

# **CALL FOR PAPERS**



## **10<sup>th</sup> celebration of the INTERNATIONAL HISTORY OF PUBLIC RELATIONS CONFERENCE**

**June 26-28, 2019**

**Organised by the Public Relations Research Group of the Faculty of Media and  
Communication,  
Bournemouth University, UK**

Join us and make history at the 10 year celebration of the International History of Public Relations Conference. While considering Public Relations History and related subjects, we will reflect on the growth of the conference and celebrate at a gala dinner.

Academics, practitioners and research students are invited to submit competitive abstracts and papers for presentation at the celebratory 10th International History of Public Relations Conference (IHPRC) to be held on June 26-28, 2019 at Bournemouth University.

The first nine IHPRCs have been very successful and have made an important contribution to 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** (press releases, press conferences, campaigns, social media, 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 and strategic communications
- **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 2019 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: <https://microsites.bournemouth.ac.uk/historyofpr/files/2010/11/IHPRC-2016-Abstracts.pdf>.

**For 2019, we would also welcome "works-in-progress" as well as completed papers.**

## **Publications**

Manuscripts have been sought for submission to the most established journals of the PR discipline. Papers from the conference have mostly been published in Special Issues in *Public Relations Review*. Specifically:

Journal of Communication Management (2011), 15(3)  
 Public Relations Review (2012), 38(3)  
 Public Relations Review (2013), 39(2)  
 Public Relations Review (2014), 40(4)  
 Journal of Public Relations Research (2015), 27(3)  
 Public Relations Review (2016), 42(5)  
 Journal of Public Relations Research (2017), 29(1)  
 Public Relations Review (2018) in press

The next special issue will be announced shortly.

## **Deadlines**

- Submission of abstracts: Monday, February 01, 2019 to [prhistory@bournemouth.ac.uk](mailto:prhistory@bournemouth.ac.uk)
- Acceptance notification (by email): w/c March 04th, 2019

## **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 to the 'registration' tab from April 2019 onwards.

## **Keep in touch**

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

**JOIN US AND MAKE HISTORY**