

Call for Papers for an Edited Book

PR Theory

As the public relations field continues to mature as an academic discipline, theory application and development necessarily grow in value. This book is intended to be a review and an exploration of the many ways theory has and is being applied to public relations understanding and practices, as well as new theory development, itself, within the field.

Submissions examining the relationship between public relations and theory, discussing public relations from the lens of specific theory, or postulating new theories of public relations are desired. Suggested topics include, but are not limited to, the following areas: the value of theory to the field, major theoretical movements in the field, systems theory, management theory, organizational communication theory, interpersonal theory, rhetorical theory, cultural theory, critical theory, feminist theory, post modern theory, technological theory, etc.

The book is intended for upper level undergraduate and graduate students. Contributions should also be written in a manner that practitioners, as well, may find the contents useful for their own purposes.

Contributions: Papers and Abstracts

Please send papers that are philosophically informed as well as grounded in practice. To facilitate the learning process, all submissions must include an introduction, a chapter summary, questions for reflection, and a case study for application. Abstracts will also be considered. However, they must carefully outline the intended contents of the paper, and include questions for reflection as well as a suggested case study for application.

Papers must be postmarked no later than ~~March 12, 2003~~ (April 12, 2003). They should be no longer than 20-25 pages in length, and include minimum use of graphics and/or photographs. Papers must be submitted in duplicate, type written, double-spaced, and written according to the specifications of the most recent edition of the *American Psychological Association Publication Manual*. They should be prepared for blind review with the submission title, author(s) name(s), institutional/professional affiliation, mailing address, and email address appearing on a separate sheet of paper. Preferred type is Times New Roman 12 point. Margins must consist of 1.25" on all sides.

Further information on the book project is available by visiting:

www.cmsu.edu/commun/people/hansen-horn/call.cfm. You can contact me by phone at (660) 543-8635, or by e-mail at hansen-horn@cmsu1.cmsu.edu.

Send contributions to:

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Background

This book accompanies a long-standing interest of mine in the application and development of public relations theory. As someone who teaches a graduate course in public relations theory, I am always looking for up-to-date sources designed to facilitate students' understanding and knowledge. This book will be published by Allyn & Bacon in 2005.