Call for Papers
Special Issue of Public Relations Review

Public Relations Pedagogy
Special Issue Editor: Maureen Taylor, University of Oklahoma

This special issue will include the most current work in public relations pedagogy. Teaching public relations is one of the most rewarding activities that academics can do. Yet, balancing conceptual knowledge with skills training can be difficult to achieve. The emergence of new communication media and globalization create new opportunities for public relations educators.

Today, more and more professionals are entering the public relations classroom. Adjuncts and term faculty may have many years of working experience but most would benefit from learning more about the research findings about public relations education.

The special issue will showcase a wide range of articles about teaching public relations. Articles may be empirical or descriptive. Topics may include but are not limited to the following:

1) Research on teaching effectiveness
2) Measurement of student outcomes
3) Best practices
4) Theories of pedagogy and application to public relations
5) Innovative exercises, assignments or syllabi
6) Topics such as accreditation, mandatory internships, service learning

The deadline for submissions is April 15 2011 and should be submitted via the journal’s online submission system available through the journal homepage: http://www.elsevier.com/locate/pubrev (where the Guide for Authors can also be viewed) or directly via http://ees.elsevier.com/pubrel/ - choosing “Special Issue: Public Relations Pedagogy” as the paper type.

All submissions will be blind peer reviewed for this special issue. Authors will be notified about the acceptance decision by July 1, 2011. Articles that are accepted will need to be resubmitted to the Elsevier system by August 1. The special issue will hopefully be published in December 2011.

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