Call for papers

Public relations anthropology and ethnography

Special Issue
Public Relations Review

Special issue editors
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Carrie Hodges, University of Bournemouth, England
Magda Pieczka, Queen Margaret University, Scotland

This Special Issue is planned to encourage the development of ethnographic and auto-ethnographic work in public relations. To date ethnographic work that entails classic anthropological participant observation has been rare, and yet such research can offer thick descriptions and rich data that are currently missing from the field. Deeper understanding of public relations cultures could generate new meanings and discourses; grounded understandings of practice; and new theoretical directions. The editors welcome ethnographic work on public relations occupational cultures, for example, consultancy cultures in diverse cultural and micro-cultural contexts; work that explores public relations practice and issues, including campaigns or public engagement programmes.

Deadline for receipt of abstracts: December 1, 2010

For more information or submission of abstracts, contact:

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