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‘Public relations is the management of mutually influential relationships within a web of constituency relationships.’ It’s still centred on relationships, though these are now ‘mutually influential’ rather than ‘mutually beneficial’.

*Public Relations as Relationship Management - PR Academy*

Public Relations has long aspired to be seen as a strategic management function, given the same respect in the board room as marketing and human resources. However, in 2011 US scholar James Grunig argued that rather than being seen as strategic management, ‘public relations has been institutionalized as a

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symbolic-interpretive activity that organizations use to exert their power over publics and to disguise the consequences of their behaviors from publics, governments, and the media’.

*Public relations as strategic management - PR Academy*

I have quoted from a 1984 text, *Managing Public Relations*.

Decades on, questions are still being asked about public relations as a management discipline. In their 2012 book *Public Relations: A Managerial Perspective*, Danny Moss and Barbara deSanto list eight key challenges facing public relations managers:

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managerial awareness of this is all the more important. In providing a framework and examination of the issues, *Public Relations: A Managerial Perspective* offers an original and vital discussion.

## *Public Relations A Managerial Perspective*

4. Public relations is a management function separate from other functions. Many organizations splinter the public relations function by making it a supporting tool for other departments such as marketing, human resources, law, or finance. When the public relations function is sublimated to other

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concept that public relations is the management of the relationship between an organization and. interacting stakeholder groups. At least part of the reason for the growing popularity of ...

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