

## Reviews

Book: ***Dynamics of mass communication.  
Media in the digital age***

Author: **Josep R. Dominick**

Review by: Asist. drd. *Julia SZAMBOLICS*



*Ipostazele comunicării de masa* is the translation of the seventh edition of the book *The Dynamics of Mass Communication: Media in the Digital Age* and it is a great handbook for students who wish to understand the development of mass communication in the digital age, but also for specialists willing to update their knowledge in this field. This manual provides comprehensive information about all the elements and components connected to the mass communication.

The volume is structured into six parts, each analyzing different issues of mass communication. Besides the theoretical and the historical background, the book introduces a wide range of industries and trades, such as public relations or advertising. A special place is held for the new media, such as the World Wide Web or Internet.

In the first part of this book, the author introduces key terms as feedback, noise, interpersonal communication, hypertext, disintermediation etc. and covers the theoretical and historical terms defining mass-communication.

The second part has the printed media in view. Joseph G. Dominick begins by introducing the reader in the history of journalism in the United States. Key terms of this part are: penny journal, public journalism, circulation, fund news etc.

Further, the focus is on electronic media. After presenting the history of each electronic environment, follows the presentation from a theoretical point of view. The author covers every layer from the production to circulation, from the departments and economic issues to other elements that form each environment separately.

The 4<sup>th</sup> part deals with specific professions in the media, namely public relations and advertising, also putting greater emphasis on news, the categories of news, the news flow and differences that arise in presenting the news in different media.

The author does not hesitate to bring up the laws and regulation controlling the mass-media in the fifth chapter of this book. Specialty papers do not always cover this

area also defining mass-communication and mass-media, but Joseph R. Dominick offers a wide and rich perspective of this issue.

In the final part of the volume the author writes about the influence and social effects of mass-communication, also offering a future projection of it.

It is a manual that is far from being just theoretical, due to examples and visual elements, tables, statistics and extracts from newspapers embedded by Dominick, leading to an easier understanding of terms and making the reading more enjoyable. It is certainly a good way to attract the student's interest and attention. It is a book that includes the past, present and future of mass communication. Joseph R. Dominick managed, through its vivid and casual style of writing to offer a pleasant read.

Book: ***Relații Publice Eficiente***<sup>1</sup>  
Authors: **Scott M. Cutlip, Allen H. Center, Glen M. Broom**  
Review by: Asist. drd. Meda MUCUNDORFEANU



*Effective Public Relations (EPR)* is a cornerstone book in PR for theory as well as practice. Scott M. Cutlip, Allen H. Center and Glen M. Broom managed to write the “Bible of public relations”, as it is rightfully considered to be because it is the book of reference in this field everywhere in the world. The book is equally used by students and professionals because it answers the needs for information on Public Relations and on the future of this field. This is the most quoted book in PR literature, the most frequently used by those preparing for accreditation exams and the most translated for studies in China, Japan, Russia, Korea, Spain, Bulgaria, Italy, and Latvia. The present work is the 9<sup>th</sup> edition and was first published in English in 2006 and was translated and published in Romania only this year, in 2010, by the Faculty of Communication and Public Relations, SNSPA, Bucharest.

The first edition of the English version of this book, *Effective Public Relations (EPR)* was issued 1952 by introducing the theory and principles of Public Relations worldwide and made this field an academic area of study. Its chapters present this field gradually, starting with a general presentation and the evolution of public relations, continuing with the main basic theories and ending with detailed explanations about the context in which this relatively new field is developing and about the organizations that are effectively involved in this profession. The book is structured in four ample parts, as follows:

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1 Original English title: *Effective Public Relations (EPR)*.

### **Part I (Chapters 1-4)-Concept, Professionals, Context, and Origins**

Introduces the concept of contemporary Public Relations and describes the kind of activities of professionals and their various roles; it explains how organizational settings and other factors affect the work of professionals around the world; it describes the path of evolution of this profession, identifies the key people who are responsible for this evolution, and traces the origins of the current profession.

### **Part II (Chapters 5-10)-Foundations**

The second part presents the principles and theories that are fundamental for PR, including the professional, ethical, legal, and internal and external contexts; it also deals with the most important aspects of PR work which are, of course, media relations. These five chapters also present communication and public opinion theory as being essential to understanding the function of public relations in organizations, in particular and in society, in general.

### **Part III (Chapters 11-14)-Management Process**

Here theory is turned into practice through the “four-step public relations process” outlining the strategic planning steps for managing public relations programs. These chapters help readers learn how to define problems and set specific goals, how to identify target audiences, how to apply theory and develop promotion strategies, and how to track program progress and assess impact.

### **Part IV (Chapters 15-17)-The Profession**

In the last part, readers learn about the context of this profession and about the fact that Public Relations are indispensable in any field, in private and non private fields of activity and institutions, such as companies, governments, military, and politics; nonprofit organizations, trade associations, professional societies, and other nongovernmental organizations (NGOs). It is explained how all these rely on PR in order to communicate efficiently with their target audiences, their members, their partners and, of course, the media.

We recommend this book for its new horizon – the new perspective it is presenting. It contains numerous examples from the great experience of the authors, but also from the generous feedback, the readers of the previous editions gave. Although it is an academic ensemble of texts, this book is accessible for everyone interested in social communication and in the role of institutions involved in this process.