern Africa, Middle Africa, Northern Africa, Southern Africa and Western Africa; Asia – Eastern Asia, South-central Asia, South-eastern Asia and Western Asia; Europe – Eastern Europe and Western Europe; Latin America – Caribbean, Central America and South America; North America – no sub-regions; Oceania – Australia and New Zealand, Melanesia, Micronesia and Polynesia.

As a result, at the macro level, the two macro-regions best represented are: Europe (n = 89; 38%) and Asia (n = 65; 28%). The other regions are less researched: Oceania (n = 14; 6%), North America (n = 11; 5%) and Latin America (n = 9; 4%). The least researched macro-region is Africa with slightly more than two percent (n = 5). Forty-three articles (18%) do not focus on a specific macro-region of the world. After that, it comes as no surprise that among the sub-regions the leader is Western Europe (n = 79; 34%). The Eastern Asia is second most researched region, yet it has twice less articles than Western Europe. Eastern Asia is a geographic focus of 38 articles (16%). Twenty-nine articles do not focus on a specific sub-region (12%), while 15 more articles (12%) focus on more than one sub-region within a macro-region), five articles consider the whole macro-region (2%). The less researched sub-regions are Central America with just three articles (1%) published in academic journals and South America with four (2%); not far away is Southern Africa also with two percent (n = 5). For details, see graphs 6a and 6b.

Graph 6a.



Graph 6b.



The type of scholarship present in the journal articles was coded as introspective, practice and application and theory development. Each major type of scholarship was further divided in sets of comprehensive sub-categories. The content of the introspective articles is mostly focused on the profession itself (n = 46; 20%), pedagogy (n = 23; 10%) and history (n = 17; 7%). The least amount of introspective articles is concerned with image, impression or reputation (n = 1; 0%). All categories are presented in table one.

Table 1.

Type: Introspective	N	%
Pedagogy	23	10%
Ethics	10	4%
Social responsibility	3	1%
History	17	7%
Profession	46	20%
Image/reputation/impression	1	0%
Scholarly research	7	3%
Women	2	1%
Other	1	0%

The articles concerned with practice and application tend to focus on specific campaigns (n = 19; 8%) and social issues management (n = 19; 8%); 16 articles (7%) focus on contextualized research of a country and 15 articles (6%) on reputation/impression management. The least researched areas seem to be legal issues (n = 3; 1%) and applied research issues (n = 4; 2%). Thirteen articles (5%) focused on issues not included in the original classification and thus are classified into “other” category; among such articles are pieces concerned with evaluation of public relations activities, lobbying, religious communications and other topics. All categories are presented in table two.

Table 2.

Type: Practice-application	N	%
Management decision-making/problem-solving	6	3%
Implementing program/campaigns	19	8%
Applied research issues	4	2%
Organizational communication	8	3%
Social issues management	19	8%
New communication technologies	6	3%
Legal issues	3	1%
Crisis response/risk communication	8	3%
Integrated marketing communications	9	4%
Image/reputation/impression	15	6%
Contextualized research (one country)	16	7%
Contextualized research (comparative)	6	3%
Ethics	9	4%
Other	13	5%

The theory building articles are often concerned with comparative contextualized research (n = 12; 5%), contextualized research of a country (n = 11; 5%), organizational communications (n = 10; 4%), excellence theory (n = 9, 4%), social responsibility or ethics (n = 9; 4%), public relationships (n = 8; 3%) and critical or cultural theories (n = 7; 3%). Some categories of theory-building articles did not produce any articles at all: fundraising, women studies/feminism, academic vs. applied research, situational theory, complexity theory and game theory. The articles coded in category “other” discussed cross-national conflict shifting, corporate disclosures, source-reporter interactions, agenda-building, gate-keeping, speech-act theories and others. All categories are presented in table three.

Finally, the articles focused on contextual description of a region or regions are mostly concerned with such environmental variables as culture (n = 28; 12%) and media (n = 19; 8%). The least amount is paid to legal environment (n = 5; 2%) and activism (n = 6; 3%). Among variables coded as “other” two articles focused on corporate environment as a contextual variable. All variables are presented in the table four.

Table 3.

Type: Theory development	N	%
Roles/models	3	1%
Risk communications	0	-
Excellence/Symmetrical/Grunig's models	9	4%
Rhetorical underpinnings	2	1%
Fundraising	0	-
Women studies/feminism	0	-
Gender/Diversity/Minority	1	0%
Academic vs. applied research	0	-
Organizational communications	10	4%
Situational	0	-
Ethics/social responsibility	9	4%
Social issues management	5	2%
Public relationships	8	3%
Contingency theory	2	1%
Crisis response	6	3%
Public opinion/persuasion	3	1%
Critical/cultural theories	7	3%
Complexity theory	0	-
General social science theories	1	0%
Contextualized research (one country)	11	5%
Contextualized research (comparative)	12	5%
Game theory	0	-
Psychological theories	1	0%
Other	26	11%

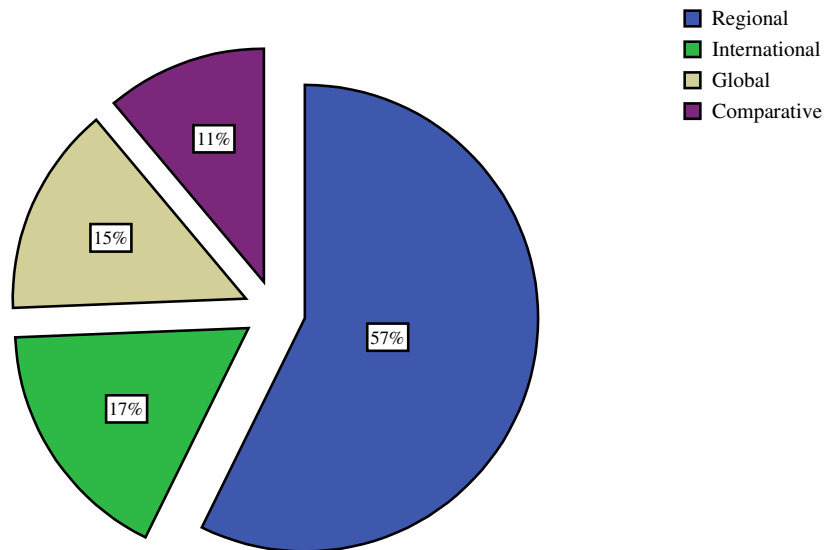
Table 4.

Type: Contextualized research	N	%
Media	19	8%
Political environment	11	5%
Legal environment	5	2%
Activism	6	3%
Culture	28	12%
Socio-economic environment	11	5%
Other	4	2%

The majority of the selected journal articles are not really international in its traditional sense, meaning involving relations between two or more nations. In fact, the focus of more than half of all the “international” public relations articles published in academic journals is regional/national ($n = 134, 57\%$). In other words, these articles describe the domestic practices of public relations but in countries other than the United States. Although, we do not intend to lower the importance and significance of such research, it would be highly ethnocentric to call such research international. However, it also would be unfair to exclude such research from our database

because these articles provide invaluable knowledge about the public relations practices in other countries to the U.S. scholars and practitioners. Thus, we suggest coding such articles as regional/national. It is, however, pity that in the modern era of globalization not many articles focus on the issues extending beyond one's country national borders. Such articles are less evident: international articles concerned with relations between nations and cultures (n = 40, 17%), global articles concerned with global issues (n = 34, 15%), and finally comparative articles that compare public relations practices in various regions or countries of the world (n = 26, 11%), see graph seven.

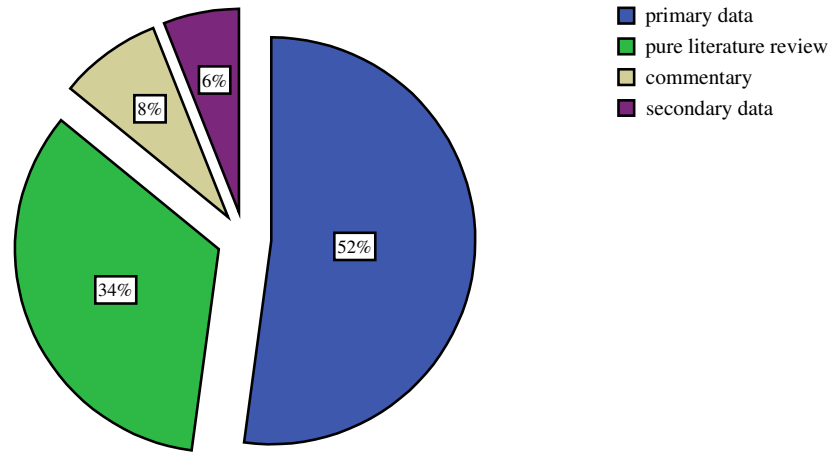
Graph 7.



Data type and research methodologies used

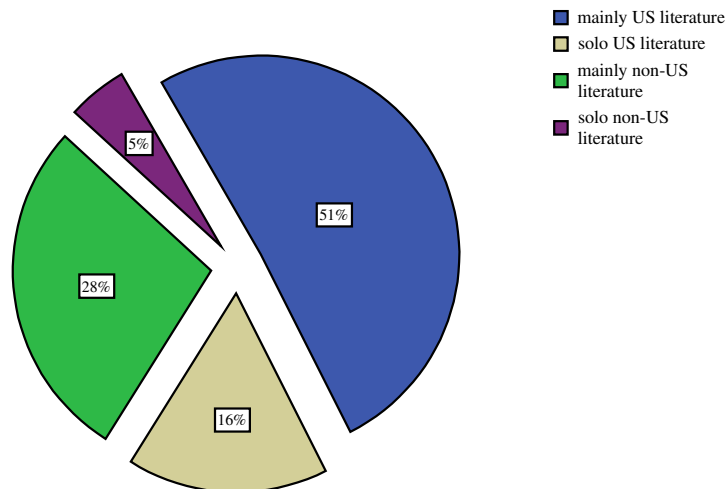
Most articles of international public relations scholarship published in academic journals rely on primary data (n = 122; 52%), in contrast with just 14 articles (6%) that use secondary data sources. The most often used methodology is quantitative (n = 88; 38%) versus qualitative used in 66 articles (28%). In addition, 79 articles (34%) are pure literature review pieces and 19 articles (8%) are classified as commentary/position pieces (see graph 8).

Graph 8.



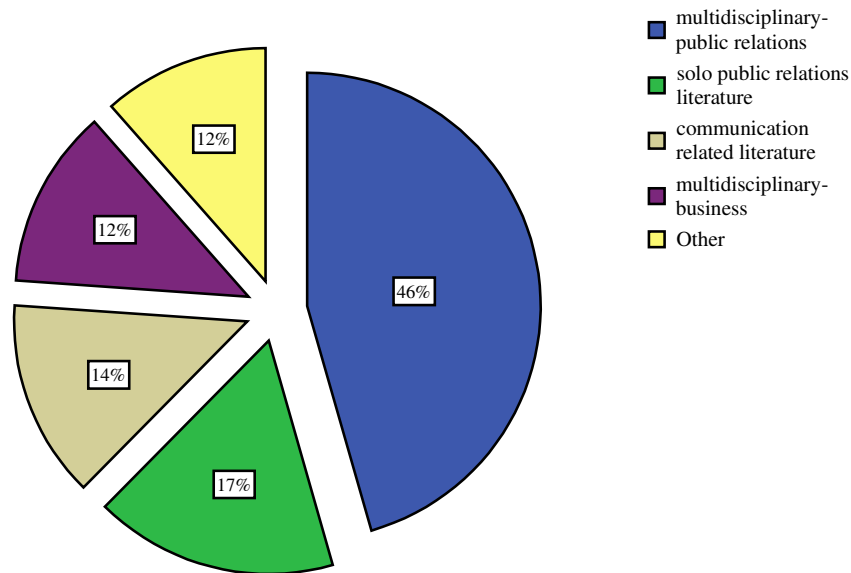
For literature review, authors primarily rely on U.S. literature (n = 195) with 37 (16%) articles having solo U.S. literature and 158 articles (51%) mainly U.S. literature. In contrast, only 11 articles (5%) rely on solo non-U.S. literature and 63 articles (28%) on mainly non-U.S. literature (see graph 9).

Graph 9.



Concerning the origin of the literature review or references used in the articles, 38 articles (17%) rely exclusively on public relations literature and 103 articles (46%) rely mainly on public relations literature, meaning the articles also includes literature from related fields or disciplines of study that inform public relations problems or practices. Significantly less articles use communication-related literature (n = 31; 14%). Finally, some articles use multidisciplinary literature with focus on business literature (n = 28; 12%), see graph 10.

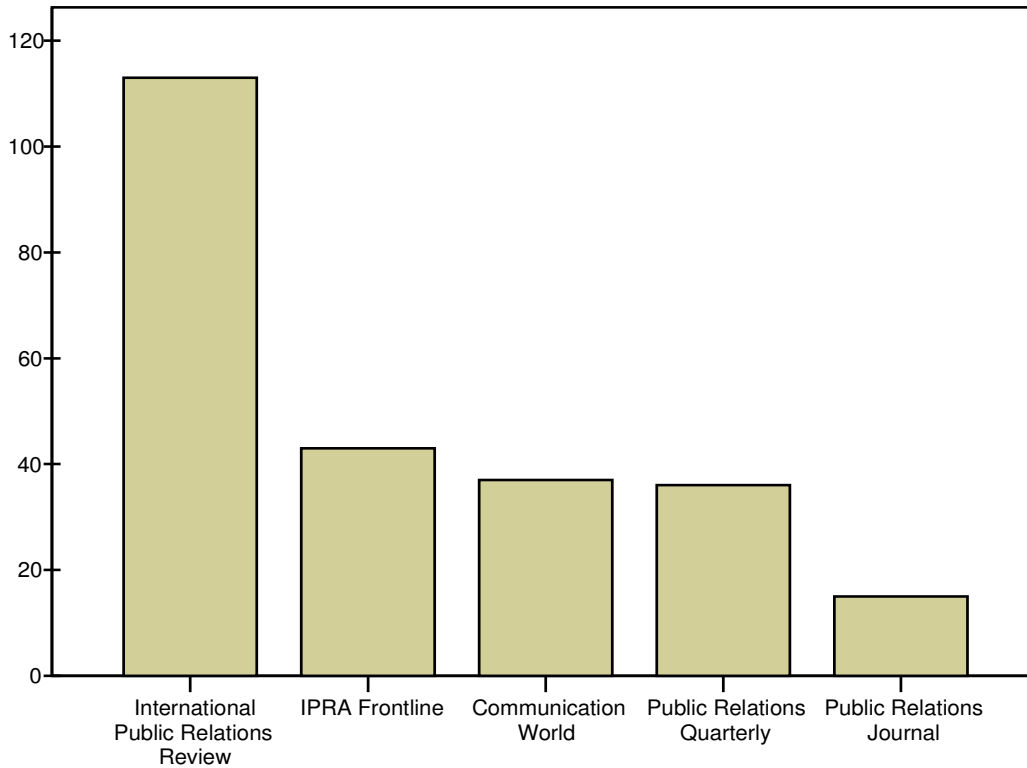
Graph 10.



Trade articles

A total of 244 articles published in trade publications were content analyzed. International Public Relations Associations' publications was the leader by the quantity of articles (n=156; 64%), including 113 articles (46%) in *International Public Relations Review* (published up to March 1999) and 43 articles (18%) in *Frontline* (published after March 1999). The subsequent titles followed the IPRA's publications: *Communication World* (n=37; 15%), *Public Relations Quarterly* (n=36; 15%) and *Public Relations Journal* (n=15; 6%), see graph 11.

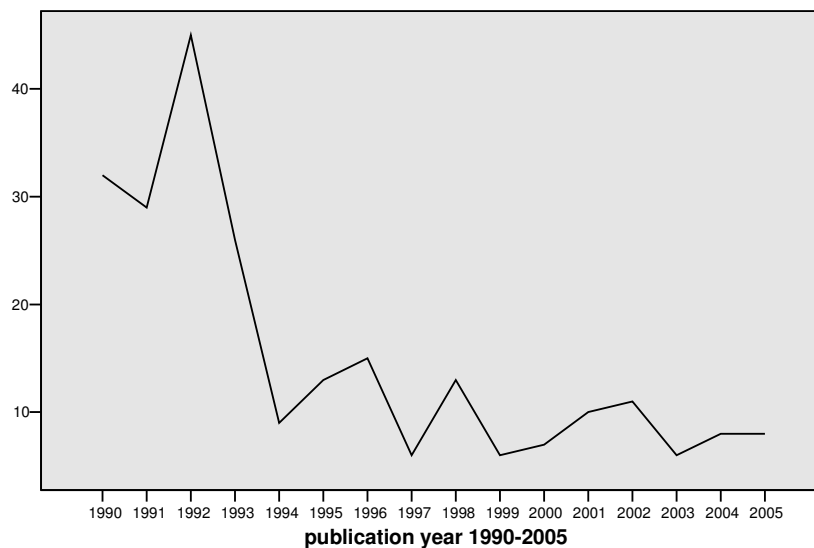
Graph 11.



Timeline

During the fifteen years included in the study, the majority of articles are dated back to early nineties: 1992 (n = 45), 1990 (n = 32), 1991 (n = 29), and 1993 (n = 26), see graph 12.

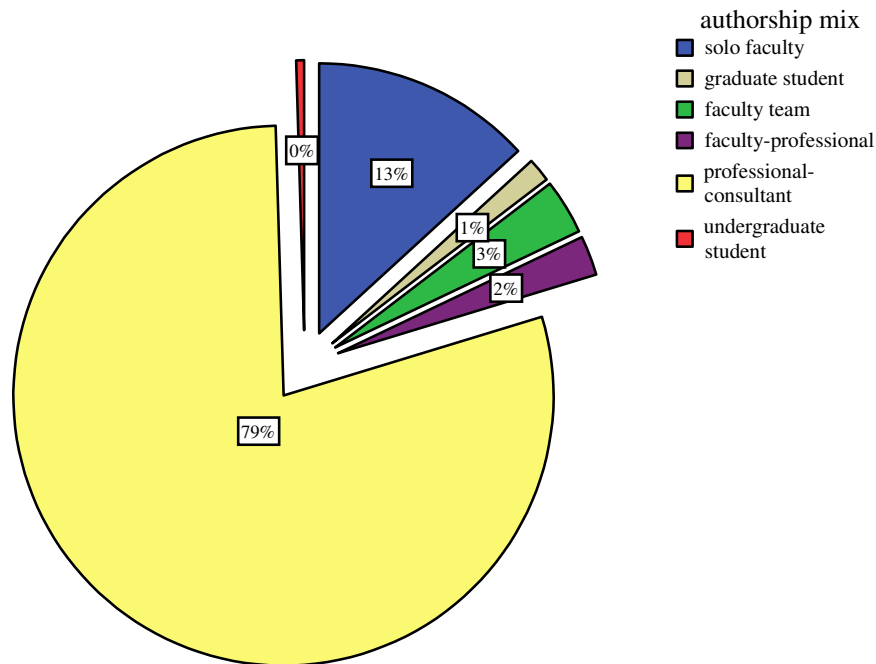
Graph 12.



Authorship

The characteristics of the trade works' authorship present the following picture: the majority of articles were written by one author (n = 206; 84%). Thirty-one articles (13%) were written by two authors and one article by three authors. Subsequently, the most salient category of authorship mix is solo professional-consultant author (n = 168; 80%). The other categories are significantly less represented: solo faculty (n = 28; 13%), faculty team (n = 7; 3%) and faculty-professional team (n = 5; 2%), see graph 13.

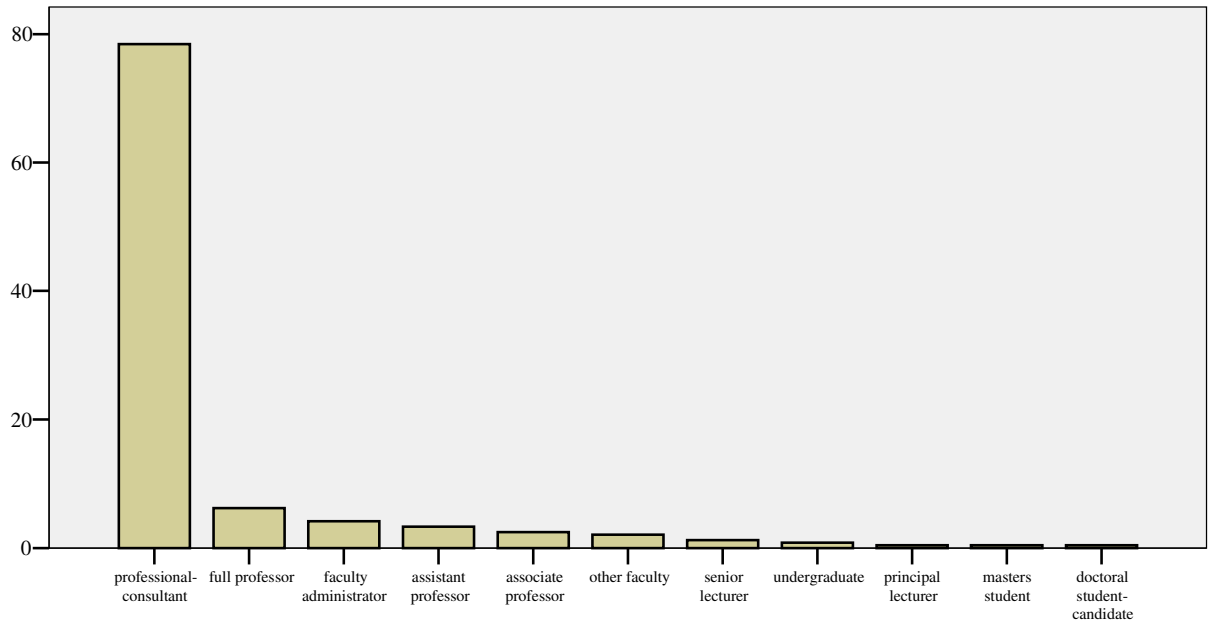
Graph 13.



Among the first authors only, the most prolific is Sam Black (n = 8), followed by Susan Fry Bovet with five articles and by Shabanji Opukah and Ray Josephs with four articles each. Frank Ovaitt, Jeffrey R. Sharlach, Maud Tixer and Ursula Lucas-Bachert had three articles each. When the names of the various authors (i.e., first, second, third authorship) of the articles were collapsed into one composite variable, the situation practically did not change at all, probably due to the fact that the majority of trade articles are written by one author only.

The dominant amount authors are professional-consultant (n = 189; 78%). All other categories are significantly less present: full professor authored 15 articles (5%), followed by faculty administrator (n = 10; 4%), assistant professor (n = 8; 3%), associate professor (n = 6; 2%), other faculty (n = 5; 2%), senior lecturer (n = 3; 1%) and undergraduate student (n = 2; 1%). Principal lecturer, master's student and doctoral candidate or student authored one article each (see graph 14).

Graph 14.



Similarly, the authors with most trade articles published are affiliated to the International Public Relations Association (n = 8), International Public Relations Co. (n = 7) and the University of Stirling (n = 6).

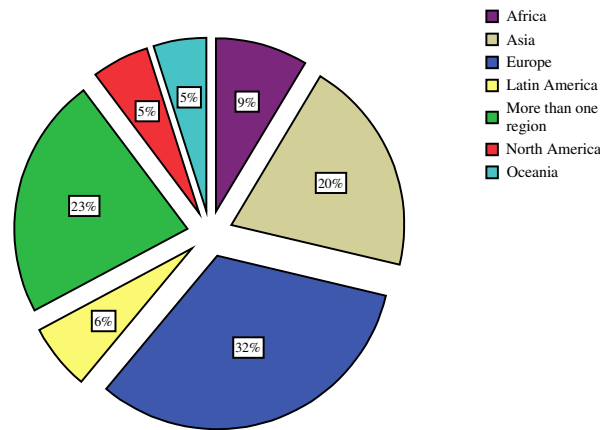
Finally, the country of origin of the group of authors was coded. The results indicate that only six articles (less than 3%) were written by authors from multiple countries. The authors are based in several countries, including: the United States (n = 77), United Kingdom (n = 27), France (n = 9) and followed with eight authors each by Australia, Canada and South Africa; with six authors each from the Russian Federation, Germany and Belgium; and four authors each from Slovenia, New Zealand, Japan, Sweden, India and Brazil.

Content

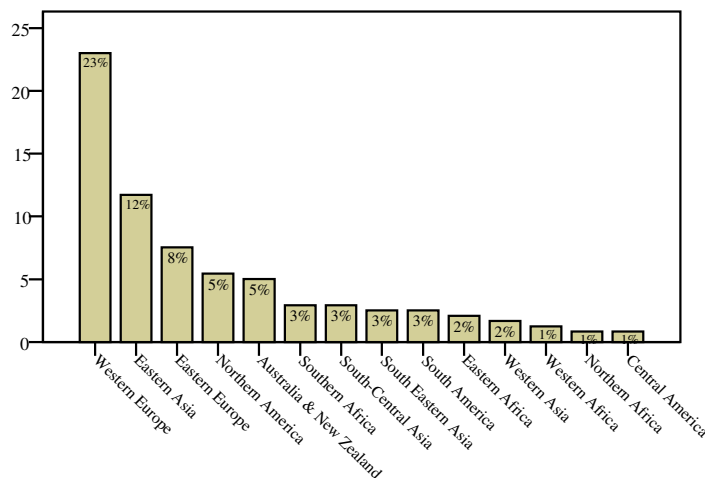
The selected trade articles focus on one or a group of countries. This category was collapsed resulting in a composite measure. Two countries are the most represented in the selected literature: the United States (n = 16) and the United Kingdom (n = 16). They are followed by China (n = 15), Australia (n = 11), France (n = 11), Japan (n = 10), the Russian Federation (n = 9), South Africa (n = 8), Canada (n = 7), Germany (n = 7), Mexico (n = 5), Brazil (n = 5), India (n = 5), Argentina (n = 4), Hong Kong (n = 4) and Sweden, Netherlands, Hungary and Turkey with three articles each.

At the macro-region level, the best represented is Europe (n = 79; 32%). Other regions have less trade publications: Asia (n = 49; 20%), Africa (n = 21; 9%), Latin America (n = 15; 6%), North America (n = 13; 5%) and Oceania (12; 5%). Fifty-five articles (23%) do not focus on a specific macro-region of the world. Among the sub-regions, the leader is Western Europe with 55 articles (23%), followed by Eastern Asia (n = 28; 12%). Fifty articles (21%) do not focus on a specific sub-region, nine articles focus on more than one sub-region (4%), and twelve articles focus on the whole macro-region (5%). The least researched sub-regions are Central America (n = 2; 1%) and Northern Africa (2; 1%), followed by Western Africa (n = 3; 1%), Western Asia (n = 4; 1%), and Eastern Africa (n = 5; 2%). For details, see graphs 15a and 15b.

Graph 15a.



Graph 15b.



The type of scholarship present in the publications was coded as introspective, practice and application and theory development. Each major type of scholarship was further divided in sets of comprehensive sub-categories. The content of the introspective articles is mostly focused on the profession itself (n = 63; 26%) and pedagogy (n = 24; 10%). There is neither a single introspective article concerned with image/impression/reputation nor with women issues. Articles coded into category “other” are predominately concerned with professional associations’ activities. All categories are presented in table five.

Table 5.

Type: Introspective	N	%
Pedagogy	24	10%
Ethics	2	1%
Social responsibility	1	0%
History	11	5%
Profession	63	26%
Image/reputation/impression	0	-
Scholarly research	4	2%
Women	0	-
Other	13	6%

The articles concerned with practice and application tend to focus on implementing specific programs/campaigns (n = 36; 15%) and comparative contextualized (n = 34; 14%); 27 articles (11%) focus on organizational communications and 24 articles (10%) focus on contextualized research of a country. The least researched areas with just one article each seem to be legal issues, applied research issues and new communication technologies. Thirteen articles (6%) focus on issues not included in the original classification and thus are classified into the “other” category. Among such articles are pieces concerned with intercultural training, conferences, roles of embassies and democratization process. All categories are presented in table six.

Table 6.

Type: Practice-application	N	%
Management decision-making/problem-solving	10	4%
Implementing program/campaigns	36	15%
Applied research issues	1	0%
Organizational communication	27	11%
Social issues management	11	5%
New communication technologies	1	0%
Legal issues	1	0%
Crisis response/risk communication	3	1%
Integrated marketing communications	3	1%
Image/reputation/impression	8	3%
Contextualized research (one country)	24	10%
Contextualized research (comparative)	34	14%
Ethics	3	1%
Other	13	6%

The trade articles are seldom concerned with the theory building. In fact, the most frequently mentioned theoretical perspective is ethics/social responsibility with just two articles (1%). One article each has roles/models, fundraising, academic vs. applied research, organizational communications, critical/cultural theories and comparative contextualized research. All other categories of theory-building articles did not produce any articles at all. All categories are presented in table seven.

Table 7.

Type: Theory development	N	%
Roles/models	1	0%
Risk communications	0	-
Excellence/Symmetrical/Grunig's models	0	-
Rhetorical underpinnings	0	-
Fundraising	1	0%
Women studies/feminism	0	-
Gender/Diversity/Minority	0	-
Academic vs. applied research	1	0%
Organizational communications	1	0%
Situational	0	-
Ethics/social responsibility	2	1%
Social issues management	0	-
Public relationships	0	-
Contingency theory	0	-
Crisis response	0	-
Public opinion/persuasion	0	-
Critical/cultural theories	1	1%
Complexity theory	0	-
General social science theories	0	-
Contextualized research (one country)	0	-
Contextualized research (comparative)	1	0%
Game theory	0	-
Psychological theories	0	-
Other	0	-

Finally, the articles focused on contextual description of a region or regions are mostly concerned with such environmental variables as culture (n = 27; 11%), media (n = 25; 10%) and socio-economic environment (n = 23; 9%). The least amount of attention is paid to legal environment (n = 6; 3%) and activism (n=6; 3%). All variables are presented in table eight.

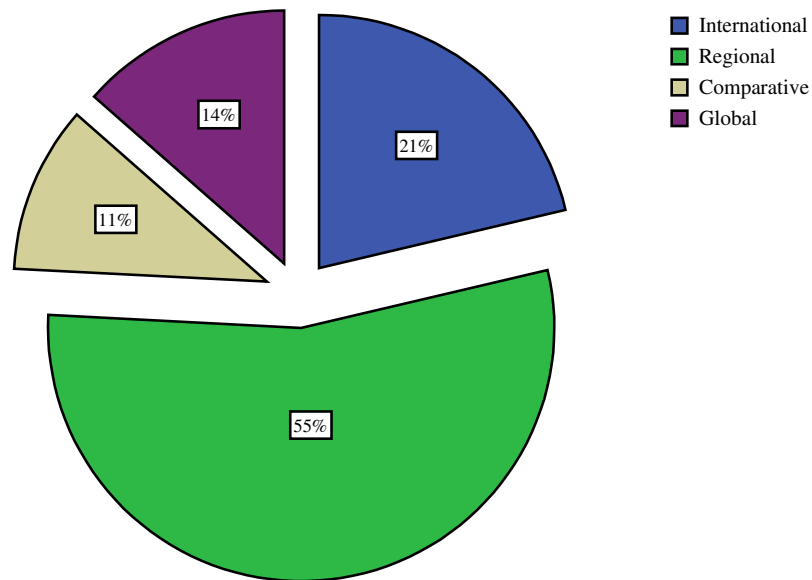
The majority of the selected articles are not about relations between two or more nations. The focus of the majority is regional/national public relations outside the United States (n = 133; 55%), these articles describe the domestic practices of public relations but in countries other than the United States. There are less articles concerned with truly international practices, i.e. practices between two or more nations (n = 52; 21%); global articles concerned with global

issues (n = 33, 14%) and finally comparative articles that compare public relations practices in various regions or countries of the world (n = 26, 11%), see graph 16.

Table 8.

Type: Contextualized research	N	%
Media	25	10%
Political environment	15	6%
Legal environment	6	3%
Activism	6	3%
Culture	27	11%
Socio-economic environment	23	9%
Other	3	1%

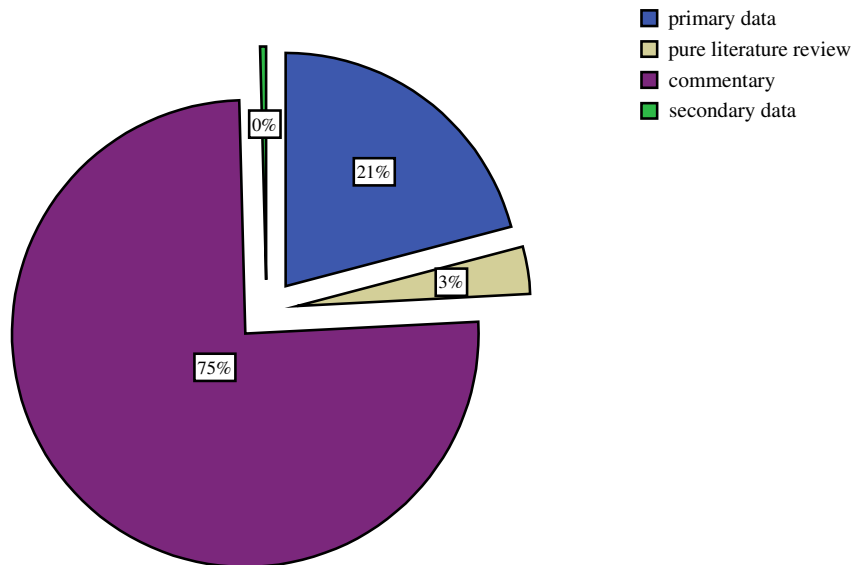
Graph 16.



Data type and research methodologies used

Three quarters of all articles of international public relations published in trade journals are commentary (n = 184; 75%). Fifty-one articles (21%) use primary data source. The qualitative methods are employed in 45 articles (18%) versus quantitative methods used in just six articles (3%). In addition, eight articles (3%) are pure literature review pieces and one article uses secondary data (see graph 17).

Graph 17.



Although less than 30 percent of articles have some sort of literature review or just rely on literature in some way, those that do primarily rely on the U.S. literature (n = 50) with 40 articles having mainly U.S. literature and 10 articles solo U.S. literature. In contrast, seven articles rely on solo non-U.S. literature and 10 articles on mainly non-U.S. literature. Concerning the origin of the literature review or references used in the articles, nine articles rely exclusively on public relations literature and 43 articles rely mainly on public relations literature, meaning the articles also include literature from related fields or disciplines of study that inform public relations problems or practices. Other articles use communication-related literature (n = 8), business literature (n = 8) as well as literature from other fields.

Book chapters

A total of 169 book chapters were content analyzed, including 24 chapters of the Institute for Public Relations case studies in international public relations (editions one and two).¹

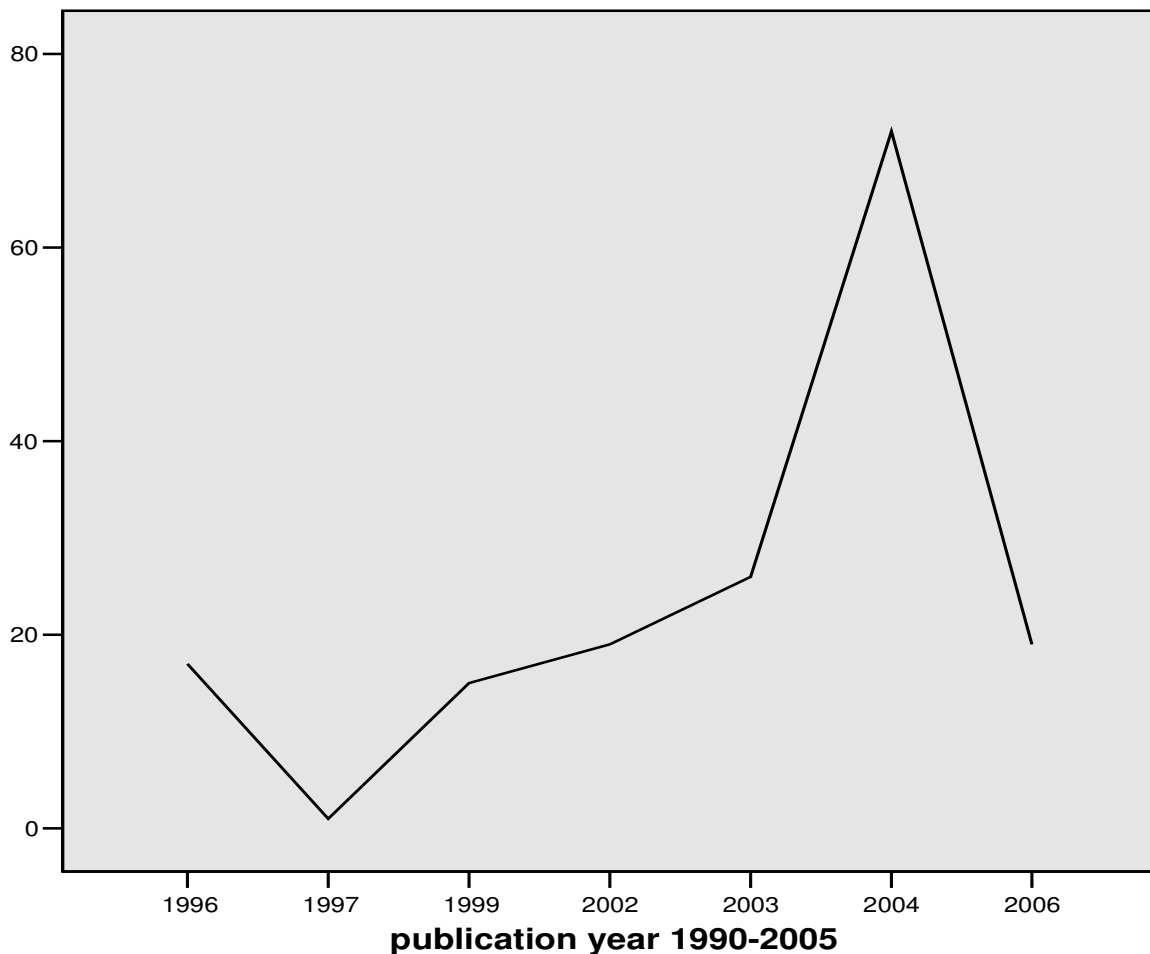
Timeline

During the fifteen years included in the study, the book chapters started to appear in the second half of the nineties. In the 21st century, however, the number of book chapters with a focus on

¹ For the complete list of references, see Appendix B.

international public relations experiences an explosive growth: from 15 in 1999 to 72 in 2004. As of the time of this report (September 2005), another book with 19 chapters copyrighted 2006. For more details, see graph 18. It is, however, important to point out that book publications do not provide such a steady stream as journal articles do; in fact, some years do not have any book chapters coded at all. The increased complexity of book publications should be kept in mind when comparing articles and book chapters.

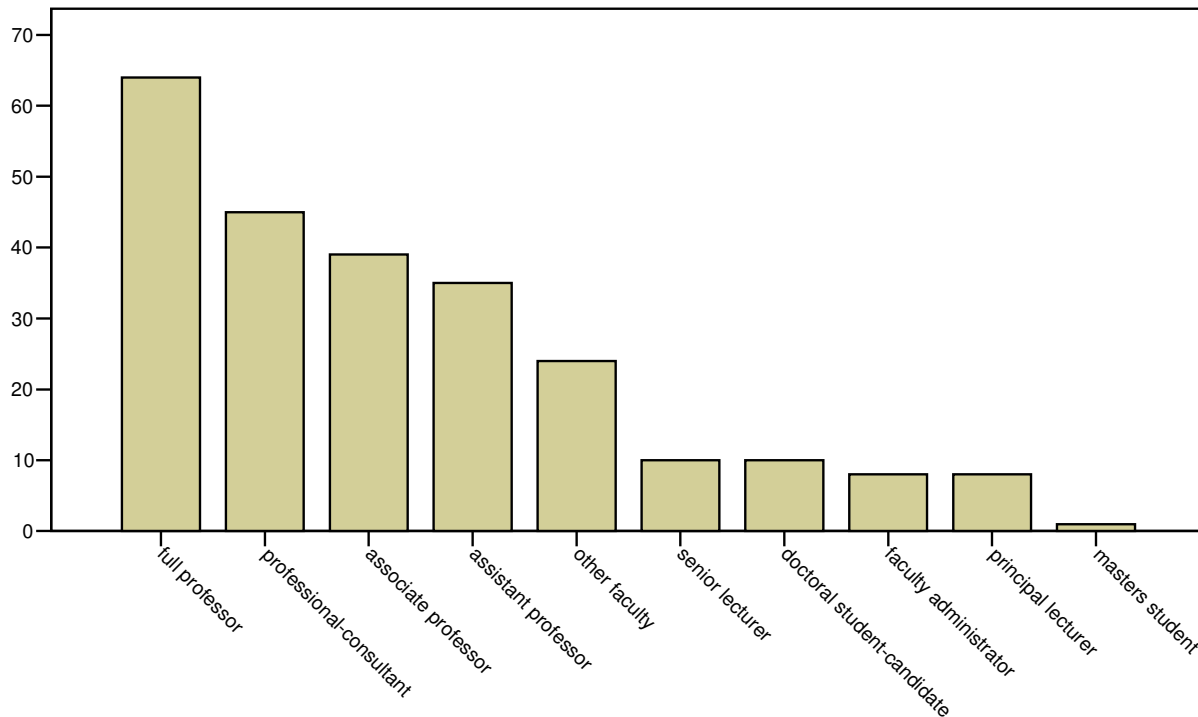
Graph 18.



Authorship

The majority of articles were written by one author ($n = 106$; 63%), the rest were authored by research teams. The most prolific category of book chapter authors is full professor; among first authors only, full professor authored 39 articles (23%). When all authors combined, full professor is still the most productive category with 64 articles to its name (26%). The second author category is professional-consultant with 45 publications (18%), followed by associate professor ($n = 39$; 16%) and assistant professor ($n = 35$; 14%), see graph 19.

Graph 19.



Among the authors of book chapters with international public relations focus the most productive is Dejan Verčič (n = 9). Dean Kruckeberg and Krishnamurthy Sriramesh each have six chapters, and Gunter Bentele, Donn Tilson and Katerina Tsetsura each have four. Among the first authors only Dejan Verčič keeps the lead with six publications followed by Krishnamurthy Sriramesh with five book chapters.

The authors with the most book chapter publications are affiliated to Pristop Communication Group (n = 10), University of Maryland (n = 9), University of Northern Iowa (n = 8), Texas Tech University (n = 7), Nanyang Technological University (n = 6) and University of Miami (n = 6).

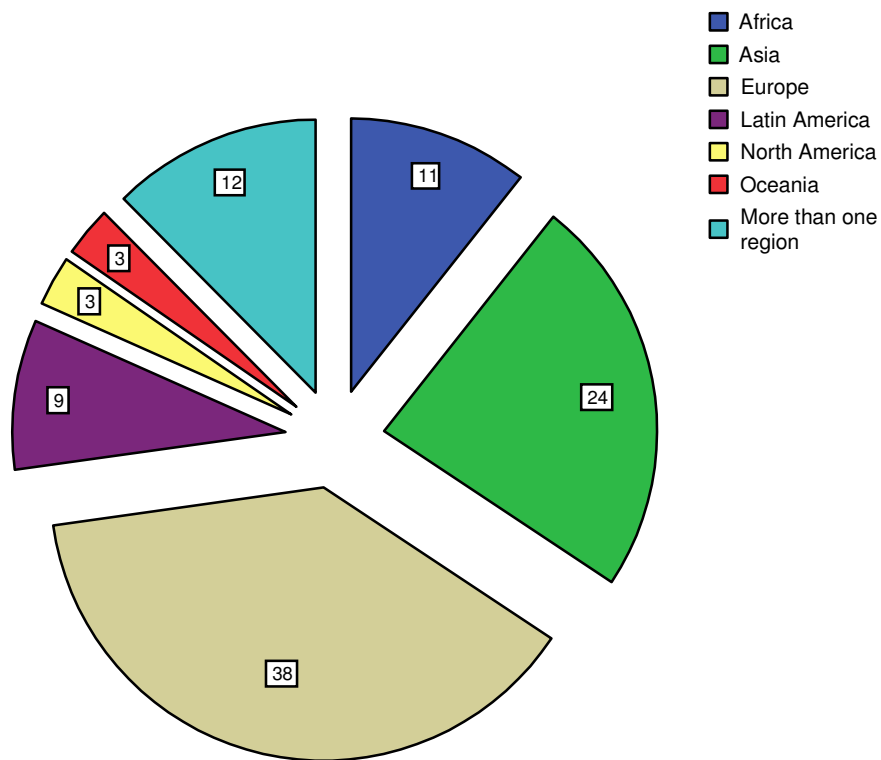
Finally, the country of origin of the group of authors was coded. The results indicate that 28 articles (almost 17%) were written by authors from multiple countries, the rest is written by the authors from the same country. The authors are based in several countries, with the majority of authors again residing in the United States (n = 103) and the United Kingdom (n = 19). Then, there is Slovenia (n = 9), Germany (n = 8), Singapore (n = 6), followed by Norway, Sweden and United Arab Emirates with four articles each.

Content

The geographic reach of book chapters in international public relations is wide. Based on the United Nations classification of the regions of the world, the most described macro-region in the book chapters is Europe (n = 65; 39%), followed by Asia (n = 40; 24%), Africa (n = 18; 10%), Latin America (n = 15; 9%) and finally North America and Oceania each with five articles (3%). When analyzed by sub-regions, Western Europe (n = 33; 20%) and Eastern Europe (n = 27; 16%) are two most researched sub-regions again, followed by two Asian sub-regions of South-eastern Asia (n = 16; 10%) and Eastern Asia (n = 10; 6%).

The selected book chapters focus on one or a group of countries. This category was collapsed resulting in a composite measure. The one country, the most represented in the selected literature, is the United Kingdom (n = 8). Then follows Slovenia, Russia and Nigeria with six book chapters each, and Thailand with five. See graph 20 for the geographic distribution.

Graph 20.



The type of scholarship present in the book chapters was similarly coded as introspective, practice and application and theory development. Each major type of scholarship was further divided in sets of comprehensive sub-categories. However, the introspective and theory-

development scholarship is practically missing in the book chapter publications. The book chapters are only concerned with practice and application as well as contextualized research.

The practice and application scholarship tends to focus on implementing specific programs/campaigns (n = 97; 57%) and contextualized research of a country (n = 90; 53%) as well as with social issues management (n = 37; 22%). The book chapters focusing on contextualized description of a country usually cover the whole variety of environmental variables with culture and socio-economic environment discussed in 95 book chapters (56%) and media, legal, political environments and activism discussed in 94 (56%). See tables nine and 10 for details.

Table 9.

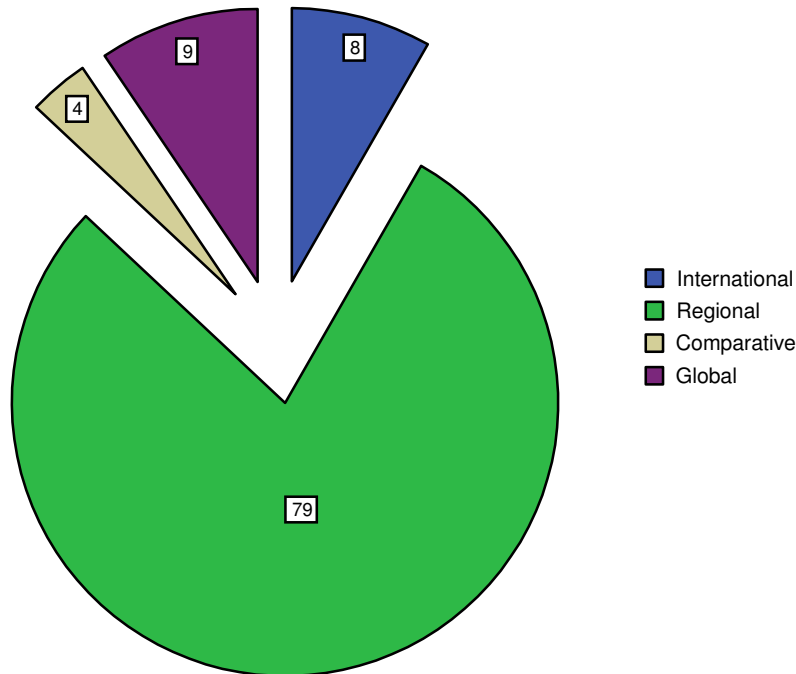
Type: Practice-application	N	%
Management decision-making/problem-solving	3	2%
Implementing program/campaigns	97	57%
Applied research issues	0	n/a
Organizational communication	4	2%
Social issues management	37	22%
New communication technologies	0	n/a
Legal issues	0	n/a
Crisis response/risk communication	7	4%
Integrated marketing communications	0	n/a
Image/reputation/impression	8	5%
Contextualized research (one country)	90	53%
Contextualized research (comparative)	4	2%
Ethics	2	1%
Other	0	n/a

Table 10.

Type: Contextualized research	N	%
Media	94	56%
Political environment	94	56%
Legal environment	94	56%
Activism	94	56%
Culture	95	56%
Socio-economic environment	95	56%
Other	0	n/a

The majority of the selected publications are not about relations between two or more nations. The focus of the majority is regional/national public relations outside the United States (n = 133; 79%), these articles describe the domestic practices of public relations but in countries other than the United States. There are less articles concerned with truly international practices, i.e. practices between two or more nations (n = 14; 8%); global articles concerned with global issues (n = 16, 9%) or comparative articles that compare public relations practices in various regions or countries of the world (n = 6, 4%), see graph 21.

Graph 21.



Data type and research methodologies used

Almost 90 percent of all book chapters focusing on international public relations rely on primary data sources (n = 150; 89%). The qualitative methods are far more employed (n = 145; 86%) than quantitative (n = 5; 3%). More than 60 percent of chapters have a literature review with multidisciplinary public relations literature being the most used (n = 148; 88%). Mainly U.S. literature is used in 151 publications (89%).

Academic journal and trade publications comparison

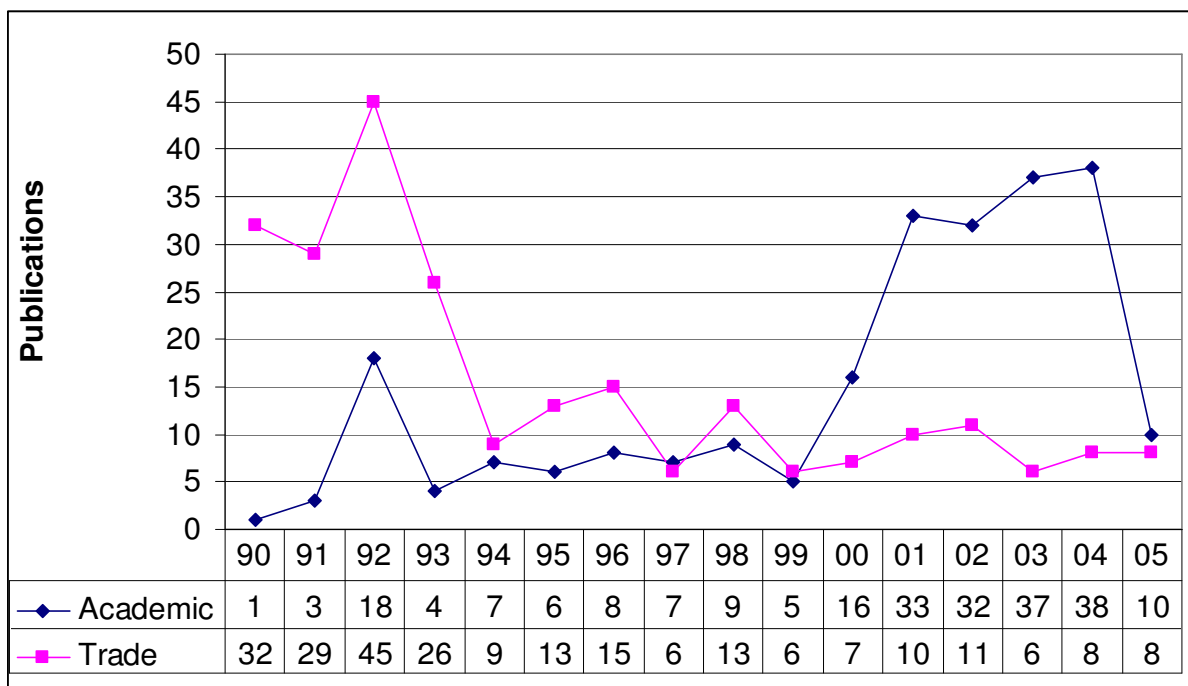
One of the questions this research seeks to address is the issue of differences or similarities between academic journal and trade publications. In fact, it is common to talk about the gap between the academic and the professional worlds, yet the factual evidence of such gap at least in international public relations research is often missing and claims are largely based on anecdotal evidence. At the same time, such a gap, if exists, is an issue that deserves careful consideration and understanding of the reasons for its existence as well as possible influence on

the practice and research in international public relations. Thus, the following part of the report presents the comparison data between academic journal and trade publications.

Although the peak for academic journal publications about international public relations falls on the recent years (2001-2004) with about 35 articles each year (and 2005 is likely to repeat or surpass this achievement because just in the spring 2005 there were 10 articles published in academic journals), the peak of trade publications is observed in 1992. Even more, 1990, 1991, 1992 and 1993 years are clearly more internationally focused than the subsequent years based on trade publications. The explanation to this phenomenon might be the fall of Communist systems around the world in the early nineties and thus new opportunities opening for the professionals and growing interest to these countries that resulted in increased amount of trade publications. Academic publications; however, require time as academic scholarship needs to be developed first in such countries (or students from such countries need to be educated first abroad) and only then scholarly publications can appear after a somewhat lengthy peer review process.

At the same time, 1992 sees a certain increase in academic publication as well compared with 1990-1991 or 1993-1999. This can probably be explained by increased interest to international topics among scholars and thus more submissions and better acceptance rates of such publications. For more details, see graph 22.

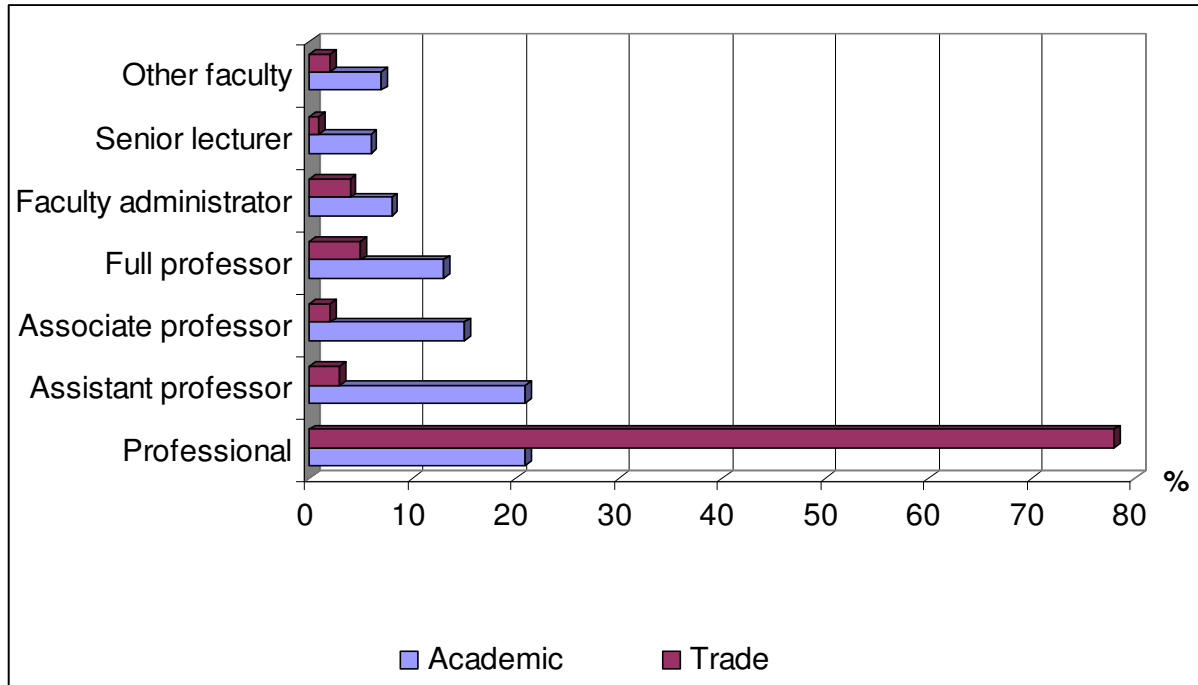
Graph 22.



The comparison of articles' authorship does not present unexpected results: the majority of trade articles (almost 80%) are written by professionals while faculty members are more involved in academic publications. It is, however, somewhat more unexpected that professionals are also quite involved in academic publications: in fact, professionals together with assistant professors are the two leading categories of authorship of academic journal publications each authoring

about 20 percent of publications. Another finding of this comparison is the fact that full professors although less involved in academic journal publications than associate or assistant professors are more involved in trade publications. For more details, see graph 23.

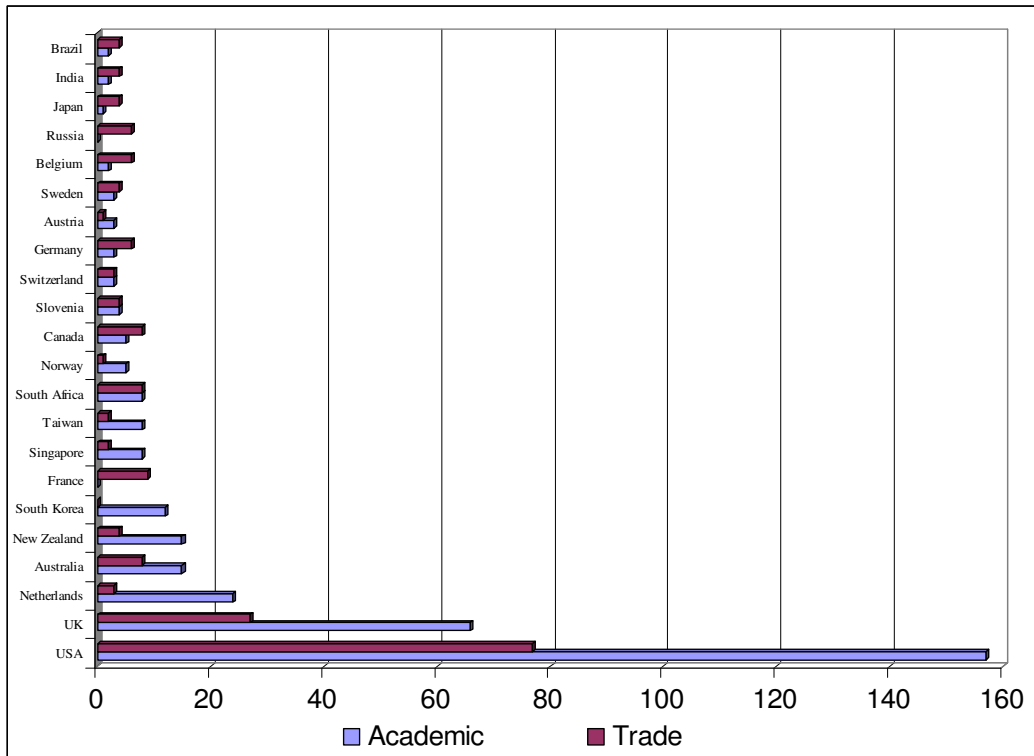
Graph 23.



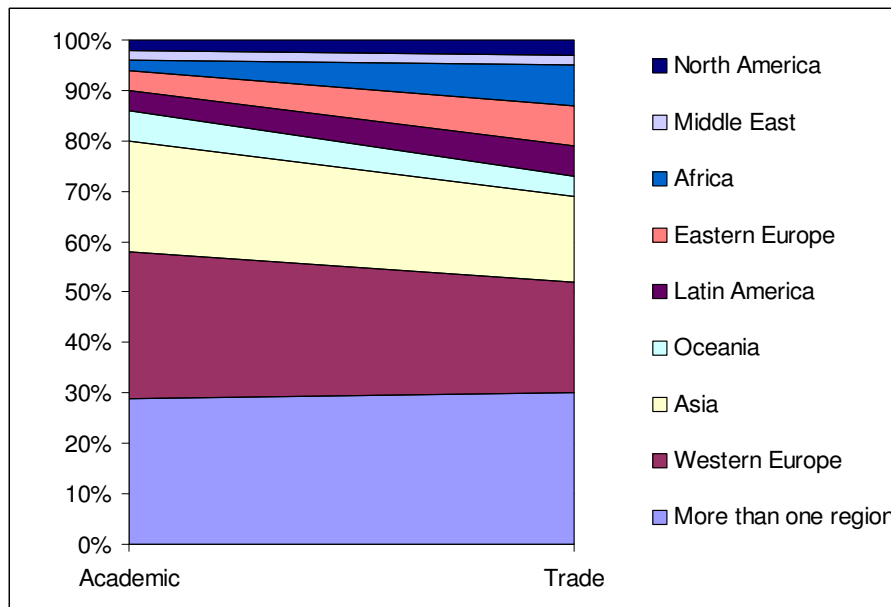
It is also not a surprise that the majority of authors of both academic journal and trade publications live in the United States or the United Kingdom. The comparison of authorship, however, reveals some countries with predominately one or the other type of scholarship. For example, South Korea is among the leaders among academic journal authorship but it does have very few authors in trade publications. The similar situation is with the Netherlands which produce much authorship in academic journals but significantly less in trade publications. Some countries are the opposite. For example, the authors from the Russian Federation produced six trade publications but not a single academic journal publication. For more details, see graph 24.

The geographic focus of both academic journals and trade publications is quite similar: about 30 percent of them are focused on more than one region. The leading single region under study is Western Europe (29% and 22%, respectively), followed by Asia (22% and 17%, respectively). The disproportions are found in the research on Africa: while eight percent of trade publications focus on this continent it is a focus of only two percent of all academic publications. Similar disproportion, but to a lesser extent is found in research on Eastern Europe: with just four percent of academic publications it has a focus of eight percent of trade publications. The complete comparison is presented on graph 25.

Graph 20.



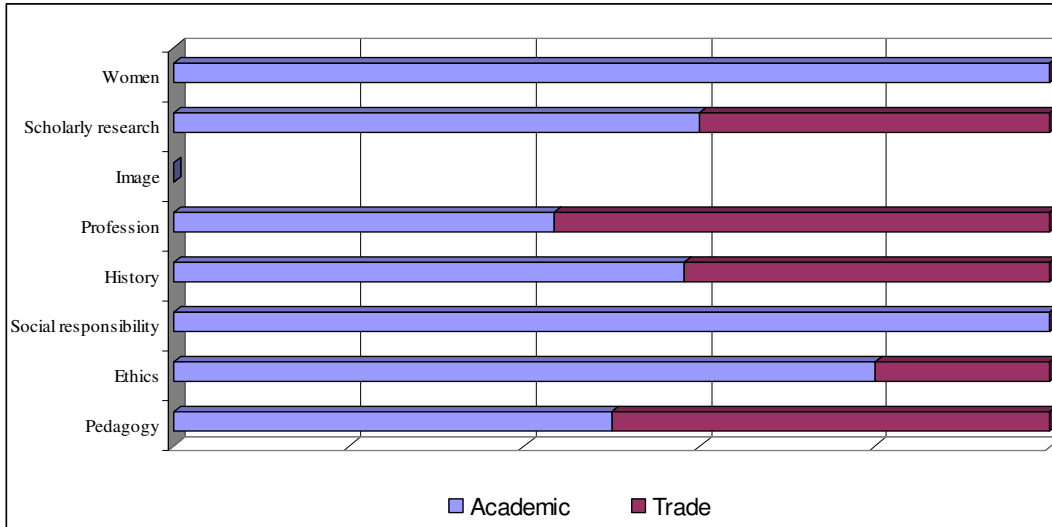
Graph 25.



The following graphs present comparisons of the focus of academic journal and trade publications. Among introspective publications (see graph 26), the topics of profession and pedagogy are equally researched in academic journals and trade publications. At the same time, such topics as women issues and social responsibility are exclusively focus of academic

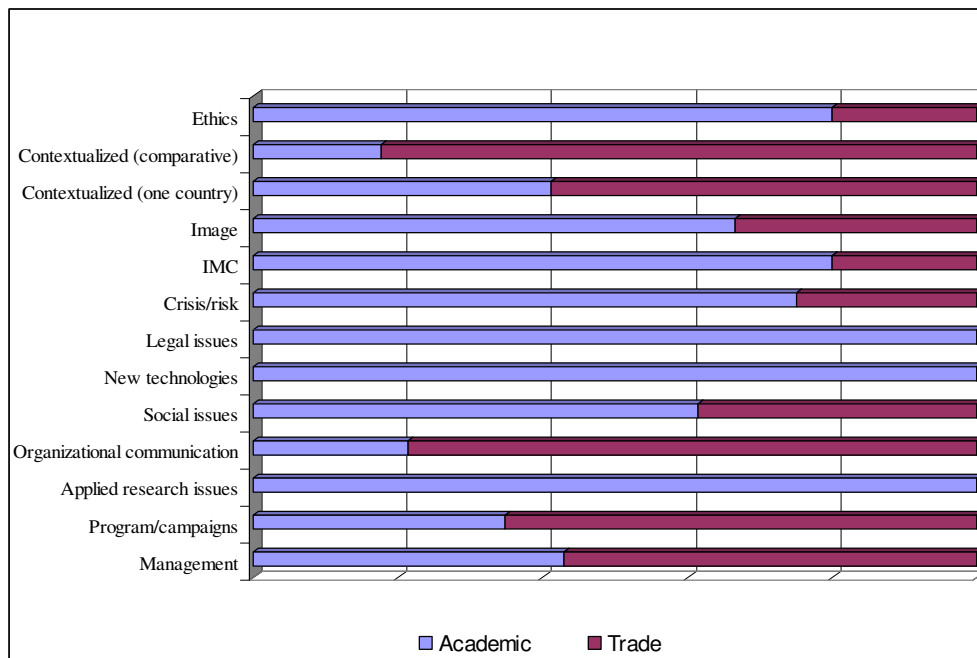
publications. They are neither academic journal nor trade articles focused on image/reputation/impression management.

Graph 26.



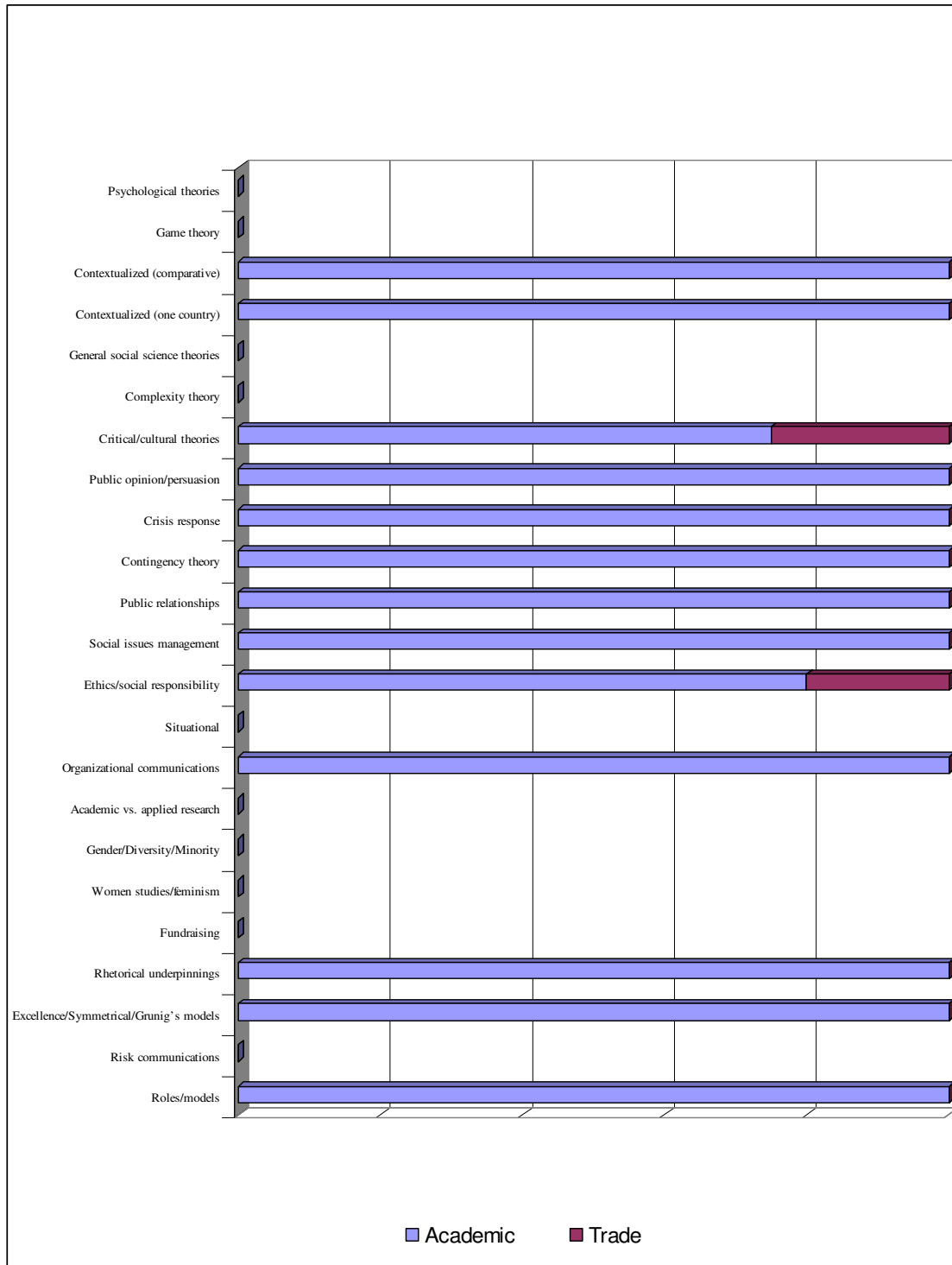
Practice-application articles are less balanced between academic journal and trade publications. In fact, only topic of management decision-making equally captures attention of academic journal and trade publications, while all other topics have certain disproportion into one of the other side. For instance, contextualized comparative research and organizational communications are mainly a focus of trade publications while such topics as legal issues, new communication technologies and applied research are all concentrated in academic publications (see graph 27).

Graph 27.



Theory-development articles are almost non-existent in trade publications; in fact, only two theoretical perspectives exceed one percent mark: critical/cultural theories and ethics/social responsibility theories (see graph 28).

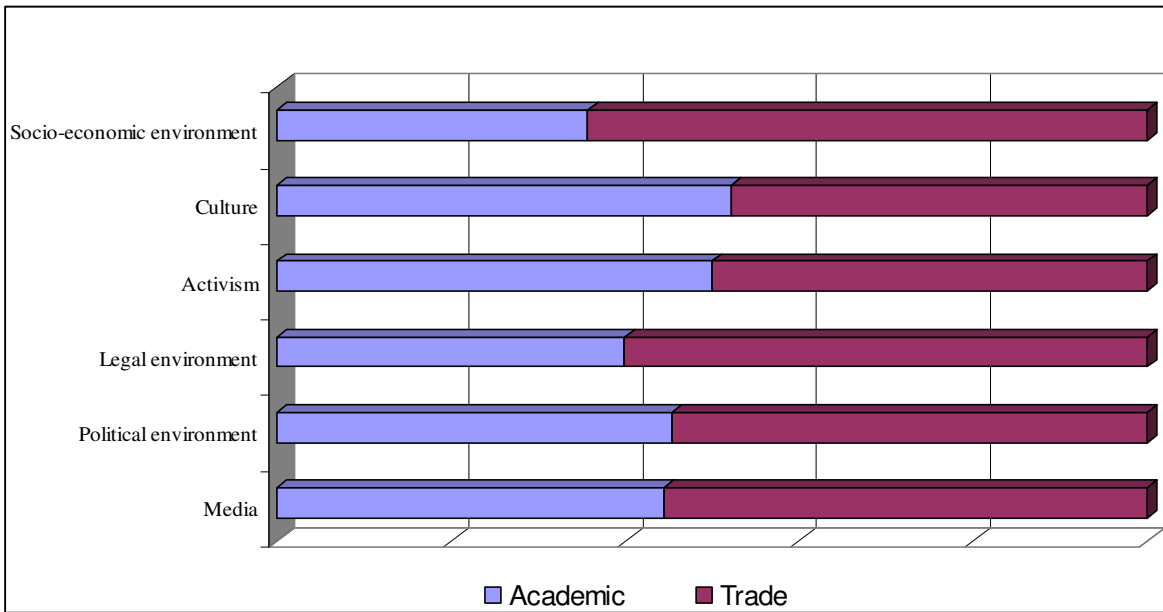
Graph 28.



Finally, contextualized research variables are somewhat equally distributed across academic

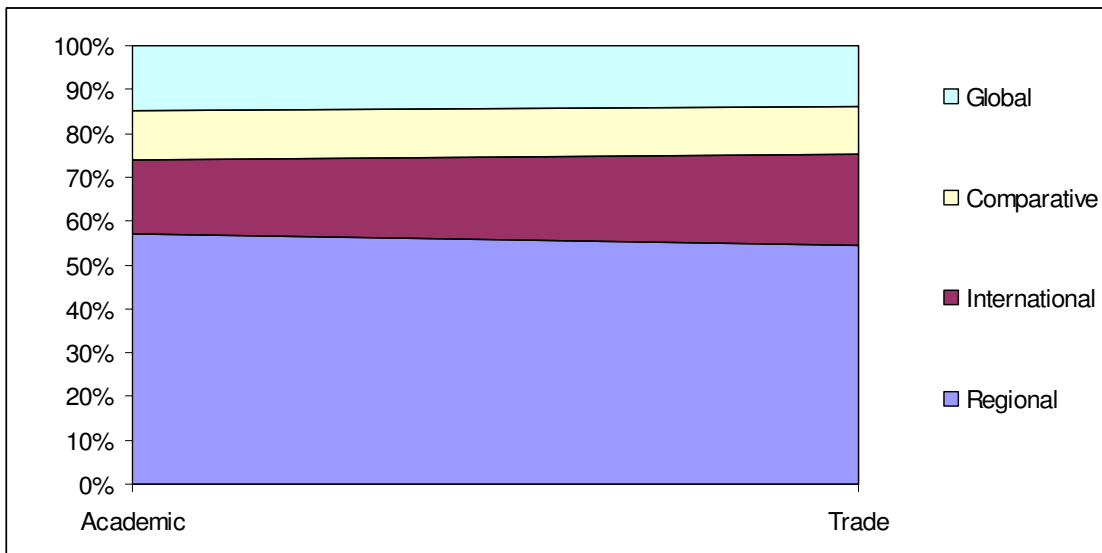
journal and trade publications (see graph 29).

Graph 29.



The geographic reach of publications in academic and trade journals is quite similar. Indeed, the majority of scholarship in both types of publications is regional. In other words, the scholarship focused on practices in one country or one region of the world (57% and 55%, respectively). The numbers are also practically the same for comparative (11% for both types of publications) and global (15% and 14%, respectively) research. The only slight difference is found in international articles, where academic publications have 17 percent and trade publications 21 percent (see graph 30).

Graph 30.



IV. CONCLUSIONS

The research in international public relations experienced a rise in the early nineties, especially in 1992. It might be connected with the break-up of the Soviet Union in December 1991 and sudden opening of new foreign markets not only in former USSR republics but also in other former socialist countries. Changes from Eastern Europe spread all over the world and made people talk about the new era of globalization and the formerly divided world becoming one world. It is, however, peculiar that after 1992 academic journals and trade publications experienced different tendencies. While academic publications were on an increase that resulted in explosive growth in the twenty-first century, trade publications went down after 1992 and stayed on a somewhat steady level since then. The book chapters, however, appeared later and experienced its growth together with the second growth wave of academic journal publications at the beginning of the XXI century. This might be explained by a more complex process of book publishing and the need to accumulate some knowledge before a book publication. An alternative explanation for the growing number of publications about international/global public relations may be the increased number of students from all over the world attending graduate programs and receiving doctoral degrees in mainly U.S. and U.K. universities, the increased number faculty traveling and conducting research or expanses with peer institutions and colleagues worldwide, and the arrival of functional Internet communication and other new or enhanced communication and computer technologies in the second half of the 1990s.

Another finding concerning the international public relations body of knowledge is the fact that truly international collaboration among authors is seldom. The majority of trade, academic journal articles and book chapters are written by one author. Even if a group of authors participates in the creation of an article, they are more likely to be from the same country rather than from different countries. Only 17 percent of book chapters, one tenth of academic journal publications and only three percent of trade publications were authored by researchers or professionals from more than one country. However, such international cooperation might be beneficial both for practitioners and for the scholars and thus should be encouraged. Cooperative work is advisable to capture the complexity of public relations in more than one location, which augment the complexity of the practice cross-nationally. The increased international collaboration for book chapters might be explained by the authorship mix; the dominant author type of the book chapters is full professors, in other words, scholars who established themselves in international academic community and have contacts around the world. While the authors of academic journal articles are assistant professors who are under the pressure to produce scholarly publications quick and also do not have time, resources and contacts internationally. Professionals, authoring academic journal or trade articles are also under stress of their professional careers, lack contacts in international academic and often rely on own experience, as a result team work in trade publications is rare.

The collaboration between the professional and the academic world, however, is better than between different countries. In fact, the two most prolific groups of academic journal authors are assistant professors and professional consultants, with 21 percent of all publications each. Such cooperation in international public relations research is a positive phenomenon and might suggest that professionals value and participate in academic research as well as academics rely on professionals and target their research to professional needs.

The majority of the international public relations scholarship is concentrated in the United States. In fact, out of five leading organizations with the most publications in academic journals, four are U.S. universities: University of Missouri, University of Florida, Rutgers University and University of Maryland. These schools are also among the leading places in traditional public relations research as well and as such it might be suggested they are well suited to lead international public relations research as well.

The two countries that researchers most often focus their attention on are the United States and the United Kingdom. It is understandable because the United States is often used in comparative studies for measuring public relations practices in other countries. The United Kingdom is the second largest for public relations activities and also has well-developed public relations educational programs, as well as professional and student associations.

Overall, the two most researched macro-regions by the United Nations classifications are Europe and Asia. They lead in all types of scholarship: book chapters, academic journal and trade articles. Among the sub-regions, Western Europe and Eastern Asia are the most researched; however, among the book chapters, Eastern Europe jumps ahead of Eastern Asia, largely due to publications about the Russian Federation that has six book chapters, yet it lacks academic journal or trade publications. The European leadership in the international public relations body of knowledge is not surprising considering it is strong positions in public relations practice and education. The second best researched region is Asia, a region of tremendous growth and the one that has many of students in public relations programs abroad.

The international public relations research is mostly consumed with the issues of the profession and the pedagogy. It however largely ignores such issues as image/reputation/impression, social responsibilities or women issues. When authors describe practices of public relations, most attention is given to implementing specific public relations programs or campaigns. This is true both for academic journal and trade publications. The organizational communications and contextualized research although well described in trade publications are under-represented in academic journals.

The worst situation is with the theory-development publications. The trade publications and book chapters almost completely ignore public relations theory, but academic journal publications on the subject also quite modest in terms of theory development. Only such theoretical areas as excellence study, organizational communications, ethics/social responsibility and contextualized research have four or five percent of all articles expanding on them. Some theories are simply ignored: complexity theory, game theory, situational theory, fundraising, risk communications or women studies.

In contextualized research itself, not all environmental variables are equally studied: most attention is given to cultural environment while legal environment and activism are rarely mentioned. Although, legal research and research on the issues of activism seems to be more challenging and complicated than on issues of cultural differences, these areas are nevertheless extremely important and should be pursued more.

It is also rather disappointing that what we used to call international research for almost 30 percent is not international at all. Indeed, when a U.S. scholar studies public relations practices in the United States, we do not even attempt to call it an international research. However, if an Australian scholar writes an article about public relations practices in Australia, we would not be surprised to see it published in international section of the journal. Such ethnocentric approach to defining international public relations is outdated in the modern century. At the same time, as we explained above, it would be premature, if not harmful, to delete all such articles focused on public relations practices abroad from the international public relations body of knowledge, because they provide important information regarding the countries we do not know much about. Thus, it becomes important to suggest a clear and yet comprehensive classification of international public relations scholarship. In it, we label such articles as regional since they focus on public relations practices in a certain geographic region (country, continent or similar). Such articles are the majority in the modern body of knowledge among academic journal and trade publications as well as among book chapters (57%, 55% and 79%, respectively). But among academic journal and trade publications there are also articles truly international and they are almost one fifth of all articles, and another 15 percent of articles are concerned with global issues (see the methodology section for definitions of the different public relations geographical scopes). The least published area is comparative research probably due to the fact that it is seldom to find an international team of researchers working together. Only 11 percent of articles compare public relations practices in different parts of the world. Among the book chapters both global scope and international scope produce less than one tenth of all publications each, and the least represented is also comparative type with only four percent of publications.

International public relations scholarship as presented in books and academic journals relies primarily on quantitative methodologies. In contrast, trade pieces are primarily commentary or position articles that do not rely on primary data. Among all types of publications, the U.S. literature is the most referred to. The authors mostly rely on multidisciplinary public relations literature, although business-related and communication-related literature is also used.

V. REFERENCES CITED

- Blake, K., Boble, J.V., & Adams, E.E. (2004). *Journalism & Mass Communication Educator*, 59(2), 156-170.
- Berelson, B. (1952). *Content analysis in communication research*. New York: The Free Press.
- Botan, C.H., & Taylor, M. (2004). Public relations: state of the field. *Journal of Communication*, 54(4), 645-661.
- Culbertson, H.M. (1996). Introduction. In H.M. Culbertson & N. Chen (Eds.), *International public relations. a comparative analysis* (pp. 1-13). Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Institute for Public Relations. (2005, May 3). Press Release; New Commission on International Public Relations Will Build Research-Based Knowledge in the Field. Retrieved July 15, 2005 from http://instituteforpr.com/press_releases.phtml?article_id=2005_05_02_new_commission
- Sallot, L.M., Lyon, L.J, Acosta-Alzuru, C., & Jones, K.O. (2003). From aardvark to zebra: a new millennium analysis of theory development in public relations academic journals. *Journal of Public Relations Research*, 15(1), 27-90.
- Shoemaker, P. J., Tankard, J. W., Jr., & Lasorsa, D. L. (2004). *How to build social science theories*. Thousand Oaks, CA: Sage.
- Taylor, M. (2001). International public relations; opportunities and challenges for the 21st Century. In: R.L. Heath (Ed.) & G. Vásquez (Contributing Ed.), *Handbook of public relations* (pp. 631-634). Thousand Oaks, CA: Sage Publications.
- United Nations. (2000). United Nations world macro regions and components. United Nations publication, (ST/ESA/STAT/SER.R/29), Sales No. E.00.XIII.1. Retrieved August 1, 2005 from Dag Hammarskjold Library Web site: <http://www.un.org/depts/dhl/maplib/worldregions.htm>
- Verčič, D.; Grunig, L.A., & Grunig, J.E. (1996). Global and specific principles of public relations: evidence from Slovenia. In H.M. Culbertson & N. Chen (Eds.), *International public relations; a comparative analysis*. New Jersey, NJ: Lawrence Erlbaum Associates.
- Wikipedia (2005). *Global*. Retrieved July 22, 2005 from: <http://en.wikipedia.org/wiki/Global>

VI. ABOUT THE RESEARCH TEAM

Juan-Carlos Molleda is an assistant professor of public relations in the Department of Public Relations in the College of Journalism and Communications at the University of Florida since 2000. He received a Bachelor of Science in Social Communication (1990) from Universidad del Zulia in Venezuela, a Master of Science in Corporate and Professional Communications (1997) from Radford University in Virginia, and a Doctor of Philosophy degree in Journalism and Mass Communications with an emphasis on international public relations and international business (2000) from the University of South Carolina, where he also coordinated applied communication research projects.

Between 1987 and 1993, Molleda obtained his major work experience from a Venezuelan financial consortium, acting as manager of public relations, corporate communication, and advertising and promotions. In 2003, he accomplished a “Professional Summer” working for the global public relations firm Burson-Marsteller Latin America in Miami. Adding to his outreach to the professional community, Molleda currently acts as charter member of the Institute for Public Relations’ Commission on International Public Relations as well as the 2005 Global Initiatives Advisory Board’s Vice Chair of the Public Relations Society of America, 2005 PRSA Executive Committee member of the International Professional Interest Section, and Coordinator of the “Public Relations Landscape” project of the Global Alliance for Public Relations and Communication Management.

Molleda’s research interests are in global corporate public relations—especially management and coordination and control mechanisms—and public relations practices and education in Latin America. He has introduced “The Latin American School of Public Relations” to the international academic community (“*Journalism Studies*”) and the social role of public relations in Brazil (“*Journal of Public Relations Research*”), and Colombia (PRSA Educators Academy). Classes taught include: principles, campaigns, research, international perspective, international communication, and communication management. He has a national and international record of conference papers, lectures, and publications (e.g., University of Costa Rica, University of Medellín in Colombia, Social Communication College “Cáster Líbero” in Brazil, National Chengchi University in Taiwan, International Communication Association, National Communication Association, Association for Education in Journalism and Communications, Inter-American Confederation of Public Relations, Latin American Association of Public Relations, Colombian Center of Public Relations and Organizational Communication, Association of Public Relations Professionals of Puerto Rico, Cuban Circle of Public Relations, Brazilian Association of Public Relations, *Public Relations Review*, *The Public Relations Strategist*).

Alexander V. Laskin is an Alumni Doctoral Fellow in the Department of Public Relations of the College of Journalism and Communications at the University of Florida since 2004. He received a Master of Arts in Communication Studies with a Public Relations emphasis from the University of Northern Iowa (2003). Before that (2001-2002), he studied graduate level business administration courses at the University of Northern Iowa as part of Russian-U.S. Young Leadership Fellows Exchange Program. Laskin also holds Master of Science degree in Geography and Bachelor of Arts degree with double-major in Geography and English from

Moscow State Pedagogical University (1998).

From January 1997 to August 2001 Laskin obtained his major corporate work experience from OMZ (Uralsmsh-Izhora Group), one of the largest Russian heavy industry enterprises. Laskin's responsibilities included investor relations, shareholder relations, securities' issuance and listing, and mergers and acquisitions. From September 2001 to July 2004, Laskin worked as a research analyst at Strategic Marketing Service, IA, USA, where he gained experience in applied primary and secondary market research, evaluation research, customer satisfaction studies, and statistical analysis. Laskin also worked for a non-profit organization, Pocono Environmental Education Center, located in Delaware Water Gap National Recreation Area, PA, USA (1996).

Laskin's research interests are in international strategic communications: public relations, public diplomacy, or propaganda. He is especially interested in corporate communications practices such as investor and shareholder relations, and communication issues facing transnational corporations. Laskin is a student member of International Communication Association and President of the Graduate Students in Mass Communication Association at the University of Florida.

Feng Shen is an Alumni Doctoral Fellow in the Department of Advertising of the College of Journalism and Communications at the University of Florida since 2004. He received a Bachelor of Arts in Literature (1995) from Shanghai International Studies University, and a Master of Science in Communication (2003) from Cornell University, where he conducted studies on advertisement effectiveness.

Between 1995 and 1999, Shen obtained his major work experience from a national disease control center in China, acting as manager of international affairs and health campaign. Between 1999 and 2000, he joined a Japanese electronics company as a sales/marketing manager. Between 2003 and 2004, he was Director of Communications of Shanghai Qingpu Industrial Zone.

Shen's research interests are in emotional response modeling and international communication. He is a student member of the Association for Education in Journalism and Mass Communication.

APPENDIX A: CODING SHEET

Content Analysis–Coding Sheet–International/Global Public Relations Body of Knowledge (version: 07/15/05)

Variable Name	Variable Label	Value Labels
ID	Identification Number	101-999
JOURNAL	Journal Name	01 = <i>Communication World</i> 02 = <i>Communication Yearbook</i> 03 = <i>International Public Relations Review</i> 04 = <i>Journal of Business Communication</i> 05 = <i>Journal of Business Strategies</i> 06 = <i>Journal of Communication</i> 07 = <i>Journal of Communication Management</i> 08 = <i>Journal of International Business Studies</i> 09 = <i>Journal of Organization Behavior</i> 10 = <i>Journal of Public Affairs</i> 11 = <i>Journal of Public Relations Research</i> 12 = <i>Journalism & Mass Communication Quarterly</i> 13 = <i>Journalism Educator</i> 14 = <i>Journalism Monographs</i> 15 = <i>Journalism Studies</i> 16 = <i>Management Communication Quarterly</i> 17 = <i>Public Relations Journal</i> 18 = <i>Public Relations Quarterly</i> 19 = <i>Public Relations Review</i> 20 = <i>IPRA Frontline</i> 21 = Book chapters 22 = Institute Online
JOURNALT	Journal Type	1=Trade 2=Academic
YEAR	Publication Year	1994-2005
AUTHORN1	Author Name 1	
AUTHORN2	Author Name 2	
AUTHORN3	Author Name 3	
AUTHORN4	Author Name 4	
AUTHORN5	Author Name 5	
AUTHORR1	Author Rank 1	01 = Assistant Professor 02 = Associate Professor 03 = Full Professor 04 = Faculty Administrator 05 = Other Faculty 06 = Principal Lecturer 07 = Senior Lecturer 08 = Masters Student 09 = Doctoral Student-Candidate 10 = Professional-Consultant 11 = Undergraduate Student 99 = Missing
AUTHORR2	Author Rank 2	01 = Assistant Professor 02 = Associate Professor 03 = Full Professor 04 = Faculty Administrator 05 = Other Faculty 06 = Principal Lecturer 07 = Senior Lecturer 08 = Masters Student 09 = Doctoral Student-Candidate 10 = Professional-Consultant 11 = Undergraduate Student 99 = Missing

AUTHORR3	Author Rank 3	01 = Assistant Professor 02 = Associate Professor 03 = Full Professor 04 = Faculty Administrator 05 = Other Faculty 06 = Principal Lecturer 07 = Senior Lecturer 08 = Masters Student 09 = Doctoral Student-Candidate 10 = Professional-Consultant 11 = Undergraduate Student 99 = Missing
AUTHORR4	Author Rank 4	01 = Assistant Professor 02 = Associate Professor 03 = Full Professor 04 = Faculty Administrator 05 = Other Faculty 06 = Principal Lecturer 07 = Senior Lecturer 08 = Masters Student 09 = Doctoral Student-Candidate 10 = Professional-Consultant 11 = Undergraduate Student 99 = Missing
AUTHORR5	Author Rank 5	01 = Assistant Professor 02 = Associate Professor 03 = Full Professor 04 = Faculty Administrator 05 = Other Faculty 06 = Principal Lecturer 07 = Senior Lecturer 08 = Masters Student 09 = Doctoral Student-Candidate 10 = Professional-Consultant 11 = Undergraduate Student 99 = Missing
AUTHORI1	Author Institution 1	
AUTHORI2	Author Institution 2	
AUTHORI3	Author Institution 3	
AUTHORI4	Author Institution 4	
AUTHORI5	Author Institution 5	
AUTHORC1	Author County 1	
AUTHORC2	Author County 2	
AUTHORC3	Author County 3	
AUTHORC4	Author County 4	
AUTHORC5	Author County 5	
AUTHORN	Number of Authors	1 = Solo Authorship 2 = Multiple Authorship
AUTHORO	Origin of Authors	1 = One country 2 = Multiple Countries
AUTHORM	Authorship Mix	1 = Solo Faculty 2 = Faculty Team 3 = Faculty – Graduate Student 4 = Graduate students 5 = Faculty – Professional 6 = Professional-Consultant

CONTINENT	Continent Article Focuses	01 = Africa 02 = Caribbean 03 = Central Asia 04 = Eastern Europe 05 = Latin America 06 = Middle East 07 = North America 08 = North Asia 09 = South Asia 10 = Oceania 11 = Western Europe 12 = Global
COUNTRY1	Country 1 Article Focuses	
COUNTRY2	Country 2 Article Focuses	
COUNTRY3	Country 3 Article Focuses	
COUNTRY4	Country 4 Article Focuses	
COUNTRY5	Country 5 Article Focuses	
COUNTRY5	Country 6 Article Focuses	
COUNTRY7	Country 7 Article Focuses	
ACHLART1PE	Scholarship Type Introspective=Pedagogy-Education	0 = No 1 = Yes
ACHLART1ET	Scholarship Type Introspective=Ethics	0 = No 1 = Yes
ACHLART1SO	Scholarship Type Introspective=Social Responsibility	0 = No 1 = Yes
ACHLART1HT	Scholarship Type Introspective=History	0 = No 1 = Yes
ACHLART1TP	Scholarship Type Introspective=The Profession	0 = No 1 = Yes
ACHLART1IR	Scholarship Type Introspective=Image-Reputation- Impression MGMT	0 = No 1 = Yes
ACHLART1SR	Scholarship Type Introspective=Scholarly Research	0 = No 1 = Yes
ACHLART1W	Scholarship Type Introspective=Women	0 = No 1 = Yes
ACHLART1OT	Scholarship Type Introspective=Other	
ACHLART2MD	Scholarship Type Practice-Application=Management- decision making-problem solving	0 = No 1 = Yes
ACHLART2IC	Scholarship Type Practice-Application= Implementing programs-campaigns	0 = No 1 = Yes
ACHLART2AR	Scholarship Type Practice-Application=Applied research issues-methodology	0 = No 1 = Yes
ACHLART2OC	Scholarship Type Practice-Application=Organizational communication	0 = No 1 = Yes
ACHLART2SI	Scholarship Type Practice-Application=Social issues-issues management	0 = No 1 = Yes
ACHLART2NC	Scholarship Type Practice-Application=New communication technology	0 = No 1 = Yes

ACHLART2LI	Scholarship Type Practice-Application=Legal issues	0 = No 1 = Yes
ACHLART2CR	Scholarship Type Practice-Application Crisis response-communication	0 = No 1 = Yes
ACHLART2IM	Scholarship Type Practice-Application=IMC	0 = No 1 = Yes
ACHLART2IR	Scholarship Type Practice-Application=Image-reputation- impression management	0 = No 1 = Yes
ACHLART2CO	Scholarship Type Practice-Application Contextualized research-one country	0 = No 1 = Yes
ACHLART2CC	Scholarship Type Practice-Application Contextualized research-comparative	0 = No 1 = Yes
ACHLART2EP	Scholarship Type Practice-Application Ethics in practice	0 = No 1 = Yes
ACHLART2OT	Scholarship Type Practice-Application=Other	0 = No 1 = Yes
ACHLARTRT	Scholarship Type Theory Development=Role Theory	0 = No 1 = Yes
ACHLARTRC	Scholarship Type Theory Development Risk Communication	0 = No 1 = Yes
ACHLARTET	Scholarship Type Theory Development=Excellence Theory-Symmetrical Communication- Grunig's Models	0 = No 1 = Yes
ACHLARTRU	Scholarship Type Theory Development Rhetorical Underpinnings	0 = No 1 = Yes
ACHLARTFR	Scholarship Type Theory Development=Fundraising	0 = No 1 = Yes
ACHLARTWS	Scholarship Type Theory Development Women Studies	0 = No 1 = Yes
ACHLARTGD	Scholarship Type Theory Development Gender-Diversity-Minority	0 = No 1 = Yes
ACHLARTAA	Scholarship Type Theory Development Academic vs. Applied Research	0 = No 1 = Yes
ACHLARTOC	Scholarship Type Theory Development Organizational Communication	0 = No 1 = Yes
ACHLARTST	Scholarship Type Theory Development Situational Theory	0 = No 1 = Yes
ACHLARTES	Scholarship Type Theory Development Ethics & Social Responsibility	0 = No 1 = Yes
ACHLARTSI	Scholarship Type Theory Development Social Issues-Issues Management	0 = No 1 = Yes

ACHLARTPR	Scholarship Type Theory Development Public Relationships	0 = No 1 = Yes
ACHLARTCT	Scholarship Type Theory Development Contingency Theory	0 = No 1 = Yes
ACHLARTCR	Scholarship Type Theory Development Crisis Response	0 = No 1 = Yes
ACHLARTPO	Scholarship Type Theory Development Public Opinion-Persuasion	0 = No 1 = Yes
ACHLARTCL	Scholarship Type Theory Development Critical-Cultural	0 = No 1 = Yes
ACHLARTCM	Scholarship Type Theory Development Complexity Theory	0 = No 1 = Yes
ACHLARTGS	Scholarship Type Theory Development General Social Science Theory	0 = No 1 = Yes
ACHLARTCO	Scholarship Type Theory Development Contextualized research-one country	0 = No 1 = Yes
ACHLARTCC	Scholarship Type Theory Development Contextualized research-comparative	0 = No 1 = Yes
ACHLARTGT	Scholarship Type Theory Development Game Theory	0 = No 1 = Yes
ACHLARTPT	Scholarship Type Theory Development Psychological Theory	0 = No 1 = Yes
ACHLARTOT	Scholarship Type Theory Development=Other	
CONTEXT1	Contextualized research Media infrastructure-practice	0 = No 1 = Yes
CONTEXT2	Contextualized research Political environment	0 = No 1 = Yes
CONTEXT3	Contextualized research Legal environment-regulation	0 = No 1 = Yes
CONTEXT4	Contextualized research Activism	0 = No 1 = Yes
CONTEXT5	Contextualized research Cultural dimensions	0 = No 1 = Yes
CONTEXT6	Contextualized research Socioeconomic level	0 = No 1 = Yes
CONTEXTOT	Contextualized research Other	0 = No 1 = Yes
DATAT	Data Type	1 = Primary data 2 = Secondary data 3 = Pure literature review 4 = Commentary-position
LITREV	Literature Review	1 = Solo US literature 2 = Solo Non-US literature 3 = Mainly US literature 4 = Mainly non-US literature

PRLIT	Public Relations Literature	01 = Solo public relations literature 02 = Communication related literature 03 = Business literature 04 = Other field of literature 05 = Multidisciplinary-Public relations 06 = Multidisciplinary-Business 07 = Multidisciplinary-Political science 08 = Multidisciplinary-Sociology 09 = Multidisciplinary-Psychology 10 = Multidisciplinary-Legal
METHODQL	Qualitative Method	0 = No 1 = Yes
METHODQN	Quantitative Method	0 = No 1 = Yes
METHODLR	Literature Review	0 = No 1 = Yes
METHODCP	Commentary-Position	0 = No 1 = Yes
SCOPE	Geographical Scope of the Article	1 = National 2 = Regional 3 = International 4 = Comparative 5 = Global

APPENDIX B: COMPLETE LIST OF REFERENCES

ACADEMIC JOURNALS*Journal of Business Communication*

- Arpan, L. M. (2002 July). When in Rome? The effects of spokesperson ethnicity on audience evaluation of crisis communication. *Journal of Business Communication*, 39(3), 314-339.
- Babcock, R. D., & Du-Babcock, B. (2001 Oct). Language-based communication zones in international business communication. *Journal of Business Communication*, 38(4), 372-412.
- Beamer, L. (1992 July). Learning intercultural communication competence. *Journal of Business Communication*, 29(3), 285-303.
- Cornelissen, J. P., & Thorpe, R. (2001 October). The organization of external communication disciplines in UK companies: A conceptual and empirical analysis of dimensions and determinants. *Journal of Business Communication*, 38(4), 413-438.
- Courtis, J. K. (1997 July). Corporate annual report graphical communication in Hong Kong: Effective or misleading? *Journal of Business Communication*, 34(3), 269-288.
- Crombie, W., & Samujh, H. (1999 July). Negative messages as strategic communication: A case study of a New Zealand company's annual executive letter. *Journal of Business Communication*, 36(3), 229-246.
- Du-Babcock, B., & Babcock, R. D. (1996 April). Patterns of expatriate-local personnel communication in multinational corporations. *Journal of Business Communication*, 33(2), 141-164.
- Goldman, A. (1993 Jan). Implications of Japanese total quality control for western organizations: Dimensions of an intercultural hybrid. *Journal of Business Communication*, 30(1), 29-47.
- Hilton, C. B. (1992 July). Japanese international business communication: The place of English. *Journal of Business Communication*, 29(3), 253-265.
- Hugenberg, L. W., & Lubanovic, A. M. (1996 April). International business and training: Preparing for the global economy. *Journal of Business Communication*, 33(2), 205-222.
- Krone, K. (1992 July). Managerial communication practices in Chinese factories. *Journal of Business Communication*, 29(3), 229-253.
- Krone, K. J., & Chen, L. (1997 July). Approaches to managerial influence in the People's Republic of China. *Journal of Business Communication*, 34(3), 289-315.
- Lee, J., & Jablin, F. M. (1992 July). A cross-cultural investigation of exit, voice, loyalty and neglect as responses to dissatisfying job conditions. *Journal of Business Communication*, 29(3), 203-228.

- Limaye, M. R., & Victor, D. A. (1991 Summer). Cross-cultural business communication research: State of the art and hypotheses for the 1990s. *Journal of Business Communication*, 28(3), 277-299.
- Martin, J. S., & Chaney, L. H. (1992 July). Determination of content for a collegiate course in intercultural business communication by three Delphi panels. *Journal of Business Communication*, 29(3), 267-283.
- Morley, D. D., & Shockley-Zalabak, P. (1997 July). Organizational communication and culture: A study of 10 Italian high technology companies. *Journal of Business Communication*, 34(3), 253-268.
- Ortiz, L. A. (2005 Jan). Cruzando las fronteras de la comunicación profesional entre México y los Estados Unidos. *Journal of Business Communication*, 42(1), 28-50.
- Page, N. R. (1993 April). Supervisory behavior and worker satisfaction in the United States, Mexico, and Spain. *Journal of Business Communication*, 30(2), 161-180.
- Park, M., Dillon, W. T., & Mitchell, K. L. (1998 July). Korean business letters: Strategies for effective complaints in cross-cultural communication. *Journal of Business Communication*, 35(3), 328-345.
- Renkema, J., & Hoeken, H. (1998 October). The influence of negative newspaper publicity on corporate image in the Netherlands. *Journal of Business Communication*, 35(4), 521-535.
- Ulijn, J. (2000 April). Innovation and international business communication: Can European research help to increase the validity and reliability for our business and teaching practice? *Journal of Business Communication*, 37(2), 173-187.
- Ulijn, J., O'Hair, D., Weggeman, M., Ledlow, G., & Hall, H. T. (2000 July). Innovation, corporate strategy, and cultural context: What is the mission for international business communication? *Journal of Business Communication*, 37(3), 293-316.
- Varona, F. (1996 April). Relationship between communication satisfaction and organizational commitment in three Guatemalan organizations. *Journal of Business Communication*, 33(2), 111-140.
- Zhao, J. J. (2000 July). The Chinese approach to international business negotiation. *Journal of Business Communication*, 37(3), 209-237.

Journal of Business Strategies

- Katz, J. P., Zarzeski, M. T., & Hall, H. J. (1997 Fall). The importance of strategy to global competitors: The strategy-performance relationship across cultures. *Journal of Business Strategies*, 14(2), 127-140.

Journal of Communication Management

- Abbott, J. (2003). Does employee satisfaction matter? A study to determine whether low employee morale affects customer satisfaction and profits in the business-to-business sector. *Journal of Communication Management*, 7(4), 333-339.
- Baerns, B. (2003). Separating advertising from programme content: The principle and its relevance in communication practice. *Journal of Communication Management*, 8(1), 101-112.
- Bardhan, N., & Patwardhan, P. (2004 Feb). Multinational corporations and public relations in a historically resistant host culture. *Journal of Communication Management*, 8(3), 246-263.
- Beckett, R. (2003). Communication ethics: Principle and practice. *Journal of Communication Management*, 8(1), 41-52.
- Birkett, L., & Doswell, S. (2004). Information and consultation regulations 2004 - the opportunity and the challenge. *Journal of Communication Management*, 9(2), 134-144.
- Black, L. D., & Hartel, C. E. J. (2002). Public relations orientation: Development, empirical testing and implications for managers. *Journal of Communication Management*, 7(2), 117-128.
- Blood, R. (2004). Should NGOs be viewed as "political corporations"? *Journal of Communication Management*, 9(2), 120-133.
- Chen, Y.-R. R. (2004 May). Effective public affairs in China: MNC--government bargaining power and corporate strategies for influencing foreign business policy formulation. *Journal of Communication Management*, 8(4), 395-493.
- Coldwell, I. (2003 Aug). The registration of lobbyists in the Scottish parliament: The lessons for communications professionals. *Journal of Communication Management*, 8(1), 95-100.
- Curtin, T., & Jones, J. (2001). Communication management for difficult and unpopular projects. *Journal of Communication Management*, 5(3), 277-286.
- Dawkins, J. (2004). Corporate responsibility: The communication challenge. *Journal of Communication Management*, 9(2), 108-119.
- Demetrious, K. (2002). Grassroots energy: A case study of active citizenship and public communication in risk society. *Journal of Communication Management*, 7(2), 148-155.
- DeSanto, B., & Moss, D. (2004). Rediscovering what pr managers do: Rethinking the measurement of managerial behaviour in the public relations context. *Journal of Communication Management*, 9(2), 179-196.
- Elliott, G., & Koper, E. (2002). Public relations education from an editor's perspective. *Journal of Communication Management*, 7(1), 21-33.

- Fairchild, M. (2002). Evaluation: An opportunity to raise the standing of pr. *Journal of Communication Management*, 6(4), 305-307.
- Fletcher, R., & Melewar, T. C. (2001). The complexities of communication to customers in emerging markets. *Journal of Communication Management*, 6(1), 9-23.
- Freitag, A. (2002 Mar). International media coverage of the Firestone tire recall. *Journal of Communication Management*, 6(3), 239-256.
- Gregory, A. (2003 Aug). The ethics of engagement in the UK public sector: A case in point. *Journal of Communication Management*, 8(1), 83-94.
- Grunig, J. E., & Grunig, L. A. (2002). Implications of the IABC excellence study for pr education. *Journal of Communication Management*, 7(1), 34-42.
- Hampton, F., & Emerson, S. (2003). Opinions and loyalty among European motoring journalists. *Journal of Communication Management*, 7(3), 269-274.
- Haslam, J. (2002). Learning the lesson - speaking up for communication as an academic discipline too important to be sidelined. *Journal of Communication Management*, 7(1), 14-20.
- Hickson, K. (2004 May). Ethical issues in practicing public relations in Asia. *Journal of Communication Management*, 8(4), 345-353.
- Ho, F.-W., & Hallahan, K. (2004). Post-earthquake crisis communications in Taiwan: An examination of corporate advertising and strategy motives. *Journal of Communication Management*, 8(3), 291-306.
- Holtzhausen, D. (2002 Jun). The effects of a divisionalised and decentralized organizational structure on a formal internal communication function in a South African organization. *Journal of Communication Management*, 6(4), 323-339.
- Hung, C.-j. F. (2004 Feb). Cultural influence on relationship cultivation strategies: Multinational companies in China. *Journal of Communication Management*, 8(3), 264-281.
- Jaques, T. (2002). Towards a new terminology: Optimizing the value of issues management. *Journal of Communication Management*, 7(2), 140-147.
- Jensen, I. (2001). Public relations and emerging functions of the public sphere: An analytical framework. *Journal of Communication Management*, 6(2), 133-147.
- Korver, F., & Van Ruler, B. (2003). The relationship between corporate identity structures and communication structures. *Journal of Communication Management*, 7(3), 197-208.
- Kovacs, R. (2003). The broadcasting public sphere: Enduring issues, enduring relationships, enduring activists. *Journal of Communication Management*, 7(3), 209-238.

- Kugler, M. (2004 Aug). What can be learned from case studies in public relations? An analysis of eight Canadian lobbying campaigns. *Journal of Communication Management*, 9(1), 73-88.
- L'Etang, J. (2002 Sept). Public relations education in Britain: A review at the outset of the millennium and thoughts for a different research agenda. *Journal of Communication Management*, 7(1), 43-53.
- L'Etang, J. (2003). The myth of the "ethical guardian": An examination of its origins, potency and illusions. *Journal of Communication Management*, 8(1), 53-67.
- Lawler, A., & Tourelle, G. (2002). Public relations: The integrated communication tool in the launch of a new software operating system - a case study. *Journal of Communication Management*, 7(2), 156-159.
- Leitch, S., & Davenport, S. (2002). Strategic ambiguity in Communication public sector change. *Journal of Communication Management*, 7(2), 129-139.
- Lewis, S. (2003). Reputation and corporate responsibility. *Journal of Communication Management*, 7(4), 356-364.
- Lines, V. L. (2004 Feb). Corporate reputation in Asia: Looking beyond bottom-line performance. *Journal of Communication Management*, 8(3), 233-245.
- Marshall, T. (2002). Ethics - who needs them? *Journal of Communication Management*, 7(2), 107-111.
- Meech, P. (2001 Dec). Corporate trials: Relationship building and the BBC. *Journal of Communication Management*, 6(2), 188-193.
- Melewar, T. C., & Wooldridge, A. R. (2001). The dynamics of corporate identity: A review of a process model. *Journal of Communication Management*, 5(4), 327-340.
- Milenkovic, G. (2001). Early warning of organizational crisis: A research project from the international air express industry. *Journal of Communication Management*, 5(4), 360-373.
- Moloney, K. (2004). Democracy and public relations. *Journal of Communication Management*, 9(1), 89-92.
- Moss, D., Ashford, R., & Shani, N. (2003 November). The forgotten sector: Uncovering the role of public relations in SMES. *Journal of Communication Management*, 8(2), 197-210.
- Moss, D., & Green, R. (2001). Re-examining the manager's role in public relations: What management and public relations research teaches us. *Journal of Communication Management*, 6(2), 118-132.
- Motion, J. (2001). Electronic relationships: Interactivity, internet branding and the public sphere. *Journal of Communication Management*, 5(3), 217-230.

- Mounter, P. (2003 Feb). Global internal communication: A model. *Journal of Communication Management*, 7(3), 265-286.
- Murray, L. (2002). Public relations and communication management: Suitable subjects for management education? *Journal of Communication Management*, 7(1), 9-13.
- O'Connor, N. (2001). UK corporate reputation management: The role of public relations planning, research and evaluation in a new framework of company reporting. *Journal of Communication Management*, 6(1), 53-63.
- O'Connor, N., & Falconi, T. M. (2004 Aug). Profiling the regulatory environment of public relations practice in the UK, Italy and South Africa. *Journal of Communication Management*, 9(1), 28-55.
- Oh, M.-Y., & Ramaprasad, J. (2003 May). Halo effect: Conceptual definition and empirical exploration with regard to South Korean subsidiaries of us and Japanese multinational corporations. *Journal of Communication Management*, 7(4), 317-330.
- Petelin, R. (2002). Managing organizational writing to enhance corporate credibility. *Journal of Communication Management*, 7(2), 172-180.
- Phillips, D. (2002). Super-themes for pr evaluation. *Journal of Communication Management*, 6(4), 368-386.
- Rawel, A. (2002). How far do professionals associations influence the direction of public relations education? *Journal of Communication Management*, 7(1), 71-78.
- Sagar, P., & Singla, A. (2004 Feb). Trust and corporate social responsibility: Lessons from India. *Journal of Communication Management*, 8(3), 282-290.
- Sarbutts, N. (2003 May). Can SMEs 'do' CSR? A practitioner's view of the ways small-and medium-sized enterprises are able to manage reputation through corporate social responsibility. *Journal of Communication Management*, 7(4), 340-347.
- Schreiber, E. S. (2001). Why do many otherwise smart CEOs mismanage the reputation asset of their company? *Journal of Communication Management*, 6(3), 209-219.
- Shin, J.-H., & Cameron, G. T. (2003). Informal relations: A look at personal influence in media relations. *Journal of Communication Management*, 7(3), 239-253.
- Skinner, C., Mersham, G., & Valin, J. (2003 Aug). Global protocol on ethics in public relations. *Journal of Communication Management*, 8(1), 13-28.
- Smith, A. (2003). Community relations: How an entire industry can change its image through proactive local communications. *Journal of Communication Management*, 7(3), 254-264.
- Spenser, C., & Giles, N. (2001). The planning, implementation and evaluation of an online marketing campaign. *Journal of Communication Management*, 5(3), 287-299.

- Spickett-Jones, J. G., Kitchen, P. J., & REast, J. D. (2003). Social facts and ethical hardware: Ethics in the value proposition. *Journal of Communication Management*, 8(1), 68-82.
- Sriramesh, K. (2002 Sept). The dire need for multiculturalism in public relations education: An Asian perspective. *Journal of Communication Management*, 7(1), 54-70.
- Sriramesh, K., & Verčič, D. (2001). International public relations: A framework for future research. *Journal of Communication Management*, 6(2), 103-117.
- Starck, K., & Kruekeberg, D. (2003 Aug). Ethical obligations of public relations in an era of globalisation. *Journal of Communication Management*, 8(1), 29-40.
- Sykes, S. (2001). Talent, diversity and growing expectations. *Journal of Communication Management*, 7(1), 79-86.
- Tench, R., Fawkes, J., & Palihawadana, D. (2002). Freelancing: Issues and trends for public relations practice. *Journal of Communication Management*, 6(4), 311-322.
- Tobin, N. (2004 Aug). Can the professionalisation of the UK public relations industry make it more trustworthy? *Journal of Communication Management*, 9(1), 56-64.
- Tourish, D., & Robson, P. (2003). Critical upward feedback in organizations: Processes, problems and implications for communication management. *Journal of Communication Management*, 8(2), 150-167.
- Van Ruler, B., Verčič, D., Flodin, B., & Buetschi, G. (2001 Dec). Public relations in Europe: A kaleidoscopic picture. *Journal of Communication Management*, 6(2), 166-175.
- Verčič, D., Razpet, A., Dekleva, S., & Slenc, M. (2000). International public relations and the internet: Diffusion and linkages. *Journal of Communication Management*, 5(2), 125-137.
- Wakefield, R. I. (2000). World-class public relations: A model for effective public relations in the multinational. *Journal of Communication Management*, 5(1), 59-71.
- White, J. (2002 Jun). Fee setting in public relations consultancies: A study of consultancy and client views of current practice in the UK. *Journal of Communication Management*, 6(4), 355-367.
- White, J., & Verčič, D. (2001). An examination of possible obstacles to management acceptance of public relations' contribution to decision-making, planning and organization functioning. *Journal of Communication Management*, 6(2), 194-200.

Journal of International Business Studies

- Blumentritt, T. P., & Nigh, D. (2002 1st Quarter). The integration of subsidiary political activities in multinational corporations. *Journal of International Business Studies*, 33(1), 57-77.

Brewer, T. L. (1992). An issue-area approach to the analysis of MNE-government relations. *Journal of International Business Studies*, 23(2), 295-319.

Lovett, S., Simmons, L. C., & Kali, R. (1999 2nd Quarter). Guanxi versus the market: Ethics and efficiency. *Journal of International Business Studies*, 30(2), 231-247.

Luo, Y. (2001 3rd Quarter). Toward a cooperative view of mnc-host government relations: Building blocks and performance implications. *Journal of International Business Studies*, 32(3), 401-419.

Makhija, M. V. (1993). Government intervention in the Venezuelan petroleum industry: An empirical investigation of political risk. *Journal of International Business Studies*, 24(3), 531-555.

Meek, G. K., & Roberts, C. B. (1995). Factors influencing voluntary annual report disclosures by U.S., u. K. And continental European multinational corporations. *Journal of International Business Studies*, 26(3), 555-572.

Journal of Organizational Behavior

Janssens, M. (1995 March). Intercultural interaction: A burden on international managers? *Journal of Organizational Behavior*, 16(2), 155-168.

Behrens, P. A. (2002 August). Germany: Public affairs reinvented. *Journal of Public Affairs*, 2(3), 173-176.

Journal of Public Affairs

Deacon, D., & Monk, W. (2001 May). "new managerialism" in the news: Media coverage of quangos in Britain. *Journal of Public Affairs*, 1(2), 153-168.

Drogendijk, R. (2004 February). The public affairs of internationalisation: Balancing pressures from multiple environments. *Journal of Public Affairs*, 4(1), 44-55.

Fleisher, C. S. (2003 March). The development of competencies in international public affairs. *Journal of Public Affairs*, 3(2), 76-82.

Heim, M. (2004 February). Problems and process: European merger control and how to use it. *Journal of Public Affairs*, 4(1), 73-85.

Koepl, P. (2001 January). The acceptance, relevance and dominance of lobbying the eu commission - a first time survey of the EU commission's civil servants. *Journal of Public Affairs*, 1(1), 69-80.

- Moloney, K. (2001 May). The rise and fall of spin: Changes of fashion in the presentation of UK policies. *Journal of Public Affairs*, 1(2), 124-135.
- Spencer, T. (2004 November). Of change, training and public affairs in Europe. *Journal of Public Affairs*, 4(4), 406-409.
- Titley, S. (2003 March). How political and social change will transform the EU public affairs industry. *Journal of Public Affairs*, 3(2), 83-89.
- Todd, M. (2002 August). Communicating economic reform: Experiences from the EU pillar of unmik. *Journal of Public Affairs*, 2(3), 177-185.
- Wilts, A., & Quittkat, C. (2004 November). Corporate interests and public affairs: Organized business-government relations in EU member states. *Journal of Public Affairs*, 4(4), 384-399.

Journal of Public Relations Research

- Bardhan, N. (2003 July). Rupturing public relations metanarratives: The example of India. *Journal of Public Relations Research*, 15(3), 225-248.
- Chay-Nemeth, C. (2001). Revisiting publics: A critical archaeology of publics in the Thai HIV/aids issue. *Journal of Public Relations Research*, 13(2), 127-161.
- Choi, Y., & Cameron, G. T. (2005). Overcoming ethnocentrism: The role of identity in contingent practice of international public relations. *Journal of Public Relations Research*, 17(2), 171-189.
- Coombs, W. T., Holladay, S., Hasenauer, G., & Signitzer, B. (1994). A comparative analysis of international public relations: Identification and interpretation of similarities and differences between professionalization in Austria, Norway, and the united states. *Journal of Public Relations Research*, 6(1), 23-39.
- Freitag, A. R. (2002 July). Ascending cultural competence potential: An assessment and profile of U.S. Public relations practitioners' preparation for international assignments. *Journal of Public Relations Research*, 14(3), 207-227.
- Grunig, J. E., Grunig, L. A., Sriramesh, K., Huang, Y., & Lyra, A. (1995). Models of public relations in an international setting. *Journal of Public Relations Research*, 7(3), 163-186.
- Henderson, A. (2005). Activism in "paradise": Identity management in public relations campaign against genetic engineering. *Journal of Public Relations Research*, 17(2), 117-137.
- Holtzhausen, D. R., Petersen, B. K., & Tindall, N. T. J. (2003 October). Exploding the myth of the symmetrical/asymmetrical dichotomy: Public relations models in the new South africa. *Journal of Public Relations Research*, 15(4), 305-341.

- Huang, Y. (2001 January). Opra: A cross-cultural, multiple-item scale for measuring organization-public relationships. *Journal of Public Relations Research*, 13(1), 61-90.
- Ihlen, Ø. (2002 July). Defending the Mercedes A-class: Combining and changing crisis-response strategies. *Journal of Public Relations Research*, 14(3), 185-206.
- Kim, Y., & Hon, L. C. (1998). Craft and professional models of public relations and their relation to job satisfaction among Korean public relations practitioners. *Journal of Public Relations Research*, 10(3), 155-175.
- Lee, B. (2004 January). Corporate image examined in a Chinese-based context: A study of a young educated public in Hong Kong. *Journal of Public Relations Research*, 16(1), 1-33.
- Molleda, J. C., & Ferguson, M. A. (2004 October). Public relations roles in Brazil: Hierarchy eclipses gender differences. *Journal of Public Relations Research*, 16(4), 327-351.
- Moss, D., Warnaby, G., & Newman, A. J. (2000 October). Public relations practitioner role enactment at the senior management level within UK companies. *Journal of Public Relations Research*, 12(4), 277-307.
- Motion, J., & Weaver, C. K. (2005). A discourse perspective for critical public relations research: Life sciences network and the battle for truth. *Journal of Public Relations Research*, 17(1), 49-67.
- Park, J. (2003 July). Discrepancy between Korean government and corporate practitioners regarding professional standards in public relations: A co-orientation approach. *Journal of Public Relations Research*, 15(3), 249-275.
- Pompper, D. (2005). "difference" in public relations research: A case for introducing critical race theory. *Journal of Public Relations Research*, 17(2), 139-169.
- Rhee, Y. (2002 July). Global public relations: A cross-cultural study of the excellence theory in South Korea. *Journal of Public Relations Research*, 14(3), 159-184.
- Saxer, U. (1993). Public relations and symbolic politics. *Journal of Public Relations Research*, 5(2), 127-151.
- Sriramesh, K., Grunig, J. E., & Dozier, D. M. (1996). Observation and measurement of two dimensions of organizational culture and their relationship to public relations. *Journal of Public Relations Research*, 8(4), 229-261.
- Sriramesh, K., Kim, Y., & Takasaki, M. (1999). Public relations in three Asian cultures: An analysis. *Journal of Public Relations Research*, 11(4), 271-292.
- Synnott, G., & McKie, D. (1997). International issues in pr: Researching research and prioritizing priorities. *Journal of Public Relations Research*, 9(4), 259-282.

Taylor, M. (2000). Toward a public relations approach to nation building. *Journal of Public Relations Research*, 12(2), 179-210.

Van Ruler, B., Verčič, D., Bütschi, G., & Flodin, B. (2004 January). A first look for parameters of public relations in Europe. *Journal of Public Relations Research*, 16(1), 35-63.

Journalism & Mass Communication Quarterly

Dickson, S. H. (1992 Autumn). Press and U.S. Policy toward Nicaragua, 1983-1987: A study of the New York Times and Washington Post. *Journalism & Mass Communication Quarterly*, 69(3), 562-571.

Huang, Y. (2004). PRSA: Scale development for exploring the impetus of public relations strategies. *Journalism & Mass Communication Quarterly*, 81(2), 307-326.

Jo, S., & Kim, Y. (2004 Summer). Media or personal relations? Exploring media relations dimensions in South Korea. *Journalism & Mass Communication Quarterly*, 81(2), 292-306.

Salwen, M. B., & Matera, F. R. (1992 Autumn). Public salience of foreign nations. *Journalism & Mass Communication Quarterly*, 69(3), 623-632.

Shin, J., & Cameron, G. T. (2003 Autumn). The potential of online media: A co-orientational analysis of conflict between pr professionals and journalists in South Korea. *Journalism & Mass Communication Quarterly*, 80(3), 583-602.

Wanta, W., Golan, G., & Lee, C. (2004 Summer). Agenda setting and international news: Media influence on public perceptions of foreign nations. *Journalism & Mass Communication Quarterly*, 81(2), 364-377.

Journalism Educator

Chen, N. (1994 Spring). Public relations education in the People's Republic of China. *Journalism Educator*, 49(1), 14-22.

Journalism Studies

Hackett, R. A., & Uzelman, S. (2003 August). Tracing corporate influences on press content: A summary of recent Newswatch Canada research. *Journalism Studies*, 4(3), 331-346.

McNair, B. (2004 August). Pr must die: Spin, anti-spin and political public relations in the UK, 1997-2004. *Journalism Studies*, 5(3), 325-338.

Molleda, J. C. (2000). International paradigms: The Latin American School of public relations. *Journalism Studies*, 2(4), 513-530.

Molleda, J. C., Connolly-Ahern, C., & Quinn, C. (2005 February). Cross-national conflict shifting: Expanding a theory of global public relations management through quantitative content analysis. *Journalism Studies*, 6(1), 87-102.

Public Relations Review

Al-Enad, A. H. (1992 Sum). The value of public relations conduct in Saudi Arabia. *Public Relations Review*, 18(2), 213-221.

Arceo, A. (2004 September). Public relations in Spain: An introduction. *Public Relations Review*, 30(3), 293-302.

Beng, Y. S. (1994 Winter). The state of public relations in Singapore. *Public Relations Review*, 20(Winter), 373-394.

Benoit, W. L., & Brinson, L. (1999 Summer). Queen Elizabeth's image repair discourse: Insensitive royal or compassionate queen? *Public Relations Review*, 25(2), 145-156.

Berkowitz, D., & Lee, J. (2004 November). Media relations in Korea: Cheong between journalist and public relations practitioner. *Public Relations Review*, 30(4), 431-437.

Boone, G. M. (1992 Fall). Religious glasnost: Freedom, expression, and media usage by religious groups in the soviet union. *Public Relations Review*, 18(3), 265-274.

Botan, C. (1992 Sum). International public relations: Critique and reformation. *Public Relations Review*, 18(2), 149-159.

Brown, R. E. (2002 February). British propaganda in the twentieth century (book review). *Public Relations Review*, 28(1), 125-129.

Brown, R. E. (2004 November). The propagation of awe: Public relations, art and belief in reformation Europe. *Public Relations Review*, 30(4), 381-389.

Budd, J. F. (2001 Summer). Opinion--foreign policy acumen needed by global ceos. *Public Relations Review*, 27(2), 123-134.

Carroll, T. B. (2000 Spring). How to manage your global reputation (book review). *Public Relations Review*, 26(1), 129-130.

Chen, N., & Culbertson, H. M. (1996 Fall). Guest relations: A demanding but constrained role for lady public relations practitioners in mainland China. *Public Relations Review*, 22(Fall), 279-296.

- Comrie, M. (1997 Summer). Media tactics in New Zealand's crown health enterprises. *Public Relations Review*, 23(Summer), 161-176.
- Creedon, P. J., Al-Khaja, A. W., & Kruckeberg, D. (1995 Spring). Women and public relations education and practice in the United Arab Emirates. *Public Relations Review*, 21(Spring), 59-76.
- Curtin, P. A., & Gaither, T. K. (2004 March). International agenda-building in cyberspace: A study of middle East government English-language websites. *Public Relations Review*, 30(1), 25-36.
- De Lange, R. (2000 Spring). Public affairs practitioners in the Netherlands: A profile study. *Public Relations Review*, 26(1), 15-29.
- Dostal Neff, B. (1998 Fall). Harmonizing global relations: A speech act theory analysis of pr forum. *Public Relations Review*, 24(3), 351-376.
- Drumheller, K., & Benoit, W. L. (2004 June). USS Greeneville collides with Japan's ehime maru: Cultural issues in image repair discourse. *Public Relations Review*, 30(2), 177-185.
- Ekachai, D. (1995 Winter). Applying broom's role scales to Thai public relations practitioners. *Public Relations Review*, 21(Winter), 325-336.
- Ekachai, D., & Komolsevin, R. (1998 Summer). Public relations education in Thailand. *Public Relations Review*, 24(2), 219-234.
- Epley, J. S. (1992 Sum). Public relations in the global village: An American perspective. *Public Relations Review*, 18(2), 109-116.
- Ferguson, D. P. (1998 Summer). From communist control to Glasnost and back? Media freedom and control in the former soviet union. *Public Relations Review*, 24(2), 165-182.
- Fitzpatrick, K. R., & Whillock, R. K. (1993). Assessing the impact of globalization on U.S. Public relations. *Public Relations Review*, 19(4), 315-325.
- Gabrielsen, K. (2004 September). Loyalty versus conflict in Norwegian practitioners. *Public Relations Review*, 30(3), 303-311.
- Gonzalez-Herrero, A., & Pratt, C. B. (1998 Spring). Marketing crises in tourism: Communication strategies in the United States and Spain. *Public Relations Review*, 24(1), 83-97.
- Grunig, L. A. (1992 Sum). Strategic public relations constituencies on a global scale. *Public Relations Review*, 18(2), 127-135.
- Guiniven, J. E. (2002 October). Dealing with activism in Canada: An ideal cultural fit for the two-way symmetrical public relations model. *Public Relations Review*, 28(4), 393-402.

- Guth, D. W. (2000 Summer). The emergence of public relations in the Russian Federation. *Public Relations Review*, 26(2), 191-207.
- Han, M., & Kim, S. (2004 September). South Koreans' perceptions of North Koreans and implications for public relations campaigns. *Public Relations Review*, 30(3), 327-333.
- Harrison, S., & Moloney, K. (2004 June). Comparing two public relations pioneers: American Ivy League and British John Elliot. *Public Relations Review*, 30(2), 205-215.
- Hatfield, C. R. (1994 Summer). Public relations education in the United Kingdom. *Public Relations Review*, 20(Summer), 189-199.
- Haug, M. (1997 Fall). Lobbying and public relations in a European context. *Public Relations Review*, 23(Fall), 233-247.
- Hazleton, V., & Cutbirth, C. (1993 Summer). Public relations in Europe: An alternative educational paradigm. *Public Relations Review*, 19(2), 187-196.
- Hiebert, R. E. (1992 Sum-a). Global public relations in a post-communist world: A new model. *Public Relations Review*, 18(2), 117-126.
- Hiebert, R. E. (1992 Sum-b). Public relations and mass communication in Eastern Europe. *Public Relations Review*, 18(2), 177-187.
- Hiebert, R. E. (1994 Winter). Advertising and public relations in transition from communism: The case of Hungary, 1989-1994. *Public Relations Review*, 20(Winter), 357-369.
- Hiebert, R. E. (2000 Spring). Global spin (book review). *Public Relations Review*, 26(1), 127-129.
- Huang, Y. (2000 Summer). The personal influence model and gao guanxi in Taiwan Chinese public relations. *Public Relations Review*, 26(2), 219-236.
- Huang, Y., Lin, Y., & Su, S. (2005). Crisis communicative strategies in Taiwan: Category, continuum, and cultural implications. *Public Relations Review*, 31, 229-238.
- Jang, H. (1997 Winter). Cultural differences in an interorganizational network: Shared public relations firms among Japanese and American companies. *Public Relations Review*, 23(4), 327-341.
- Johnson, M. A. (2005 March). Five decades of Mexican public relations in the United States: From propaganda to strategic counsel. *Public Relations Review*, 31(1), 11-20.
- Karadjov, C., Kim, Y., & Karavasilev, L. (2000 Summer). Models of public relations in Bulgaria and job satisfaction among its practitioners. *Public Relations Review*, 26(2), 209-218.
- Kelly, W., Masumoto, T., & Gibson, D. (2002 August). Kisha kurabu and koho: Japanese media relations and public relations. *Public Relations Review*, 28(3), 265-281.

- Kovacs, R. (2001 Winter). Relationship building as integral to British activism: Its impact on accountability in broadcasting. *Public Relations Review*, 27(4), 421-436.
- Kruckeberg, D. (1996 Summer). A global perspective on public relations ethics: The Middle East. *Public Relations Review*, 22(Summer), 181-189.
- L'Etang, J. (1998 Winter). State propaganda and bureaucratic intelligence: The creation of public relations in 20th century Britain. *Public Relations Review*, 24(4), 413-441.
- L'Etang, J. (1999 Fall). Public relations education in Britain: An historical review in the context of professionalisation. *Public Relations Review*, 25(3), 261-289.
- Lee, J., & Berkowitz, D. (2004 September). Third gate keeping in Korea: The screening of first-edition newspapers by public relations practitioners. *Public Relations Review*, 30(3), 313-325.
- Leitch, S., & Roper, J. (1998 Summer). Genre colonization as a strategy: A framework for research and practice. *Public Relations Review*, 24(2), 203-218.
- Maynard, M., & Tian, Y. (2004 September). Between global and local: Content analysis of the chinese web sites of the 100 top global brands. *Public Relations Review*, 30(3), 285-291.
- Molleda, J. C., & Athaydes, A. (2003 September). Public relations licensing in Brazil: Evolution and the views of professionals. *Public Relations Review*, 29(3), 271-279.
- Molleda, J. C., & Quinn, C. (2004 March). Cross-national conflict shifting: A global public relations dynamic. *Public Relations Review*, 30(1), 1-9.
- Molleda, J. C., & Suárez, A. M. (2005 March). Challenges in Colombia for public relations professionals: A qualitative assessment of the economic and political environments. *Public Relations Review*, 31(1), 21-29.
- Motion, J., & Leitch, S. (1996 Fall). A discursive perspective from New Zealand: Another world view. *Public Relations Review*, 22(Fall), 297-309.
- Naude, A. M. E., Froneman, J. D., & Atwood, R. A. (2004 March). The use of the internet by ten South African non-governmental organizations--a public relations perspective. *Public Relations Review*, 30(1), 87-94.
- Nessmann, K. (1995 Summer). Public relations in Europe: A comparison with the United States. *Public Relations Review*, 21(Summer), 151-160.
- Newsom, D., & Carrell, B. (1994 Summer). Professional public relations in India: Need outstrips supply. *Public Relations Review*, 20(Summer), 183-188.
- Oyvind, I. (2004 June). Norwegian hydroelectric power: Testing a heuristic for analyzing symbolic strategies and resources. *Public Relations Review*, 30(2), 217-223.

- Panol, Z. S. (2000 Summer). Philippine public relations: An industry and practitioner profile. *Public Relations Review*, 26(2), 237-254.
- Park, J. (2001 Winter). Images of "hong bo (public relations)" and pr in Korean newspapers. *Public Relations Review*, 27(4), 403-420.
- Pinsdorf, M. K. (1991). Flying different skies: How cultures respond to airline disasters. *Public Relations Review*, 17(1), 37-56.
- Pinsdorf, M. K. (2000). Doing public relations by the numbers: Little mac or big mac? *Public Relations Review*, 26(3), 261-275.
- Reynolds, C. (1997 Winter). Issue management and the Australian gun debate. *Public Relations Review*, 23(4), 343-360.
- Roth, N. L., Hunt, T., & Stavropoulos, M. (1996 Summer). Can't we all just get along: Cultural variables in codes of ethics. *Public Relations Review*, 22(Summer), 151-161.
- Sallot, L. M. (1997 Spring). Multicultural public relations (book review). *Public Relations Review*, 23(Spring), 83-84.
- Scanlan, L. H. (1999 Summer). Public relations in crisis and disaster (book review). *Public Relations Review*, 25(2), 251-252.
- Schultze, Q. J. (1992 Fall). Catholic vs. Protestant: Mass-mediated legitimation of popular evangelicalism in Guatemala. *Public Relations Review*, 18(3), 257-263.
- Sen, F., & Egelhoff, W. G. (1991 Spring). Six years and counting: Learning from crisis management at Bhopal. *Public Relations Review*, 17(1), 69-83.
- Sharpe, M. L. (1992 Sum-a). The impact of social and cultural conditioning on global public relations. *Public Relations Review*, 18(2), 103-108.
- Sharpe, M. L. (1992 Sum-b). International public relations: Theme issue. *Public Relations Review*, 18(2), 103-221.
- Shiple, D. S. (1992 Fall). Sacrifice, victimization, and mismanagement of issues: Lbj's Vietnam crisis. *Public Relations Review*, 18(3), 275-286.
- Signitzer, B. H., & Coombs, T. (1992 Sum). Public relations and public diplomacy: Conceptual convergences. *Public Relations Review*, 18(2), 137-147.
- Simoës, R. P. (1992 Sum). Public relations as a political function: A Latin American view. *Public Relations Review*, 18(2), 189-200.
- Singh, R. (2000 Fall). Public relations in contemporary India: Current demands and strategy. *Public Relations Review*, 26(3), 295-313.

- Singh, R., & Smyth, R. (2000 Winter). Australian public relations: Status at the turn of the 21st century. *Public Relations Review*, 26(4), 387-401.
- Smyth, R. (2001 Summer). The genesis of public relations in British colonial practice. *Public Relations Review*, 27(2), 149-161.
- Sommerness, M. D., & Beaman, R. (1994 Spring). Back to the future: International education in public relations. *Public Relations Review*, 20(Spring), 89-95.
- Sriramesh, K. (1992 Sum). Societal culture and public relations: Ethnographic evidence from india. *Public Relations Review*, 18(2), 201-210.
- Steyn, E., DeBeer, A. S., & Steyn, T. F. J. (2004 March). Enron and Saambou bank in South africa: A case study of insufficient relationship management. *Public Relations Review*, 30(1), 75-86.
- Taylor, M. (2000 Fall). Cultural variance as a challenge to global public relations: A case study of the coca-cola scare in Europe. *Public Relations Review*, 26(3), 277-293.
- Taylor, M. (2000 Spring). Media relations in Bosnia: A role for public relations in building civil society. *Public Relations Review*, 26(1), 1-14.
- Taylor, M. (2001 Spring). Internationalizing the public relations curriculum. *Public Relations Review*, 27(1), 73-88.
- Taylor, M. (2004 June). Exploring public relations in Croatia through relational communication and media richness theories. *Public Relations Review*, 30(2), 145-160.
- Taylor, M., & Kent, M. L. (1999 Summer). Challenging assumptions of international public relations: When government is the most important public. *Public Relations Review*, 25(2), 131-144.
- Terry, V. (2005 March). Postcard from the steppes: A snapshot of public relations and culture in Kazakhstan. *Public Relations Review*, 31(1), 31-36.
- Tilson, D. J. (1996 Spring). Promoting a '@greener' image of nuclear power in the U.S. And Britain. *Public Relations Review*, 22(Spring), 63-79.
- Tilson, D. J., & Perez, P. S. (2003 June). Public relations and the new golden age of Spain: A confluence of democracy, economic development and the media. *Public Relations Review*, 29(2), 125-143.
- van Riel, C. B. M. (1992 Sum). Corporate communication in European financial institutions. *Public Relations Review*, 18(2), 161-175.
- Van Ruler, B. (2000 Winter). Communication management in the Netherlands. *Public Relations Review*, 26(4), 403-423.

- van Ruler, B., & Lange, R. (2003). Barriers to communication management in the executive suite. *Public Relations Review*, 29, 145-158.
- Verčič, D., van Ruler, B., Butschi, G., & Flodin, B. (2001 Winter). On the definition of public relations: A European view. *Public Relations Review*, 27(4), 373-387.
- Wang, J., & Chang, T.-K. (2004 March). Strategic public diplomacy and local press: How a high-profile "head-of-state" visit was covered in America's heartland. *Public Relations Review*, 30(1), 11-24.
- Watson, D. R., & Sallot, L. M. (2001 Winter). Public relations practice in Japan: An exploratory study. *Public Relations Review*, 27(4), 389-402.
- Wee, C., Tan, S., & Chew, K. (1996 Fall). Organizational response to public relations: An empirical study of firms in Singapore. *Public Relations Review*, 22(Fall), 259-277.
- Weitkamp, E. (2003 September). British newspapers privilege health and medicine topics over other science news. *Public Relations Review*, 29(3), 321-333.
- Wel, F., & Tilburg, R. (1998 Spring). '@away with prejudice': An anti-discrimination campaign among municipal officials in the Netherlands. *Public Relations Review*, 24(1), 99-109.
- Wilson, L. J. (1990 Spring). Corporate issues management: An international view. *Public Relations Review*, 16(1), 40-51.
- Wilson, L. J. (1997 Spring). International consumer behavior (book review). *Public Relations Review*, 23(Spring), 85-86.
- Wu, M., Taylor, M., & Chen, M. (2001 Fall). Exploring societal and cultural influences on taiwanese public relations. *Public Relations Review*, 27(3), 317-336.
- Yu, M., & Taylor, M. (2003 November). Public relations in Taiwan: Roles, professionalism, and relationship to marketing. *Public Relations Review*, 29(4), 473-483.
- Zaharna, R. S. (1995 Fall). Understanding cultural preferences of Arab communication patterns. *Public Relations Review*, 21(Fall), 241-255.
- Zaharna, R. S. (2001 Summer). "in-awareness" approach to international public relations. *Public Relations Review*, 27(2), 135-148.
- Zhang, J., & Benoit, W. L. (2004 June). Message strategies of Saudi Arabia's image restoration campaign after 9/11. *Public Relations Review*, 30(2), 161-167.
- Zhang, J., & Cameron, G. T. (2003 March). China's agenda building and image polishing in the us: Assessing an international public relations campaign. *Public Relations Review*, 29(1), 13-28.

Zhang, J., Qiu, Q., & Cameron, G. T. (2004 November). A contingency approach to the Sino-U.S. Conflict resolution. *Public Relations Review*, 30(4), 391-399.

TRADE PUBLICATIONS

Communication World

500,000 pr practitioners forecast for China. (1992 Sept). *Communication World*, 9(9), 12.

Aspery, J. (1990 Dec). British companies meet the challenge of change. *Communication World*, 7(12), 39-41.

Auclair, M. (1992 Feb). Out in Africa: Going where no communicator has gone before. *Communication World*, 9(3), 43-45.

Barnett, C. (1991 Jan). Pro-bono pr scores a global coup. *Communication World*, 8(1), 34-37.

The changing roles of communication and management in Hong Kong. (1990 Dec). *Communication World*, 7(12), 42-43.

Crockett, E. (1990 May/June). A single Europe: So far and yet so near? *Communication World*, 7(6), 122-127.

Dempsey, G. (1992 Dec). Global communication comes into its own. *Communication World*, 9(12), 21-23.

Deutsch, C. H. (1990 May). Public relations firms expand abroad as clients seek worldwide service. *Communication World*, 7(6), 68-72.

Erlank, M. (1992 Feb). South African communicators face challenge. *Communication World*, 9(3), 50-53.

Fawcett, K. (1992 Dec). The (pr) mouse that roared-in six languages. *Communication World*, 9(12), 13-16.

Fawcett, K. (1993 May). An embassy can be a communicator's ally. *Communication World*, 10(5), 24-27.

Feather, R. (1990 Dec). Internal communication in Canada: Held back by timid management. *Communication World*, 7(12), 36-37.

Federico, R. (1992 Dec). Boardroom beckons global communicators. *Communication World*, 9(12), 24-25.

- Gordon, G. (1991 Dec). A worldwide look at sexual harassment. *Communication World*, 8(12), 15-19.
- Goregin, A. G., & Nikolaev, A. G. (1996 Jun-Jul). Evolution of modern Russian communication. *Communication World*, 13(6), 68-69.
- Halmos, T. (1990 Sept). Campaign aims to end Hong Kong brain drain. *Communication World*, 7(9), 14-15.
- Holst, G.-M. (1992 Feb). Is the world of the communicator shrinking or expanding. *Communication World*, 9(3), 48-49.
- Hoppe, J. B. (1995 Dec). East meets the U.S. Midwest. *Communication World*, 12(11), 28-30.
- International public relations. (1991 Dec). *Communication World*, 8(12), 1.
- Japanese executives influenced by U.S. Management style. (1992 Apr). *Communication World*, 9(5), 13.
- Kobayashi, S. (1996/97 Dec-Jan). Characteristics of Japanese communication. *Communication World*, 14(1), 14-16.
- Leaper, N. (1996 Jun-Jul). Ahh. The pitfalls of international communication. *Communication World*, 13(6), 58-61.
- Leaper, N. (1996 Sept). International communication: Beyond worlds. *Communication World*, 13(7), 33-36.
- Lennon, K., & Sheldon, K. A. (1992 Jan). From Canada to California: New directions in corporate communication. *Communication World*, 9(1), 43-47.
- Liss, R. (1990 Aug). How do you develop pan-European communication? *Communication World*, 7(8), 18-20.
- McIntyre, D. J. (1991 May). When your national language is just another language. *Communication World*, 8(6), 18-21.
- Mulholland, G. (1992 Feb). When times are tough, Australians get tougher. *Communication World*, 9(3), 46-47.
- Murabe, T. (1990 Dec). Internal communication in Japan. *Communication World*, 7(12), 44-47.
- Nikolaev, A. G., & Goregin, A. G. (1995 Nov). The value of a pr association to Russians. *Communication World*, 12(10), 7-9.
- Outspoken words from the u.K. (1992 Feb). *Communication World*, 9(3), 19.
- Palframan, B. A. (1990 Dec). Internal communication in South African companies and the role of the communicator. *Communication World*, 7(12), 48-49.

- Pintak, L. (1991 Jan). Vnrs go abroad (sometimes). *Communication World*, 8(1), 14-17.
- Pintak, L. (1991 Jun). Shouts heard around the world: Communication in the global village. *Communication World*, 8(7), 30-31.
- Potgieter, C. (1996 Jun-Jul). Banking giant redefines its communication mandate. *Communication World*, 13(6), 49-51.
- Shaffer, J. (1992 Feb). Communication in a world-class world. *Communication World*, 9(3), 36-38.
- Spiers, P. (1992 Feb). Public relations in Egypt and the middle East. *Communication World*, 9(3), 40-42.
- Viator, R. (1991 Jan). International spotlight: Houston. *Communication World*, 8(1), 30-33.
- Watras, M. (1991 Sept). Going global with annual reports. *Communication World*, 8(9), 16-18.

FrontLine

- Bapela, K. (2003). Communicationg in a transfroming country. *FrontLine*, June, 16-17.
- Bayer's global prescription. (2001). *FrontLine*, June, 6-8.
- Beaudoin, J.-P. (2004). The diversity of discovery. *FrontLine*, March, 20.
- Bell, P. (1999). Conflict or co-operation: The global capitalist system under attack. *FrontLine*, November, 30-35.
- Brownlee, J. (2005). Manufacturing a pr strategy. *FrontLine*, April.
- Cabanas, C., Carazo, J. A., & Soriano, A. (2003a). Leadership from the top is necessary. *FrontLine*, March, 20-21.
- Cabanas, C., Carazo, J. A., & Soriano, A. (2003b). Leadership from the top is necessary. *FrontLine*, December.
- Dunn, D. (2004). Increasing access to technology. *FrontLine*, December.
- Dyson, T. (2003). A world of difference. *FrontLine*, 25(2), 23-26.
- Eddings, J. (2000). Media war across Africa. *FrontLine*, March/April, 28-32.
- Emilsson, P., & Brill, J. (2001). Northern exposure. *FrontLine*, March, 8-10.
- Fong, F. W. (1999). Asia: Crossing a cultural threshold. *FrontLine*, November, 6-11.
- Gray, R. (2001). Underneath the arches. *FrontLine*, March, 4-6.

- Hamilton, F. (2004). Raising business standards. *FrontLine*, March, 9.
- Harris, T. L. (2004). Greatest hits, volume 2. *FrontLine*, March, 7.
- Ichise, A. (2005). Japan's pr value debate. *FrontLine*, February.
- Jalovecka, J. (2004). A bulletin from prague. *FrontLine*, March, 13.
- Karides, N. (2004). Enlargement's big challenges. *FrontLine*, March, 11.
- Komisarjevsky, C. (2001). Burson-marsteller's global point. *FrontLine*, March, 18-21.
- Laszyn, A. (2001). Poland's pr slowdown. *FrontLine*, September, 16-17.
- Lindenfels, M. (2003). Adapting to the new communications order. *FrontLine*, September, 12-13.
- Littauer, A. (2005). Romania's pr hurdles. *FrontLine*, June.
- McGraw, M. (2003). Fighting editorial corruption. *FrontLine*, June, 12-13.
- McLeish, A. (2001). East of the eu. *FrontLine*, September, 14-15.
- Miller, N. (2002). Time to drink beer. *FrontLine*, December, 10-11.
- Motion, J., & Weaver, C. K. (2005). Rethinking media relations. *FrontLine*, April.
- Murdoch, T. (1999). Blowing the whistle: The olympics in crisis. *FrontLine*, August, 6-11.
- Olson, K. L., & Eberle, A. (2001). Pr at the speed of light. *FrontLine*, March, 22-24.
- Ovatt, F. (2003). The fight goes on. *FrontLine*, September, 6-7.
- Ovatt, F. (2005). Expanding international pr science. *FrontLine*, June.
- Park, D. (2004). Special all year long. *FrontLine*, March, 15-16.
- Pharoah, A. (2002). Ceo and company reputation issues. *FrontLine*, December, 9-11.
- Prudencio, R. (2002). Fighting advertising for budget share. *FrontLine*, June, 32-33.
- Quarendon, S. (2005). Icco's European overview. *FrontLine*, February.
- Sagar, P. (2002). The need for nurture talent and add value. *FrontLine*, March, 20-21.
- Sharlach, J. (2001). The reunification of Latin America. *FrontLine*, December, 20-21.
- Smith, J. (2005). China's youth define "cool". *FrontLine*, April.
- Smith, M. (2000). Conflict resolution: An essential theme in the 21st century. *FrontLine*, July/August, 38-42.

- Tan-Adamopoulos, G. (2001). Plastic templates. *FrontLine*, June, 18-19.
- Uberi, Z. U. I. (2002). Where the multinationals fail to communicate. *FrontLine*, March, 22-23.
- Warren, A. (2002). Positioning for a big transformation. *FrontLine*, June, 30-31.
- Wigley, A. (2005). An enterprising agenda for africa. *FrontLine*, June.
- Wright, D. K. (2004). Global variations in pr. *FrontLine*, October.

International Public Relations Review

- Aberg, L. (1990). Theoretical model and praxis of total communications. *International Public Relations Review*, 13(2), 13-16.
- Asna, A. (1998 December). Public relations in turkey. *International Public Relations Review*, 21(3), 11-12.
- Basu, A. (1992). India foundation for pr education and research. *International Public Relations Review*, 15(1), 9-11.
- Black, S. (1990a). Msc degree programme in public relations by distance learning at the university of stirling. *International Public Relations Review*, 13(1), 28-33.
- Black, S. (1990b). Public relations in China today. *International Public Relations Review*, 13(4), 6-7.
- Black, S. (1991). Government recognition for public relations in Nigeria. *International Public Relations Review*, 14(1), 22-23.
- Borghs, H. P. (1990). A vehicle for a vehicle: Sport sponsorship - the case of adam opel ag. *International Public Relations Review*, 13(2), 5-7.
- Borhan, M. (1993). Public relations in Egypt. *International Public Relations Review*, 16(3), 25.
- Chapel, C. (1996 June). The last 400 days. *International Public Relations Review*, 19(1), 3-5,24.
- Chung, Y.-k. (1992). The challenges of public relations in the developing economies of the Asia-pacific countries. *International Public Relations Review*, 15(3), 16-19.
- Chung, Y.-k. (1993). Public relations development of the two sides of the Taiwan strait. *International Public Relations Review*, 16(3), 15-18.
- Church, C. (1991). Kenya calling. *International Public Relations Review*, 14(2), 8-11.

- Church, C. (1997 June). The seismic shift. *International Public Relations Review*, 19(3), 5-7, 14.
- de Frejac, J. C. (1991). The importance of north-South relations in a multi-cultural world. *International Public Relations Review*, 14(4), 20-23.
- Dean, B. (1990). Who needs a tunnel tomorrow when bridges can be built today. *International Public Relations Review*, 13(3), 30-31.
- Dickens, B. (1993). Public relations in Zimbabwe. *International Public Relations Review*, 16(4), 25-30.
- Dimma, W. A. (1991). Greed, ethics, and the human condition. *International Public Relations Review*, 14(3), 6-13.
- Djuric, M. D. (1998 June). Yugoslav practitioners struggle to overcome barriers. *International Public Relations Review*, 21(1), 24-25.
- Dyer, G. (1998 September). A crown in crisis: Public relations and the British monarchy. *International Public Relations Review*, 21(2), 15-22.
- Eshkol, D. (1992). Pr in Israel: An up-to-date overview. *International Public Relations Review*, 15(2), 5-8.
- Ferreira, M. E. S. (1993). Public relations in Latin America. *International Public Relations Review*, 16(3), 4-5.
- Forrester, A., & Meech, P. (1990). Public relations: Teaching telephone techniques. *International Public Relations Review*, 13(1), 39-40.
- Friend, C. (1991). A giant step: Distance learning and UK public relations education. *International Public Relations Review*, 14(2), 5-7.
- Gerasimov, G. (1993). Pr-Russian style. *International Public Relations Review*, 16(2), 2-4.
- Giagrande, V. (1991). Public relations in Brazil. *International Public Relations Review*, 14(3), 21-23.
- Gomez, A. B. (1992). Not public relations but integrated social communication. *International Public Relations Review*, 15(2), 9-10.
- Green-Eden, A. (1990). Parliament and industry: Bridging the gap of understanding. *International Public Relations Review*, 13(1), 34-38.
- Grove, C., & Franklin, C. (1990). Using the right fork is just the beginning: Intercultural training in the global era. *International Public Relations Review*, 13(1), 13-21.
- Gruban, B. (1993). Slovenia: Catching the wave of pr internationalism. *International Public Relations Review*, 16(3), 19-21.

- Harrison, J., & Tonnaer, B. (1996). A new currency- a new millennium. *International Public Relations Review*, 19(1), 6-9.
- Harrop, M. (1990). Communication in a changing environment. *International Public Relations Review*, 13(4), 26-28.
- Hickson, K. (1998 June). Public relations still roars in the lion city. *International Public Relations Review*, 21(1), 25-26,34.
- Hill, R. (1990). Bottling up a good case. *International Public Relations Review*, 13(2), 37-39.
- Hitam, T. S. D. M. (1996 June). Technology, travel and mobility among the forces joining to shape Asia's new self image. *International Public Relations Review*, 19(1), 27-29.
- Howard, C. M. (1992). Launching reader's digest in Moscow and Budapest. *International Public Relations Review*, 15(1), 26-32.
- Josephs, R. J. W. (1995). Public relations practice in Germany. *International Public Relations Review*, 18(1), 32-36.
- Kamalipout, Y. R., & Rab, M. M. (1997 June). Public relations in Iran: From Persian empire to islamic Republic. *International Public Relations Review*, 19(3), 27-31,14.
- Kitchen, P. J., & Wheeler, C. (1999 March). Public relations may provide the umbrella for the full range of marketing communications. *International Public Relations Review*, 21(4), 19-25.
- Lamboy, R. (1990). The united states-canada free trade agreement. *International Public Relations Review*, 13(2), 17-20.
- Leitch, S. (1995). Professionalism in New Zealand public relations-the Florence Nightingale concept. *International Public Relations Review*, 18(3), 24-31.
- Levitt, L. (1992). Representing foreign governments in worldwide public relations. *International Public Relations Review*, 15(1), 23-25.
- Ling, J. (1990). The challenge of health communication in the third world. *International Public Relations Review*, 13(4), 8-11.
- Linning, R. (1996 September). The European experiment. *International Public Relations Review*, 19(2), 10-13.
- Lonfat-Chu, A. (1991). Alp action a case study in environmental public relations. *International Public Relations Review*, 14(4), 6-11.
- Lonfat-Chu, A. (1992). Alp action: Case study, continued. *International Public Relations Review*, 15(4), 38-51.

- Lucas-Bachert, U. (1991). Pr and communications in the new German Lander. *International Public Relations Review*, 14(4), 17-19.
- Lucas-Bachert, U. (1992). Public relations in Europe. *International Public Relations Review*, 15(3), 11-15.
- Lynch, J. C. J. (1993). Public relations in Argentina. *International Public Relations Review*, 16(4), 2-4.
- Macnamara, J. (1991). Public relations in the marketing mix; a "macro" approach. *International Public Relations Review*, 14(1), 33-41.
- Macnamara, J. R. (1992). Evaluation of public relations: The Achilles heel of the pr profession. *International Public Relations Review*, 15(4), 17-31.
- Mallinson, B. (1991). A clash of culture: Anglo-Saxon and European public relations. New versus old, or just dynamic interaction? *International Public Relations Review*, 14(3), 24-29.
- Matrat, L. (1990a). Good citizenship and public relations. *International Public Relations Review*, 13(3), 8-12.
- Matrat, L. (1990b). The strategy of confidence. *International Public Relations Review*, 13(2), 8-12.
- Matveyev, V. (1991). The oddities of public relations in the USSR in the situation of "interim" economy and politics. *International Public Relations Review*, 14(4), 24-26.
- Maud, P. (1991). The role of event management in corporate communication strategy. *International Public Relations Review*, 14(3), 30-33.
- McCall-Judson, A. (1990). Brunei darussalam: A case study in raising international awareness and the cross-cultural problems that attracts. *International Public Relations Review*, 13(3), 32-35.
- Moachon, L. (1991). A new opportunity for public relations in France: Managers of the third type. *International Public Relations Review*, 14(2), 35-36.
- Moachon, L. (1993). The role of public relations in developing and promoting a strategic plan. *International Public Relations Review*, 16(3), 6-7.
- Moscardi, M., & Honiball, A.-M. (1993). Public relations in Southern Africa. *International Public Relations Review*, 16(1), 2-6.
- Nieva, R. (1993). Public relations in the Philippines. *International Public Relations Review*, 16(2), 5-7.

- Norman, B. L. (1992). Public relations in international tourism. *International Public Relations Review*, 15(1), 6-8.
- OpUKah, S. (1992a). Challenges for public relations in Africa. *International Public Relations Review*, 15(2), 14-17.
- OpUKah, S. (1992b). Nairobi, Kenya and Kampala, Uganda host major international public relations meetings. *International Public Relations Review*, 15(1), 21-22.
- OpUKah, S. (1993a). Developments and challenges in public relations in Africa: A call for professionalism. *International Public Relations Review*, 16(4), 12-16.
- OpUKah, S. (1993b). Fapra addresses public relations: Development on the African continent. *International Public Relations Review*, 16(2), 15-17.
- Ovatt, F. (1998 June). Scratched in concrete: Public relations in Argentina. *International Public Relations Review*, 21(1), 21-22.
- Pedler, R. (1999 March). The EU grows wider and deeper. *International Public Relations Review*, 21(4), 27-29.
- Petit, E. (1997 June). Le beaujolais nouveau est arrive! *International Public Relations Review*, 19(3), 32-33.
- Playfair, V., & Harrop, M. (1992). Public relations and the environment. *International Public Relations Review*, 15(1), 35-40.
- Polgar, V. (1996 September). Communications a new priority in Hungary's free market model. *International Public Relations Review*, 19(2), 24-25.
- Prud'Homme, P. (1998 December). Cultural diversity plays a role in how nations react to global economic crisis. *International Public Relations Review*, 21(3), 26-29.
- Quarles, J. (1993). Up from down under: Public relations education in Australia. *International Public Relations Review*, 16(4), 21-24.
- Ramalho, A., Reis, J. R., & Reed, J. M. (1991). The development of public relations in Portugal. *International Public Relations Review*, 14(4), 13-16.
- Register, M. (1990). Why investor relations is growing in importance and requires special skills. *International Public Relations Review*, 13(1), 4-7.
- Rogala, D. P. (1990). Investor relations in West Germany. *International Public Relations Review*, 13(2), 21-25.
- Ronning, H. (1999 March). Public debate is needed on whether NGO's and the media distort global realities. *International Public Relations Review*, 21(4), 4-9.

- Rosberg, M.-L. (1993). Public relations in Finland. *International Public Relations Review*, 16(1), 7-8.
- Rud, K., & Jensen, L. (1995). Public relations and social responsibility-the company in society. *International Public Relations Review*, 18(1), 13-16.
- Sanada, R. (1992). How to communicate successfully in the Japanese market. *International Public Relations Review*, 15(4), 8-16.
- Schlesinger, P. (1990). From swords into ploughshares, from enemies into friends: Managing relations in the new Europe. *International Public Relations Review*, 13(4), 29-21.
- Schoonman, E. (1992). Environmental perceptions: Dust and dirt, the tranquillizers of the terrified. *International Public Relations Review*, 15(2), 11-13.
- Semetko, H. A. (1992 Spr). TV news and U.S. Public opinion about foreign countries: Impact of exposure and attention. *International Public Relations Review*, 4(1), 18-36.
- Sharlach, J. R. (1996 September). Latin America: The new frontier of public relations opportunities. *International Public Relations Review*, 19(2), 27-30.
- Sharpe, M. L. (1998 September). Assessment of public relations performance requires an awareness of cultural differences. *International Public Relations Review*, 21(2), 23-27.
- Shrenzel, V. (1991). Japan and the environment. *International Public Relations Review*, 14(2), 29-32.
- Simpson, A. L. (1992). Waltzing matilda marries uncle sam: Cultural similarities and differences in an Australian/American merger. *International Public Relations Review*, 15(2), 18-22.
- Sjoberg, G. E. (1991). Law and ethics of public relations. *International Public Relations Review*, 14(1), 24-27.
- Stoltz, V. (1990). New challenges for public relations in the new Germany. *International Public Relations Review*, 14(1), 15-18.
- Strauss, G. (1992). Globalization of finance and economics challenges business reporting in many countries. *International Public Relations Review*, 15(3), 34-36.
- Strauss, G. H. (1993). The boom in Latin America-is it real? *International Public Relations Review*, 16(1), 14-16.
- Subbarayan, G. (1993). The status of public relations in India. *International Public Relations Review*, 16(3), 12-14.
- Thogersen, N. J. (1996 September). Public relations in the European Union. *International Public Relations Review*, 19(2), 14.

- Tixier, M. (1993). Approaches to the communication function in France and abroad. *International Public Relations Review*, 16(2), 22-30.
- Tixier, M. (1997 June). The why and how of quality in public relations. *International Public Relations Review*, 19(3), 23-26.
- Tixier, M. (1998 December). Concerns about the environment provide the opportunity to link cost of protection to benefits. *International Public Relations Review*, 21(3), 31-32.
- Toledano, M. (1995). Public relations in democratization. *International Public Relations Review*, 18(1), 17-18.
- Trancu, P. (1993). The future of corporate public relations in the wake of the "mani pulite" investigation. *International Public Relations Review*, 16(4), 17-19.
- Traverse-Healy, T. (1990). Survival pursuits: The name of the game. *International Public Relations Review*, 13(3), 26-29.
- Van Der Meiden, A. (1991). Go or stay: Motives of leading public relations professionals in the Netherlands not to resign from their posts after conflicts on moral issues with the management of their organizations. *International Public Relations Review*, 14(1), 28-32.
- Virtusio, R. P. (1998 June). Public relations in the Philippines: Opportunity amid crisis. *International Public Relations Review*, 21(1), 23-24.
- Walker, P. L. (1992). The public agenda: Issues in public affairs. *International Public Relations Review*, 15(1), 12-15.
- White, J., & Blamphin, J. (1995 September). Priorities for research into public relations proactive in the United Kingdom. *International Public Relations Review*, 18(3), 1-12.
- Worldwide pr round-up. (1992). *International Public Relations Review*, 15(3), 39-45.
- Zavrl, F., & Verčič, D. (1995 June). Performing public relations in Central and Eastern Europe. *International Public Relations Review*, 18(2), 21-23.

Public Relations Journal

- Antrobus, E. (1990 May). Back in the U.S.S.R. and Eastern Europe. *Public Relations Journal*, 46(5), 20-25.
- Arab, N. H. (1991 March). Integrated marketing repositions Toronto hotel; occupancy soars. *Public Relations Journal*, 47(3), 22-23.
- Bates, D. (1994 Oct-Nov). Update on Japan: Tips on dealing with the press. *Public Relations Journal*, 50(8), 14.

- Bovet, S. F. (1993 Aug). Cooperation between client and firm yields 19-country product launch. *Public Relations Journal*, 49(8), 24.
- Bovet, S. F. (1993 Sep). Trends in the new Europe: Four practice areas will dominate business. *Public Relations Journal*, 49(9), 18-21.
- Bovet, S. F. (1994 Aug-Sep). Building an international team: How leading firms and networks stay on track. *Public Relations Journal*, 50(7), 26-28.
- Bovet, S. F. (1994 Aug-Sept). South Africa open to multinational partnerships. *Public Relations Journal*, 50(7), 26-27.
- Bovet, S. F. (1994 Jun-Jul). Public relations in India growing exponentially. *Public Relations Journal*, 50(6), 9-10.
- Bovet, S. F. (1995 August). 38% of Canadian journalists use internet, survey shows. *Public Relations Journal*, 51(3), 54-55.
- Farinelli, J. L. (1990 Nov). Needed: A new U.S. Perspective on global public relations. *Public Relations Journal*, 46(11), 18-20.
- Firms send promising internationalists to college. (1994 Aug-Sep). *Public Relations Journal*, 50(7), 28.
- Fry, S. L. (1991 Jan). Roundtable report: How to succeed in the new Europe. *Public Relations Journal*, 47(1), 17-21.
- Fry, S. L. (1992). '92 IPRA president tracks global public relations. *Public Relations Journal*, 48(3), 25-26.
- Gordon, J. A. (1991 Dec). Getting the slice of the "euro pie"; local presence needed to succeed in pan European marketplace. *Public Relations Journal*, 47(12), 13-15.
- Hauss, D. (1993 Aug). Global communications come of age. *Public Relations Journal*, 49(8), 22-26.
- Hering, R. (1991 Dec). Reunification paves way for business expansion. *Public Relations Journal*, 47(12), 18-20.
- Johansson, L. (1991 Dec). A new dawn arrives in the north. *Public Relations Journal*, 47(12), 16-17.
- Josephs, R. (1990 Dec-a). Japan booms with public relations ventures. *Public Relations Journal*, 46(12), 18-21.
- Josephs, R. (1990 Dec-b). U.S. Firms take varied approaches to Japanese market. *Public Relations Journal*, 46(12), 21-24.

- Josephs, R. (1991 Sept). Hong Kong: Public relations capital of Asia? *Public Relations Journal*, 47(9), 20-25.
- Josephs, R., & Josephs, J. W. (1992 May). Spain gains world attention as public relations comes of age. *Public Relations Journal*, 48(5), 18-22.
- Josephs, R., & Josephs, J. W. (1993 Jul). Public relations in France: Firms expect bright future despite economic slowdown. *Public Relations Journal*, 49(7), 20-23.
- Josephs, R., & Josephs, J. W. (1994 Apr). Public relations the U.K. Way. *Public Relations Journal*, 50(4), 14-18.
- Lowengard, M. (1990 April). An end to the yen to list? *Public Relations Journal*, 46(4), 18-22.
- Pintak, L. (1992 July). Counselors eye business in Asia. *Public Relations Journal*, 48(7), 8-9.
- Reed, J. M. (1991 Dec). Opening doors in Latin America. *Public Relations Journal*, 47(12), 14-15.
- Reisman, J. (1990 March-a). Global affiliates challenge the big guys. *Public Relations Journal*, 46(3), 20-23.
- Reisman, J. (1990 March-b). Taking on the world. *Public Relations Journal*, 46(3), 18-19.
- Roman, A. (1991 May). Ohio firm breaks international ice. *Public Relations Journal*, 47(5), 40-41.
- Sharlach, J. R. (1993 Sept). A new era in Latin America: Free markets force changes in five key nations. *Public Relations Journal*, 49(9), 26-28.
- Shell, A. (1990 March). Client views: Affiliates vs. Multinationals. *Public Relations Journal*, 46(3).
- Shell, A. (1991 Dec). Will Europe be the next frontier for VNRs? *Public Relations Journal*, 47(12), 10-13.
- Shell, A. (1993 Jul). Communications revolution reached China. *Public Relations Journal*, 49(7), 4.
- Takes five-step approach to training. (1994 Aug-Sep). *Public Relations Journal*, 50(7), 31.
- Vogl, F. (1990 July). Closing the gap: New approaches to international media relations. *Public Relations Journal*, 46(7), 18-20.
- Wiesendanger, B. (1994 Jun-Jul). Competition changing Mexican media. *Public Relations Journal*, 50(6), 12.
- Wilkinson, A. (1990 Jan). Globalization: Are we up to the challenges? *Public Relations Journal*, 46(1), 12-13.

Public Relations Quarterly

- Adams, W. C. (2002 Summer). Public relations cases: International perspectives. *Public Relations Quarterly*, 47(2), 5.
- Al-Enad, A. H. (1990 Spring). Public relations' roles in developing countries. *Public Relations Quarterly*, 35(1), 24-26.
- Anonymous. (1998 Summer). Media international Australia incorporating culture and policy. *Public Relations Quarterly*, 43(2), 6.
- Badaracco, C. (1991 Summer). The impact of economic blocks on intra-governmental and inter-cultural publics. *Public Relations Quarterly*, 1991 Summer(36), 2.
- Black, S. (1990-1991 Winter). Public relations in China today. *Public Relations Quarterly*, 35(4), 29-30.
- Black, S. (1990 Spring). Widening the education panorama in Europe. *Public Relations Quarterly*, 35(1), 15-16.
- Black, S. (1992 Fall). Chinese update. *Public Relations Quarterly*, 37(3), 41-42.
- Black, S. (1995 Sum). 40 years of commitment to excellence. *Public Relations Quarterly*, 40(2), 38-39.
- Bobo, C. (1997 Summer). Hitachi faces crisis with textbook response. *Public Relations Quarterly*, 42(2), 18-21.
- Botan, C. (1993 Summer). Public relations scholarship in the German speaking countries. *Public Relations Quarterly*, 38(2), 36.
- Burk, J. (1994 Summer). Training MNC employees as culturally sensitive boundary spanners. *Public Relations Quarterly*, 39(2), 40-43.
- Charlotte, L., & Donn, T. (1996 Summer). Latin American pr in the age of telecommunications, JC Penney and CNN. *Public Relations Quarterly*, 41(2), 25-27.
- Chen, N., & Culbertson, H. M. (1992 Fall). Two contrasting approaches of government public relations in mainland China. *Public Relations Quarterly*, 37(3), 36-41.
- Chen, N., & Culbertson, H. M. (2001 Fall). Two planes down: The Chinese embassy in washington goes on line. *Public Relations Quarterly*, 46(3), 22-26.
- Clarke, T. M. (2000 Spring). An inside look at Russian public relations. *Public Relations Quarterly*, 45(1), 18-23.

- Comrie, M., & Kupa, R. (1998-1999 Winter). Communicating with Maori: Can public relations become bicultural? *Public Relations Quarterly*, 43(4), 42-46.
- Corbett, W. J. (1991-1992 Winter). Ec '92 - communicating in the new Europe. *Public Relations Quarterly*, 36(4), 7-13.
- Cushman, A., D. (1995-96 Winter). Multinational corporations, it's time to try a pr network. *Public Relations Quarterly*, 39(2), 40-43.
- Drobis, D. (1996 Spring). Chinese consumers: The riches beyond the wall. *Public Relations Quarterly*, 41(1), 23-25.
- Gibson, D. C. (1998 Fall). Japanese media relations: A quick overview. *Public Relations Quarterly*, 43(3), 30-33.
- Gruban, B. (1995 Fall). Performing public relations in central and Eastern Europe. *Public Relations Quarterly*, 40(3), 20-23.
- Hackley, C. A., & Dong, Q. (2001 Summer). American public relations networking encounters China's guanxi. *Public Relations Quarterly*, 46(2), 16-19.
- Howard, C., M. (1997 Fall). Going global: How to expand your horizons while avoiding the ugly American syndrome. *Public Relations Quarterly*, 42(3), 21-27.
- Howard, C. M. (1991-1992 Winter). Perestroika from pleasantville: Lessons learned launching reader's digest in the soviet union and Hungary. *Public Relations Quarterly*, 36(4), 15-21.
- Howell, K. C. (2002 Winter). A comparative study of Australian and American public relations. *Public Relations Quarterly*, 47(4), 4-7.
- Ihator, A. (2000 Winter). Understanding the cultural patterns of the world--an imperative in implementing strategic international pr programs. *Public Relations Quarterly*, 45(4), 38-44.
- Internat'l public relations. (1991 Summer). *Public Relations Quarterly*, 36(2), 4.
- International public relations. (1995 Summer). *Public Relations Quarterly*, 40(2), 3.
- King, B., & Scrimger, J. (1993 Summer). Public relations fund raising and marketing in Canadian hospitals. *Public Relations Quarterly*, 38(2), 40-45.
- Kruckeberg, D. (1995-96 Winter). The challenge for public relations in the era of globalization. *Public Relations Quarterly*, 40(4).
- Kruckeberg, D. (1998 Spring). Future reconciliation of multicultural perspectives in public relations ethics. *Public Relations Quarterly*, 43(45-58).
- Marken, G. A. (2002 Fall). The challenges of international relations in an internet world. *Public Relations Quarterly*, 47(3), 28-29.

- McKinney, B. C. (2000 Winter). Public relations in the land of the ascending dragon: Implications in light of the U.S. / Vietnam bilateral trade agreement. *Public Relations Quarterly*, 45(4), 23-26.
- Ogbondah, C. W., & Pratt, C. B. (1991-1992 Winter). Internationalizing U.S. Public relations: Educating for the global economy. *Public Relations Quarterly*, 36(4), 36-41.
- Pr in developing countries. (1993 Summer). *Public Relations Quarterly*, 38(2), 4-5.
- Ritchey, D. (2000 Winter). The changing face of public relations in China and Hong Kong. *Public Relations Quarterly*, 45(4), 27-32.
- Strenski, J. B. (1996 Spring). The evolving practice of public relations in north and South America. *Public Relations Quarterly*, 41(1), 27-28.
- Strenski, J. B., & Yue, K. (1998 Summer). China: The world's next public relations superpower. *Public Relations Quarterly*, 43(2), 24-26.
- Swift, P. (1995 Summer). Both philosophical and practical -- doing business with the Japanese: A guide to successful communication, management, and diplomacy by Alan Goldman. *Public Relations Quarterly*, 40(2), 4.
- Taguchi, J. (1995 Spring). Japanese officials and pr mentality: Will they learn this t. *Public Relations Quarterly*, 40(1), 31-36.
- Tebo, M. (2002 Spring). The editor & publisher international year book. *Public Relations Quarterly*, 47(1), 36.
- Wu, X. (2002 Summer). Doing pr in China: A 2001 version--concepts, practices and some misperceptions. *Public Relations Quarterly*, 47(2), 10-18.
- Zaharna, R. S., & Villalobos, J. C. (2000 Winter). A public relations tour of embassy row: The Latin diplomatic experience. *Public Relations Quarterly*, 45(4), 33-37.

BOOK CHAPTERS

Fifteen case studies in international public relations: Case studies from countries in transition

- Ayish, M. I., & Kruckeberg, D. (1999). Abu Dhabi national oil company. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 122-130). Gainesville, Fl: The Institute for Public Relations.
- Badran, B. A. R., & Kruckeberg, D. (1999). Dubai department of tourism and commerce marketing. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international*

- public relations: Case studies from countries in transition* (pp. 65-83). Gainesville, FL: The Institute for Public Relations.
- Cooper-Chen, A., Ngu, T.-h., & Taib, A. H. (1999). Vision 2020: Multicultural Malaysia's campaign for development. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 52-64). Gainesville, FL: The Institute for Public Relations.
- Culbertson, H. M. (1999). Giving two hundred million kids a childhood. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 131-152). Gainesville, FL: The Institute for Public Relations.
- Daugherty, E. L. (1999). Sewing up a torn image: Hill & Knowlton responds to a crisis in the garment industry. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 169-180). Gainesville, FL: The Institute for Public Relations.
- George, A. M. (1999). Reaching out to the community: Shell oil's response to crisis in Nigeria. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 192-203). Gainesville, FL: The Institute for Public Relations.
- Kanso, A., & Sinno, A. K. (1999). Attracting tourists to a new Lebanon. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 84-98). Gainesville, FL: The Institute for Public Relations.
- Len-Rios, M. E. (1999). Preparing for full stewardship: A public information campaign for the Panama Canal. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 42-51). Gainesville, FL: The Institute for Public Relations.
- Navarro, M. J. (1999). Biotechnology in a third world context: Mobilizing public awareness, understanding and appreciation. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 18-26). Gainesville, FL: The Institute for Public Relations.
- Ogbondah, C. W. (1999). The ogoni inferno and fire fighters: Has the government's public relations campaign extinguished the flame? In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 153-168). Gainesville, FL: The Institute for Public Relations.
- Rossbach, A., Newsom, D., & Carrell, B. J. (1999). The European community's "phare program" for 13 Eastern and central European countries. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 27-41). Gainesville, FL: The Institute for Public Relations.
- Shadrova, V., Zakharov, I., & Zolotinkina, L. (1999). A museum in search of identity: Finding and redefining the image of a man and the museum named for him. In J. V. Turk & L. H.

- Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 113-121). Gainesville, FL: The Institute for Public Relations.
- Sullivan, V. (1999). Public relations in Bosnia. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 181-191). Gainesville, FL: The Institute for Public Relations.
- Verčič, D. (1999). Public communications campaign for the World Bank air pollution abatement program in Slovenia. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 8-17). Gainesville, FL: The Institute for Public Relations.
- Wakefield, R. I. (1999). Public relations in new market development: The influence of converging multi-cultural factors. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: Case studies from countries in transition* (pp. 99-112). Gainesville, FL: The Institute for Public Relations.
- The evolution of public relations: Case studies from countries in transition* (2 ed.)
- Altschul, b. j. (2004). Against the grain: Zambia's hunger crisis and the controversy over genetically modified food. In J. V. Turk & L. H. Scanlan (Eds.), *The evolution of public relations: Case studies from countries in transition* (2 ed., pp. 98-125). Gainesville, FL: The Institute for Public Relations.
- Burneikaite, I. (2004). Tell me a story too. In J. V. Turk & L. H. Scanlan (Eds.), *The evolution of public relations: Case studies from countries in transition* (2 ed., pp. 6-13). Gainesville, FL: The Institute for Public Relations.
- Carstarphen, M. G. (2004). Australia's "together we do better" campaign: Diversifying mental health benefits for local communities. In J. V. Turk & L. H. Scanlan (Eds.), *The evolution of public relations: Case studies from countries in transition* (2 ed., pp. 60-72). Gainesville, FL: The Institute for Public Relations.
- Hucklebridge, M., & Godnick, W. (2004). Public relations campaigns reduce violence in Panama and El Salvador. In J. V. Turk & L. H. Scanlan (Eds.), *The evolution of public relations: Case studies from countries in transition* (2 ed., pp. 135-147). Gainesville, FL: The Institute for Public Relations.
- Kim, J., & Jo, S. (2004). Samsung spirit of sport contest: Samsung's Olympic campaign in the U.S. In J. V. Turk & L. H. Scanlan (Eds.), *The evolution of public relations: Case studies from countries in transition* (2 ed., pp. 48-59). Gainesville, FL: The Institute for Public Relations.
- Odedele, S. (2004). Maximizing media relations for effective execution: Unicef in Nigeria. In J. V. Turk & L. H. Scanlan (Eds.), *The evolution of public relations: Case studies from countries in transition* (2 ed., pp. 126-134). Gainesville, FL: The Institute for Public Relations.

- Okay, A., & Okay, A. (2004). Contemporary girls of contemporary Turkey. In J. V. Turk & L. H. Scanlan (Eds.), *The evolution of public relations: Case studies from countries in transition* (2 ed., pp. 23-38). Gainesville, FL: The Institute for Public Relations.
- Storr, J. (2004). Public relations in the Caribbean: HIV/aids public information/education campaigns in the Bahamas. In J. V. Turk & L. H. Scanlan (Eds.), *The evolution of public relations: Case studies from countries in transition* (2 ed., pp. 174-191). Gainesville, FL: The Institute for Public Relations.
- Tilson, D. J., & Schnabel, M. (2004). The social role of public relations in Latin America: A ten-country community relations program becomes an effective public relations tool for a U.S. Multinational. In J. V. Turk & L. H. Scanlan (Eds.), *The evolution of public relations: Case studies from countries in transition* (2 ed., pp. 148-163). Gainesville, FL: The Institute for Public Relations.

The global public relations handbook: Theory, research, and practice

- Badran, B. A., Turke, J. V., & Walters, T. N. (2003). Sharing the transformation: Public relations and the UAE come of age. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 46-67). Mahwah, NJ: Lawrence Erlbaum Associates.
- Bentele, G., & Wehmeier, S. (2003). From literary bureaus to a modern profession: The development and current structure of public relations in Germany. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 199-221). Mahwah, NJ: Lawrence Erlbaum Associates.
- Bratt, C. B. (2003). Managing sustainable development in sub-Saharan Africa: A communication ethic for the global corporation. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 441-458). Mahwah, NJ: Lawrence Erlbaum Associates.
- Chay-Nemeth, C. (2003). Becoming professionals: A portrait of public relations in Singapore. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 86-105). Mahwah, NJ: Lawrence Erlbaum Associates.
- Chen, N., & Culbertson, H. M. (2003). Public relations in mainland China: An adolescent with growing pains. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 23-45). Mahwah, NJ: Lawrence Erlbaum Associates.
- Defourny, V. (2003). Public information in the UNESCO: Toward a strategic role. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 425-440). Mahwah, NJ: Lawrence Erlbaum Associates.

- Ferrari, M. A. (2003). Public relations in Chile: Searching for identity amid imported models. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 378-398). Mahwah, NJ: Lawrence Erlbaum Associates.
- Flodin, B. (2003). Public relations in Sweden: A strong presence increasing in importance. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 244-256). Mahwah, NJ: Lawrence Erlbaum Associates.
- Grunig, L. A., & Grunig, J. E. (2003). Public relations in the United States: A generation of maturation. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 323-355). Mahwah, NJ: Lawrence Erlbaum Associates.
- Inoue, T. (2003). An overview of public relations in Japan and the self-correction concept. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 68-85). Mahwah, NJ: Lawrence Erlbaum Associates.
- Keenan, K. L. (2003). Public relations in Egypt: Practices, obstacles, and potentials. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 179-195). Mahwah, NJ: Lawrence Erlbaum Associates.
- Kim, Y. (2003). Professionals and diversification: The evolution of public relations in South Korea. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 106-120). Mahwah, NJ: Lawrence Erlbaum Associates.
- Kunczik, M. (2003). Transnational public relations by foreign governments. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 399-424). Mahwah, NJ: Lawrence Erlbaum Associates.
- Lawniczak, R., Rydzak, W., & Trebecki, J. (2003). Public relations in an economy and society in transition: The case of Poland. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 257-280). Mahwah, NJ: Lawrence Erlbaum Associates.
- Molleda, J.-C., Athaydes, A., & Hirsch, V. (2003). Public relations in Brazil: Practice and education in a South American context. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 356-377). Mahwah, NJ: Lawrence Erlbaum Associates.
- Motion, J., Leitch, S., & Cliffe, S. (2003). Public relations in Australasia: Friendly rivalry, cultural diversity, and global focus. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 121-141). Mahwah, NJ: Lawrence Erlbaum Associates.
- Rensburg, R. (2003). Public relations in South Africa: From rhetoric to reality. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 145-178). Mahwah, NJ: Lawrence Erlbaum Associates.

- Rudgard, A. (2003). Serving public relations globally: The agency perspective. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 459-477). Mahwah, NJ: Lawrence Erlbaum Associates.
- Ruler, B. v. (2003). Public relations in the polder: The case of the Netherlands. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 222-243). Mahwah, NJ: Lawrence Erlbaum Associates.
- Sriramesh, K. (2003). The missing link: Multiculturalism and public relations education. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 505-522). Mahwah, NJ: Lawrence Erlbaum Associates.
- Sriramesh, K., & Verčič, D. (2003). A theoretical framework for global public relations research and practice. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 1-19). Mahwah, NJ: Lawrence Erlbaum Associates.
- Tkalac, A., & Pavicic, J. (2003). Nongovernmental organizations and international public relations. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 490-504). Mahwah, NJ: Lawrence Erlbaum Associates.
- Tsetsura, K. (2003). The development of public relations in Russia: A geopolitical approach. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 301-320). Mahwah, NJ: Lawrence Erlbaum Associates.
- Verčič, D. (2003a). Public relations in a corporatist country: The case of Slovenia. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 281-300). Mahwah, NJ: Lawrence Erlbaum Associates.
- Verčič, D. (2003b). Public relations of movers and shakers: Transnational corporations. In K. Sriramesh & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 478-489). Mahwah, NJ: Lawrence Erlbaum Associates.

International and intercultural public relations: A campaign case approach

- Auter, P. J. (2006). Developing and maintaining the Al-Jazeera websites. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 239-253). Boston, MA: Pearson Education.
- Hanpongpanh, P. (2006). Burson-marsteller's depression awareness campaign in Thailand. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 346-357). Boston, MA: Pearson Education.
- Holtzhausen, D. R. (2006). Improved internal communications in a large South African financial services organization. In M. G. Parkinson & D. Ekachai (Eds.), *International and*

- intercultural public relations: A campaign case approach* (pp. 254-267). Boston, MA: Pearson Education.
- Kanso, A. M., & Nelson, R. A. (2006). Corporate reputation under attack: A case study of Nike's public relations campaign to blunt negative perceptions of its labor practices. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 99-116). Boston, MA: Pearson Education.
- Komolsevin, R. (2006). One tambon, one product: Part of the war against poverty in Thailand. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 295-305). Boston, MA: Pearson Education.
- Kreimeyer, V. (2006a). Internal public relations in the post-war Balkans. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 146-159). Boston, MA: Pearson Education.
- Kreimeyer, V. (2006b). The Latvian naturalization project. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 204-219). Boston, MA: Pearson Education.
- Mackey, S. (2006). Competing community relations campaigns in Australia: Public relations efforts for and against a biosolids production facility. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 170-186). Boston, MA: Pearson Education.
- Molleda, J.-C., & Suarez, A.-M. (2006). Engaging Colombian coffee growers in dialogue: Social reports campaign of the departmental committee of Antioquia. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 306-319). Boston, MA: Pearson Education.
- Neff, B. D., & Susac, V. (2006). Public television in the United States and Croatia: A comparison of two campaigns. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 358-372). Boston, MA: Pearson Education.
- Olaniran, B. A., & Williams, D. E. (2006). Protecting the environment and people's well-being in the Nigerian ogoni land. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 320-332). Boston, MA: Pearson Education.
- Oskam, J. B. (2006). St. Jude's health outreach project in Brazil. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 333-345). Boston, MA: Pearson Education.
- Parkinson, M. (2006). Protecting drug patents in Africa. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 160-169). Boston, MA: Pearson Education.

- Patwardhan, P., & Bardhan, N. (2006). The Bhopal carbide disaster: A lesson in international crisis communication. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 220-238). Boston, MA: Pearson Education.
- Sarabia-Panol, Z. (2006). Avon's "kiss goodbye to breast cancer" campaign in the Philippines. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 284-294). Boston, MA: Pearson Education.
- Sung, M. (2006). Global public relations in South Korea: A case study of a multinational corporation. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 187-203). Boston, MA: Pearson Education.
- Tsetsura, K. (2006). Image building in the international media: A case study of the Finlandia communications program in Russia. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 268-683). Boston, MA: Pearson Education.
- Velazques, W. R. (2006). Mas que comida, es vida - it's more than food, it's life. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 117-132). Boston, MA: Pearson Education.
- Youngblood, N. E. (2006). The international campaign to ban landmines and the 1997 ban bus campaign. In M. G. Parkinson & D. Ekachai (Eds.), *International and intercultural public relations: A campaign case approach* (pp. 133-145). Boston, MA: Pearson Education.

International public relations: A comparative analysis

- Alanazi, A. (1996). Public relations in the Middle East: The case of Saudi Arabia. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 239-256). Mahwah, NJ: Lawrence Erlbaum Associates.
- Bentele, G., & Peter, G.-M. (1996). Public relations in the German Democratic Republic and the new federal German states. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 349-366). Mahwah, NJ: Lawrence Erlbaum Associates.
- Chen, N. (1996). Public relations in China: The introduction and development of an occupational field. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 121-154). Mahwah, NJ: Lawrence Erlbaum Associates.
- Cooper-Chen, A., & Kaneshige, M. (1996). Public relations practice in Japan: Beginning again for the first time. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 223-238). Mahwah, NJ: Lawrence Erlbaum Associates.

- Ekachai, D., & Komolsevin, R. (1996). Public relations in Thailand: Its functions and practitioners' roles. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 155-170). Mahwah, NJ: Lawrence Erlbaum Associates.
- Gonzales, H., & Akel, D. (1996). Elections and earth matters: Public relations in Costa Rica. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 257-272). Mahwah, NJ: Lawrence Erlbaum Associates.
- Hazleton, V., & Kruckeberg, D. (1996). European public relations practices: An evolving paradigm. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 367-380). Mahwah, NJ: Lawrence Erlbaum Associates.
- Jamais, J. F., Navarro, M. J., & Tuazon, R. R. (1996). Public relations in the Philippines. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 191-206). Mahwah, NJ: Lawrence Erlbaum Associates.
- Kanso, A. (1996). Standardization versus localization: Public relations implications of advertising practices in Finland. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 299-316). Mahwah, NJ: Lawrence Erlbaum Associates.
- Kruckeberg, D. (1996). Transnational corporate ethical responsibilities. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 81-92). Mahwah, NJ: Lawrence Erlbaum Associates.
- Leuven, J. K. V. (1996). Public relations in South-East Asia from nation-building campaigns to regional interdependence. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 207-222). Mahwah, NJ: Lawrence Erlbaum Associates.
- Leuven, J. K. V., & Pratt, C. B. (1996). Public relations' role in Asia and Africa South of the Sahara. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 93-106). Mahwah, NJ: Lawrence Erlbaum Associates.
- Mortensen, M. S. (1996). Public relations: An alternative to reality? In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 317-340). Mahwah, NJ: Lawrence Erlbaum Associates.
- Sharpe, M. L., & Simoes, R. P. (1996). Public relations performance in South and Central America. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 273-298). Mahwah, NJ: Lawrence Erlbaum Associates.
- Sriramesh, K. (1996). Power distance and public relations: An ethnographic study of Southern Indian organizations. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 171-190). Mahwah, NJ: Lawrence Erlbaum Associates.

Turk, J. V. (1996). Romania: From publicity past to public relations future. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 341-348). Mahwah, NJ: Lawrence Erlbaum Associates.

Verčič, D., Grunig, L. A., & Grunig, J. E. (1996). Global and specific principles of public relations: Evidence from Slovenia. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 31-66). Mahwah, NJ: Lawrence Erlbaum Associates.

Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice

Bentele, G. (2004). New perspectives of public relations in Europe. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 485-495). Berlin, Germany: Mouton de Gruyter.

Bentele, G., & Junghanel, I. (2004). Germany. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 153-167). Berlin, Germany: Mouton de Gruyter.

Bonello, C. (2004). Malta. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 245-259). Berlin, Germany: Mouton de Gruyter.

Brkic, N., & Husic, M. (2004). Bosnia-Herzegovina. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 55-70). Berlin, Germany: Mouton de Gruyter.

Carayol, V. (2004). France. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 135-151). Berlin, Germany: Mouton de Gruyter.

Carty, F. X. (2004). Ireland. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 201-215). Berlin, Germany: Mouton de Gruyter.

Djuric, M. D. (2004). Serbia and Montenegro. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 347-361). Berlin, Germany: Mouton de Gruyter.

Falconi, T. M., & Kodilja, R. (2004). Italy. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 227-243). Berlin, Germany: Mouton de Gruyter.

- Fernandez, M. d. I. A. M. (2004). Spain. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 393-411). Berlin, Germany: Mouton de Gruyter.
- Flodin, B. (2004). Sweden. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 413-423). Berlin, Germany: Mouton de Gruyter.
- Hajos, B., & Tkalac, A. (2004). Croatia. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 83-94). Berlin, Germany: Mouton de Gruyter.
- Horsle, P. (2004). Norway. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 277-289). Berlin, Germany: Mouton de Gruyter.
- Koper, E. (2004). United Kingdom. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 467-483). Berlin, Germany: Mouton de Gruyter.
- Lawniczak, R. (2004). Poland. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 291-307). Berlin, Germany: Mouton de Gruyter.
- Lehtonen, J. (2004). Finland. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 107-120). Berlin, Germany: Mouton de Gruyter.
- Nessmann, K. (2004). Austria. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 13-28). Berlin, Germany: Mouton de Gruyter.
- Ozden, Z., & Saran, M. (2004). Turkey. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 441-457). Berlin, Germany: Mouton de Gruyter.
- Pauwels, L., & Gorp, B. V. (2004). Belgium. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 29-43). Berlin, Germany: Mouton de Gruyter.
- Rottger, U. (2004). Switzerland. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 425-439). Berlin, Germany: Mouton de Gruyter.
- Ruler, B. v. (2004). The Netherlands. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 261-275). Berlin, Germany: Mouton de Gruyter.

- Ruler, B. v., & Verčič, D. (2004). Overview of public relations and communication management in Europe. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 1-12). Berlin, Germany: Mouton de Gruyter.
- Soares, J. V., & Mendez, A. M. (2004). Portugal. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 317-329). Berlin, Germany: Mouton de Gruyter.
- Szondi, G. (2004). Hungary. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 185-199). Berlin, Germany: Mouton de Gruyter.
- Tampere, K. (2004). Estonia. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 95-106). Berlin, Germany: Mouton de Gruyter.
- Tsetsura, K. (2004). Russia. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 331-345). Berlin, Germany: Mouton de Gruyter.
- Verčič, D. (2004). Slovenia. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 375-385). Berlin, Germany: Mouton de Gruyter.
- Yannas, P. (2004). Greece. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 169-183). Berlin, Germany: Mouton de Gruyter.
- Zary, I. (2004). Slovakia. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 363-373). Berlin, Germany: Mouton de Gruyter.
- Zlateva, M. (2004). Bulgaria. In B. v. Ruler & D. Verčič (Eds.), *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 71-82). Berlin, Germany: Mouton de Gruyter.

Public relations cases: International perspective

- Ashford, R., & Towers, N. (2002). W. Moorcroft plc: The strategic role of marketing communications and public relations within an SME. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 209-225). London: Routledge.
- Bronn, P. S., & Drogseth, S. (2002). Tine Norwegian dairies: Rebranding from the inside out. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 93-104). London: Routledge.

- Cummings, B., & Desanto, B. (2002). Worldcom public relations group: Global access, local focus. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 246-258). London: Routledge.
- Davies, D., & Moss, D. (2002). Perkins food; the place of public relations in the profile of a European food business. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 51-62). London: Routledge.
- Desanto, B., Desanto, R. J., & Garner, R. B. (2002). Creating from crisis: Building the Oklahoma City national memorial. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 144-153). London: Routledge.
- Desanto, B., & Petherbridge, J. (2002). Bbc America: How Britain won the colonies back. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 39-50). London: Routledge.
- Fleisher, C. S., & Hendsbee, P. (2002). The journey to demutualization: Clarica's internal communication challenge. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 63-73). London: Routledge.
- Gregory, A. (2002). The Tourer Marketing Bureau: Supporting touring caravan sales through public relations. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 226-245). London: Routledge.
- Harris, P., & Baines, P. (2002). Lobbying for survival: The UK BSE crisis and the role of the meat and livestock commission in lifting the EC beef export ban. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 130-143). London: Routledge.
- Henderson, T., & Williams, J. (2002). Shell: Managing a corporate reputation globally. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 10-26). London: Routledge.
- Larsson, L., & Nohrstedt, S. A. (2002). Does public relations make a difference? A comparative analysis of two major Swedish crises. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 113-129). London: Routledge.
- Letore, D. A. (2002). Fase - fundraising in Spain: Generating sponsors for AIDS awareness. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 180-193). London: Routledge.
- Oliver, S. (2002). Marks & Spenser plc: A crisis of confidence. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 259-267). London: Routledge.
- Roscoe, A. (2002). Racism - condemn it or condone it: The Commission for Racial Equality's "personal responsibility" campaign. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 27-38). London: Routledge.

- Tilson, D., & Stacks, D. W. (2002). Paradise lost and restored: Florida and the tourist murders. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 154-166). London: Routledge.
- Verčič, D., & Pek-Drupal, D. (2002). Raising environmental awareness in Slovenia: A public communication campaign. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 167-179). London: Routledge.
- Warnaby, G., & Medway, D. (2002). The North West towns' consortium: Public relations and the marketing of "place". In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 194-208). London: Routledge.
- White, J. (2002). Barloworld: Communicating strategic direction to increase shareholder value. In D. Moss & B. Desanto (Eds.), *Public relations cases: International perspective* (pp. 74-85). London: Routledge.

Public relations in Asia: An anthology

- Al-Badr, H. (2004). Public relations in Saudi Arabia. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 187-206). Singapore: Thomson Learning.
- Ananto, E. G. (2004). The development of public relations in Indonesia. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 261-282). Singapore: Thomson Learning.
- Bardhan, N., & Sriramesh, K. (2004). Public relations in India: A profession in transition. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 63-96). Singapore: Thomson Learning.
- Chen, N. (2004). Public relations in Hong Kong: An evolving field. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 97-126). Singapore: Thomson Learning.
- Ekachai, D., & Komolsevin, R. (2004). From propaganda to strategic communication: The continuing evolution of the public relations profession in Thailand. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 283-320). Singapore: Thomson Learning.
- Hung, C.-j. F., & Chen, Y.-R. R. (2004). Glocalization: Public relations in China in the era of change. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 29-62). Singapore: Thomson Learning.
- Idid, S. A. (2004). Public relations in Malaysia from its colonial past to current practice. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 207-238). Singapore: Thomson Learning.
- Jo, S., & Kim, J. (2004). In search of professional public relations: Hong bo and public relations in South Korea. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 239-260). Singapore: Thomson Learning.

- Sarabia-Panol, Z., & Lorenzo-Molo, C. (2004). Public relations in the Philippines: A cultural, historical, political, and socio-economic perspective. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 127-160). Singapore: Thomson Learning.
- Sha, B.-L., & Huang, Y.-h. (2004). Public relations in Taiwan: Evolving with the infrastructure. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 161-186). Singapore: Thomson Learning.
- Sriramesh, K. (2004a). Epilogue: The need for multiculturalism in public relations education in Asia. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 321-341). Singapore: Thomson Learning.
- Sriramesh, K. (2004b). Public relations practice and research in Asia: A conceptual framework. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology* (pp. 1-28). Singapore: Thomson Learning.

Toward the common good: Perspectives in international public relations

- Alozie, E. C. (2004). Public relations exigencies in a developing democracy: A case study of Nigeria's fourth Republic. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 239-254). Boston, MA: Pearson Education.
- Beer, A. S. d., & Mersham, G. (2004). Public relations in South Africa: A communication tool for change. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 320-340). Boston, MA: Pearson Education.
- Blankson, I. A. (2004). Public relations in emerging democracies: The case of Ghana. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 300-319). Boston, MA: Pearson Education.
- Culbertson, H. M. (2004). Around Europe: An introduction. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 127-132). Boston, MA: Pearson Education.
- Doksoz, R. E. (2004). Public relations and Romania: Tourism and Dracula's homeland. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 163-175). Boston, MA: Pearson Education.
- Fobanjong, J. (2004). The quest for public relations in Africa: An introduction. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 203-214). Boston, MA: Pearson Education.
- Freitag, A. (2004). Peru's fujimori: The campaign to sell the administration's neoliberal policies. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 83-101). Boston, MA: Pearson Education.

- Grunig, J. E., Grunig, L. A., & Verčič, D. (2004). Public relations in Slovenia: Transition, change, and excellence. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 133-162). Boston, MA: Pearson Education.
- Haque, M. (2004a). Introduction to Asian public relations. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 341-345). Boston, MA: Pearson Education.
- Haque, M. (2004b). Overview of public relations in Asia. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 346-362). Boston, MA: Pearson Education.
- L'Etang, J., & Muruli, G. (2004). Public relations, decolonization, and democracy: The case of Kenya. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 215-238). Boston, MA: Pearson Education.
- Long, R. K. (2004). The other "new" Mexico: Public relations accelerates the move to a legitimate democracy. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 43-62). Boston, MA: Pearson Education.
- Montenegro, S. L. (2004). Public relations in Latin America: A survey of professional practice of multinational firms. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 102-126). Boston, MA: Pearson Education.
- Newsom, D. (2004). Singapore poised for prominence in public relations among emerging democracies. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 363-386). Boston, MA: Pearson Education.
- Ogbondah, C. W., & George, A. (2004). Fire at Nigeria's treasure base: An analysis of shell petroleum's public relations strategies in the wake of Niger Delta crisis. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 255-278). Boston, MA: Pearson Education.
- Pratt, C. B., & Okigbo, C. (2004). Applying reconstructions and social responsibility theories to foreign direct investment and public relations for social change in sub-Saharan Africa. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 279-299). Boston, MA: Pearson Education.
- Ritchey, D. (2004). The white nights: A public relations case study of a Russian company. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 193-202). Boston, MA: Pearson Education.

- Thomas, A. O. (2004). The media and reforms in Indonesia: Public relations revisited. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 387-404). Boston, MA: Pearson Education.
- Tilson, D. J. (2004a). Latin America: A perpetual land of the future? In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 37-42). Boston, MA: Pearson Education.
- Tilson, D. J. (2004b). Privatization and government campaigning in Ecuador: Caudillos, corruption, and chaos. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 63-82). Boston, MA: Pearson Education.
- Tsetsura, K., & Kruckeberg, D. (2004). Theoretical development of public relations in Russia. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 176-192). Boston, MA: Pearson Education.
- Venkateswaran, A. (2004). The evolving face of public relations in Malaysia. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 405-425). Boston, MA: Pearson Education.

Other

- Bates, D. (2003). Public relations. In *Encyclopedia of international media and communications* (Vol. 3, pp. 641-660). Burlington, MA: Elsevier Science.
- Kruckeberg, D. (2002). Global advertising and public relations. In Y. R. Kamalipour (Ed.), *Global communication* (pp. 188-206). Belmont, CA: Wadsworth: Thomson Learning.
- Kunczik, M. (1997). *Images of nations and international public relations*. Mahwah, NJ: Lawrence Erlbaum Associates.