



# Rethinking Public Relations: PR Propaganda and Democracy

*Kevin Moloney*

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## **Rethinking Public Relations: PR Propaganda and Democracy** Kevin Moloney

All PR, whether for charities or arms manufacturers, is weak propaganda. Though it has its undeniable benefits (it grabs attention and helps circulate more information), it also has costs (such as selective messaging). This extensively revised edition of a classic text fully investigates PR, updating and expanding earlier arguments and building upon the successful first edition with new thoughts, data and evidence.

Thought-provoking and stimulating, *Rethinking Public Relations 2<sup>nd</sup> Edition* challenges conventional PR wisdom. It develops the accepted thinking on the most important question facing PR - its relationship with democracy - and finds a balance of advantages and disadvantages which leave a residue of concern. It tackles topical issues such as:

- PR as a form of propaganda which flourishes in a democracy
- the connections between PR and journalism
- the media, promotions culture and persuasion.

Designed to appeal to final year undergraduates, postgraduates and researchers studying public relations, media and communications studies, this book explores the most important relationship PR has – the connection with democracy – and asks what benefits or costs it brings to politics, markets and the media.

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