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This book places
PR ethics in the

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wider context of
professional
ethics and the
sociology of
professions. By
bringing
together
literature from
fields beyond
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psychology – it
integrates a new
body of ideas
into the debate.

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psychology to
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shifts the
debate beyond a

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The shadow of
excellence was
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St James Ethics
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December 2014.

Unfortunately,
it isn't the
kind of book
you're likely to

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public
relations. These

relations. These

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values are the
fundamental
beliefs that
guide our
behaviors and
decision-making
process. We
believe our
professional
values are vital
to the integrity
of the
profession as a
whole. Advocacy

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Ethics And
PRSA Code of
Ethics | PRSA

PRSA | Public
Relations ...
PUBLIC RELATIONS
AND ETHICS No

profession can
succeed until
backed by a code
of ethics, and
the public
relations

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Public Relations is no exception. The words 'ethics' means a system of moral principles governing the appropriate conducts of a person or a group. It includes many components, one of which is

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behaviour.

Ethics And

ETHICS AND

PROFESSIONALISM

IN PUBLIC
RELATIONS

Ethics and

Professionalism

in Public

Relations At its

core, public

relations is all

about

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influencing and
controlling
public opinion.
For obvious
reasons
therefore,
ethics and
professionalism
in public
relations count
for a lot. Which
is something
many
organisations

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lose sight of,
when fighting
tooth and nail
to build and
boost their
reputations.

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Ethics and
Professionalism
in Public
Relations |
Public...

In the public

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Public Relations
discipline,
ethics includes
values such as
honesty,
openness,
loyalty, fair-
mindedness,
respect,
integrity, and
forthright
communication.

This definition
of public

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Public Relations ethics goes far beyond the olden days of “flacking for space” or spinning some persuasive message, but this view is not shared by everyone.

Research

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| Institute for
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BEPS's positions

center on the
processes

associated with
the ethical

practice of

public
relations. In

this session,

you'll learn how

you can tap

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these position
papers for your
own work and as
needed, and use
them to provide
ethical counsel
to senior
management in
your own
organization.
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Storytellers:

Taking a

Position for

Ethical Practice

...

Ethics are the

foundation from

which effective

public relations

is practiced.

While ethics is

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a topic often
discussed, there
can be
fundamental misu
nderstandings
about what
ethics actually
are, how they
integrate with
the profession,
and the role
ethics play in
everyday
activities of

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Professionalism
Introduction to
Public Relations
Ethics

The ethics of
public relations
include the
application of
professional and
personal values
of individuals
beside the

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values of the
public and
clients or
organizations.

Nearly all
public relations
national

organizations or
associations

have their
professional
code of ethics.

Research

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PROFESSIONAL
VALUES, ETHICS,
AND
PROFESSIONALISM
OF THE PUBLIC . . .

• Ethics refers to the guidelines that state the dos and don'ts in a specific context whereas professionalism refers to the

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specific traits
that are
expected of a
professional. •

Ethics are
usually stated
whereas

professionalism
is cultivated by
the individual
personally.

Research

Difference

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Between Ethics
and
Professionalism
| Compare ...

2 The Shadow Of
Professionalism
and Ethics in
the Public

Service overview
of the issues
discussed,
practices
reported, and
conclusions

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drawn from three
of these events.
At the regional
level, in 1997,
the Division co-
organized a
regional
conference on
Public Service
in Transition:
Enhancing Its
Role,
Professional-

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The study
analyzed and
identified the

influence of

professionalism
Public Relations
and ethics on
Communication
professional

Research
values of public
relations

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practitioners.
Additionally,
the study
examined whether
education and...

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Johanna Fawkes

2015, Abingdon:

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Bell Pottinger

scandal placed

public relations

ethics on the

front pages of

national

newspapers, and

led to

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denunciations
from within the
industry.

Professionalism

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Ethics and
Professionalism

PR Academy

The public
relations code
of ethics, which
are the
essential

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Professional

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“How do

professional

associations

that deal with .

public relations

research, both

academic and .

professional,

express codes of

ethics,

statements, or .

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The idea of
exploring
questions
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relations by
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teasing out the
Public Relations
“shadow” side of
Communication
the profession
Research
appeals to me
if public
relations can

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indeed be regarded as a "profession", when much of it, from a lay point of view, appears to deal with the art of persuasion in service of a client, at the limit of which is propaganda.

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practitioners.

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They need to keep different values such as advocacy, honesty, expertise, independence, loyalty, fairness, etc.

For PR practitioners it means, they need: – to serve the public

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