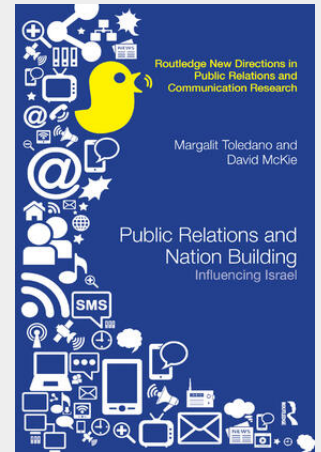


Toledano / McKie

Public Relations and Nation Building

Influencing Israel

All public relations emerges from particular environments, but the specific conditions of Israel offer an exceptional study of the accelerators and inhibitors of professional development in the history of a nation. Documenting and analyzing the contribution of one profession to building one specific nation, this book tells the previously-untold story of Israeli public relations practitioners. It illustrates their often-unseen, often-unacknowledged and often-strategic shaping of the events, narratives and symbols of Israel over time and their promotion of Israel to the world. It links the profession's genesis – including the role of the Diaspora and early Zionist activists – to today's private and public sector professionals by identifying their roots in Israel's cultural, economic, media, political, and social systems. It reveals how professional communicators and leaders nurtured and valued collectivism, high consensus, solidarity, and unity over democracy and free speech. It investigates such key underpinning concepts as Hasbara and criticizes non-democratic and sometimes unethical propaganda practices. It highlights unprecedented fundraising and lobbying campaigns that forged Israeli identity internally and internationally. In situating Israeli ideas on democracy in the context of contemporary public relations theory, Public Relations and Nation Building seeks to point ways forward for that theory, for Israel and for the public relations of many other nations.



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