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The Practice Of Public Relations (12th Edition)



Synopsis

Pairing Fraser Seitel's unique, humorous voice with the most up-to-date case studies, interviews, news photos, and other techniques, the Practice of Public Relations is truly an eye-in-your-face • Public Relations textbook. The 12th edition continues the theme of giving readers the knowledge and skills they need to know to be successful in today's world of public relations —including heavy emphasis on social media and ethics.

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Customer Reviews

This was by far the worst textbook I have ever read, including hard science textbooks. I absolutely hate it. It is poorly written with grammatical errors, contradictions, and inaccuracies. You would think by the 12th edition they would have sorted this out. For example, his description of cognitive dissonance is actually a description of confirmation bias, as anyone who has taken even one psychology course should be able to tell you. That is just one example of how sloppy and inaccurate this book is. There also seemed to be no consistent pattern in whether he used the word "communication" or "communications" though they mean different things. This was confusing at times. These errors are harder to stomach since he harps on the importance of accuracy so often. His arguments were also weak. One passage that stands out is his argument that sometimes "the person is the message." This argument was so weak that he couldn't even carry it through and in the same section concludes that sometimes the person is JUST AS important "as the message itself." Obviously, that isn't consistent with the argument he was originally trying to make. The book is also clearly biased toward conservative viewpoints. This wouldn't have been so frustrating if it didn't

so obviously conflict with his frequent messages about being objective. To make matters worse, there are passages that are borderline racist, and some of the implications of the text about women (including passages concerning rape allegations) were offensive. While I understand that he is making an effort to include discussions of current events and addressing several controversial topics, his commentary was disrespectful and even flippant at times.

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