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Although there is a small body of feminist scholarship that problematizes gender in public relations, gender is a relatively undefined area of thinking in the field and there have been few serious studies of the socially constructed roles defining women and men in public relations. This book is positioned within the critical public relations stream.

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This book furthers these aims by exploring gender within and through public relations in order to generate new strands of knowledge that will challenge the status quo. As such, the intention is to open new avenues of research and new ways of thinking about public relations. Over the last fifty years or so, gender research employing critical feminist

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to the public relations industry is “ the impact on the field of public relations that occurs when the number of practitioners who are female is larger than the number who are male ” (Heath, 2005, p. 323). The main issue surrounding the idea of feminization is, “ the concern that the increasing

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Thematically, the roundtable focused on the cultural effects and critical power relations in and between public relations and society. This book furthers these aims by exploring gender within and through public relations in order to generate new strands of knowledge that will challenge the status quo.

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Precisely because gender is such an important dimension of all public policy, and because the promotion of gender equality depends on the commitment of professionals in all fields, the specialization is of interest to students in all concentrations.

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Demographic information on Public relations specialists in the US. The average age of male Public relations specialists in the workforce is 42.2 and of female Public relations specialists is 38.2, and the most common race/ethnicity for

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Public relations specialists | Data USA

Feminist theory is the extension of feminism into theoretical, fictional, or philosophical discourse. It aims to understand the nature of gender inequality. It examines women's and men's social roles, experiences, interests, chores, and feminist politics in a variety of fields, such as anthropology and sociology, communication, media studies, psychoanalysis, home economics, literature ...

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