

CALL FOR PAPERS



INTERNATIONAL HISTORY OF PUBLIC RELATIONS CONFERENCE

July 8-9, 2015

**Organised by the Public Relations Research Group of The Media School,
Bournemouth University, England**

Academics, practitioners and research students are again invited to submit competitive abstracts and papers for presentation at the sixth running of The International History of Public Relations Conference (IHPRC) to be held on July 8-9, 2015 at Bournemouth University.

The first five IHPRCs have been very successful made an important in public relations and communications history scholarship. Proceedings, presentations and keynote presentations, are available at <http://historyofpr.com>.

Conference themes

Among the themes IHPRC continues to promote are:

- The history of public relations and its developing or diverging relationships with other disciplines such as marketing, HR, legal and corporate governance
- The historiography of public relations and the application of historical theories and interpretations to the history of PR; alternative and unheard histories and herstories; archaeological methodologies and theoretical analyses
- Seminal personalities or events that shaped the formation of public relations as a discipline (This can also include challenges to the “Great Man” or “Great Woman” approach)
- History of the PR/Communication departments of organisations (companies, associations, political organisations, NGOs, etc.)
- History of PR instruments (as press releases, press conferences, campaigns, etc.)
- Alternative approaches to the history of public relations, e.g. on the basis of culture (personal networks and influence) or via definitions of public relations
- The evolving naming of the field from propaganda and press agency to corporate communications
- The relationship between propaganda, public diplomacy and public relations
- The evolution of public relations in nations, government and industry
- The history of public relations in specific sectors (for example, consultancy, education, health, and politics)

- The public relations of dissent and activism; historical analysis of public relations in activist and non-profit campaigns
- The evolution of public relations theory(ies) over time; the history of schools of thinking in public relations
- The formation of industry and professional bodies and their impact on public relations practice and education; professionalisation of public relations
- The ethics of public relations and its discussion over time
- Oral histories of public relations; discussion of this methodology

Submissions

Papers for presentation at IHPRC 2015 will be selected, after peer review, on the basis of abstracts, of no more than two pages total length, including any references. The abstract should express the purpose, methodology, findings, implications/limitations and originality of the study. Author and affiliation details are to be printed on a separate sheet and the author(s) should not be identified in the abstract.

Abstracts must be presented in Word format, 12 point font size, single spacing with 1-inch (25mm) margins on A4 page size. For presentational examples, please see: <http://microsites.bournemouth.ac.uk/historyofpr/files/2010/11/IHPRC-2014-Abstracts-FINAL.pdf>

Manuscripts of selected papers are to be submitted with APA referencing. The MS of 3000 to 6000 words, plus references, must be presented in Word format, in 1.5 line spacing and 12 point font size, preferably Times New Roman, with 1-inch (25m) margins on A4 page size.

Deadlines

- Submission of abstracts: Monday, December 15, 2014 to prhistory@bournemouth.ac.uk
- Acceptance notification (by email): week of Monday, January 26, 2015
- Conference paper submission: Monday, June 8, 2015 to prhistory@bournemouth.ac.uk

All accepted abstracts will be published online prior to the conference. Conference papers will be published subsequently online in the IHPRC Proceedings.

Conference Venue and Registration

IHPRC will be held at Bournemouth University's Executive Business Centre. Conference Registration is arranged via <http://historyofpr.com>. Please go the 'registration' tab from January 2015 onwards.

Keep in touch

You can follow IHPRC through its Facebook group and on Twitter, @historyofpr

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