



Home > Journal > Social Sciences & Humanities > SM

[Indexing](#) [View Papers](#) [Aims & Scope](#) [Editorial Board](#) [Guideline](#) [Article Processing Charges](#)

SM > Vol.2 No.3, July 2012

Open Access

## Is Public Relations without a Future? A South African Perspective

PDF (Size: 149KB) PP. 293-301 DOI: 10.4236/sm.2012.23039

### Author(s)

Ben-Piet Venter, Faan Louw

### ABSTRACT

The praxis of public relations seems to be under threat, owing to a bad reputation among other things. However, it is a fundamentally important partner in the organization's value chain, and could be beneficial if used in a proper manner. This paper finds, however, that (at least in South Africa), public relations practitioners are not clear about their potential contribution to organizational value and success, and may be prone to be exploited by the "real" spin doctors—managers with little or no ethical conscience.

### KEYWORDS

Communication; Public Relations; Value; Value Chain

### Cite this paper

Venter, B. & Louw, F. (2012). Is Public Relations without a Future? A South African Perspective. *Sociology Mind*, 2, 293-301. doi: 10.4236/sm.2012.23039.

### References

- [1] Arnulf, J. K., Dreyer, H., & Grenness, C. E. (2005). Trust and knowledge creation: How the dynamics of trust and absorptive capacity may affect supply chain management development projects. *International Journal of Logistics: Research and Applications*, 8, 225-236.
- [2] Cravens, D. W. & Piercy, N. F. (2006). *Strategic marketing* (8th ed.). Boston, MA: McGraw-Hill.
- [3] Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). *Effective public relations* (9th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- [4] DiStefano, C., Zhu, M., & M?ndril?, D. (2009). Understanding and using factor scores: Considerations for the applied researcher. *Practical Assessment, Research & Evaluation*, 14, 1-11.
- [5] Doyle, P., & Stern, P. (2006). *Marketing management and strategy* (4th ed.). Upper Saddle River, NJ: Pearson.
- [6] Ellinger, A. E. (2007). Making supply chain management relevant for marketing majors. *Marketing education review*, 17, 101-106.
- [7] Gibson, D. & Gonzales, J. L. (2006). Elegant understatement: A new paradigm for public relations practice. *Public relations quarterly*, 51, 13-19.
- [8] Jüttner, U., Christopher, M., & Baker, S. (2007). Demand chain management—Integrating marketing and supply chain management. *Industrial Marketing Management*, 36, 377-392.
- [9] Lee, H. L. (2000). Creating value through supply chain integration. *Supply Chain Management Review*. URL (last checked 16 September 2007). <http://www.scmr.com/article/CA151843.html?q=hau+lee> []
- [10] Legner, C., & Schemm, J. (2008). Toward the inter-organizational product information supply chain—Evidence from the retail and consumer goods industries. *Journal of the Association for Information Systems*, 9, 119-150.

[SM Subscription](#)

[Free Newsletter Subscription](#)

[Most popular papers in SM](#)

[Publication Ethics Statement](#)

[About SM News](#)

[Frequently Asked Questions](#)

[Recommend to Peers](#)

[Recommend to Library](#)

[Contact Us](#)

Downloads:	85,461
------------	--------

Visits:	289,690
---------	---------

### Sponsors, Associates, and Links >>

- [Conference on Psychology and Social Harmony \(CPSH 2014\), May 15-16, 2014, Suzhou, China](#)

- [11] Likert, R., (1932). The method of constructing an attitude scale. *Archives of Psychology*, 140, 44-53.
- [12] Lummus, R. R., Vokurka, R. J., & Krumwiede, D. (2008). Supply chain integration and organizational success. *SAM Advanced Management Journal*, 73, 56-63.
- [13] Min, S., & Mentzer, J. T. (2004). Developing and measuring supply chain management concepts. *Journal of Business Logistics*, 25, 63-99. doi:10.1002/j.2158-1592.2004.tb00170.x
- [14] Newsom, D, Turk, J. V., & Kruckeberg, D. (2004). *This is PR: The realities of public relations* (8th ed.). Belmont, CA: Thomson Wadworth.
- [15] Parsons, P. J. (2004). *Ethics in public relations: a guide to best practice*. London: Kogan Page.
- [16] Pedersen, W. (2006). Why " corporate PR" when " corporate diplomacy" flows more trippingly on the tongue—And is much more accurate? *Public relations quarterly*, 51, 10-11.
- [17] Phillips, R., & Caldwell, C. B. (2005). Value chain responsibility: A farewell to arm' s length. *Business and Society Review*, 110, 345-370. doi:10.1111/j.0045-3609.2005.00020.x
- [18] Rensburg, R., & Cant, M. (Eds.) (2003). *Public relations: South African perspectives*. Sandown: Heinemann.
- [19] Russell, R. S., & Taylor, B. W. (2006). *Operations management: Quality and competitiveness in a global environment* (5th ed.). Hoboken, NJ: John Wiley & Sons.
- [20] Skinner, C., Von Essen, L., Mersham, G., & Motau, S. (2007). *Handbook of public relations* (8th ed.). Cape Town: Oxford University Press.
- [21] Smythe, J., Dorward, C., & Reback, J. (1992). *Corporate reputation: Managing the new strategic asset*. London: Century Business.
- [22] Spector, P. E. (1992). *Summated rating scale construction*. Newbury Park, CA: Sage.
- [23] Sterne, G.D. (2008). Business perceptions of public relations in New Zealand. *Journal of communication management*, 12, 30-50.
- [24] Steyn, B., & Puth, G. (2000). *Corporate communication strategy*. Sandown: Heinemann.
- [25] Van Slyke Turk, J. (2006). *The professional bond—Public relations and the practice*. Commission on Public Relations Education.
- [26] Venter, B. P. (2004). *The role perceptions of public relations practitioners in South Africa*. Unpublished master' s thesis, Cape Town: Cape Technikon,.
- [27] Venter, B. P. (2008). *Realignment of public relations in the value chain for improved organizational ethics in South Africa*. Dtech Thesis, Cape Town: Cape Peninsula University of Technology.