



## PR as Persons in Relation: A Personalistic Approach to the Study and Practice of Public Relations (Paperback)

By Dr Joseph Parackal

Ebooks2go, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This book primarily intends to understand and analyze the relational, ethical and anthropological aspects of public relations in practice. Many scholars and practitioners opine that public relations are all about building and maintaining an organization's relationship with its public. As human relationships depend on personal interactions, so, it naturally necessitates ethical as well as anthropological aspects. In fact, a vast majority of the scholars have already portrayed the ethical responsibility of the organization and the practitioner while dealing with various people. But a few of them have pointed out that public relation is needed to view anthropological perspectives, which, in turn, will be significant and virtuous for human beings. Accordingly, practical functional approach is the foremost requirement to overcome in dealing with the public relationships. Therefore, while exploring the public relations literature, we have tried to integrate these three aspects (relational, ethical and anthropological) and propose a reasonable ethical framework for the professional practice of public relations based on the dignity of the person.



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