

# history of public relations

History of Public Relations: Tracing the Evolution of a Vital Communication Craft

**history of public relations** is a fascinating journey through time, revealing how the art and science of managing communication between organizations and their publics has evolved. From ancient civilizations to modern digital strategies, public relations (PR) has played a pivotal role in shaping perceptions, building reputations, and influencing public opinion. Understanding this history not only offers insight into how PR practices have transformed but also highlights the enduring principles that continue to guide effective communication today.

## The Origins of Public Relations: Ancient Foundations

Before the term "public relations" existed, societies already practiced the basic principles of influencing public opinion and managing reputations. The earliest examples can be traced back to ancient civilizations where rulers, religious leaders, and governments needed to communicate with their citizens and neighboring states.

### Early Practices in Ancient Civilizations

In ancient Egypt, Pharaohs used monuments, inscriptions, and public ceremonies to convey their power and divine right to rule. Similarly, in Mesopotamia, clay tablets documented achievements and laws, serving as a form of public messaging. The Greeks and Romans contributed significantly to the development of rhetoric—the art of persuasion—which is foundational to PR.

Roman leaders, for instance, understood the importance of public image and propaganda. Julius Caesar famously wrote commentaries on his military campaigns, effectively shaping his public persona and political career. Public speeches, festivals, and coins bearing the images of leaders were tools to influence the masses and maintain social order.

### Religious Institutions and Messaging

Religion has also played a crucial role in the history of public relations. The Catholic Church, for example, used art, architecture, and public rituals to communicate its doctrines and authority across Europe. The use of symbolism and storytelling helped establish and maintain trust with followers, reflecting early PR strategies aimed at building a loyal community.

# **The Birth of Modern Public Relations in the 19th Century**

The industrial revolution and the rise of mass media in the 19th century marked a significant turning point in the history of public relations. As societies became more complex and businesses grew larger, the need for structured communication with the public became essential.

## **Press Agency and Early Publicity Efforts**

One of the earliest forms of modern PR was “press agency,” which focused primarily on gaining media attention, often through sensationalism or exaggerated claims. P.T. Barnum, the famous showman, exemplified this approach by using publicity stunts to attract crowds and media coverage for his circus.

Although press agency sometimes lacked ethical standards, it laid the groundwork for understanding the power of media to shape public perception. It also highlighted the importance of storytelling and timing in effective communication.

## **Public Information and the Rise of Professionalism**

As the 20th century dawned, a more refined approach called “public information” emerged. This method emphasized truthful, accurate dissemination of information rather than just hype. Ivy Lee, often regarded as one of the founders of modern PR, championed this approach by advising clients to be transparent and proactive in communicating with the public.

Lee’s work with the Pennsylvania Railroad and later with the Rockefeller family showed how managing crises and providing honest information could build trust and protect reputations. His famous “Declaration of Principles” underscored the ethical responsibility of PR practitioners to serve the public interest.

## **The Golden Age: Growth and Institutionalization in the 20th Century**

The history of public relations in the 20th century is marked by rapid growth, professionalization, and the emergence of PR as a recognized field of study and practice.

## **Edward Bernays and the Science of Persuasion**

Edward Bernays, often called the “father of public relations,” brought a new level of

sophistication to the field by applying principles of psychology and social science. He believed that public opinion could be shaped through strategic communication, making PR a powerful tool for both business and government.

Bernays' campaigns, such as promoting women smoking as a symbol of liberation, illustrate the use of symbolic messaging to create cultural change. His book, "Crystallizing Public Opinion," remains a seminal text that laid the foundation for modern PR theories and practices.

## **Expansion During War and Political Campaigns**

World War I and II accelerated the use of public relations as governments realized the importance of managing information and morale. The U.S. government's Committee on Public Information, led by George Creel, employed propaganda techniques to garner support for the war effort.

Post-war, PR techniques were adopted widely in political campaigns, corporate communications, and even nonprofit advocacy. The rise of radio and television further expanded the reach of PR professionals, who began to specialize in media relations, crisis communication, and public affairs.

## **The Digital Revolution and Contemporary Public Relations**

The late 20th and early 21st centuries have seen the history of public relations enter a new era with the advent of the internet and digital communication platforms.

## **The Impact of Social Media and Online Platforms**

Social media has transformed the way organizations interact with their audiences. Platforms like Twitter, Facebook, and Instagram allow for real-time engagement, direct communication, and the ability to shape narratives instantly.

This shift has created both opportunities and challenges for PR professionals. On one hand, brands can cultivate communities and respond quickly to issues. On the other, misinformation and viral crises can spread rapidly, requiring agile and transparent communication strategies.

## **Data-Driven PR and Analytics**

Modern public relations increasingly relies on data and analytics to craft targeted messages and measure campaign effectiveness. Tools for monitoring social media

sentiment, media coverage, and audience demographics enable PR teams to make informed decisions and optimize their strategies.

This evidence-based approach reflects a broader trend towards accountability and results-oriented communication, aligning PR more closely with business goals and stakeholder expectations.

## Lessons from the Past and Tips for Today's PR Professionals

Understanding the history of public relations offers valuable lessons for today's communicators. Here are some insights drawn from the evolution of the field:

- **Authenticity Matters:** Whether in ancient times or today, honest and transparent communication builds lasting trust.
- **Adaptability is Key:** PR has always evolved with technology and society—from print to broadcast to digital platforms.
- **Know Your Audience:** Tailoring messages based on audience needs and values is a timeless principle.
- **Ethics Cannot Be Ignored:** The shift from press agency to public information highlights the importance of ethical standards.
- **Crisis Preparedness:** History shows that managing crises proactively can protect reputations and even strengthen relationships.

For anyone interested in pursuing a career in public relations or simply understanding its impact, appreciating its rich history is essential. It reminds us that at its core, PR is about human connection—building bridges between organizations and the communities they serve.

As technology and society continue to evolve, the history of public relations serves as a blueprint for navigating change while upholding the timeless goal: fostering understanding and positive relationships through effective communication.

## Frequently Asked Questions

### What is the origin of public relations as a profession?

Public relations as a profession originated in the early 20th century, with pioneers like Ivy Lee and Edward Bernays laying the foundation by promoting transparency and strategic

communication between organizations and the public.

## **Who is considered the 'father of public relations' and why?**

Edward Bernays is considered the 'father of public relations' because he applied psychological and sociological principles to influence public opinion, shaping modern PR practices through campaigns and writings.

## **How did public relations evolve during the 20th century?**

Public relations evolved from simple publicity and press agency into a strategic management function, incorporating research, planning, communication, and evaluation to build mutually beneficial relationships between organizations and their publics.

## **What role did World War I play in the development of public relations?**

World War I significantly advanced public relations by demonstrating the power of propaganda and mass communication; governments used PR techniques to influence public opinion and gain support for the war effort.

## **How has technology influenced the history of public relations?**

Technology, from the printing press to radio, television, and the internet, has continually transformed PR by expanding the reach and speed of communication, enabling real-time engagement and more targeted messaging.

## **What impact did Ivy Lee have on public relations ethics?**

Ivy Lee introduced the concept of transparency and honest communication in PR, advocating that organizations should provide accurate information to the public to build trust, which established early ethical standards in the field.

## **How did the rise of social media change public relations strategies?**

The rise of social media revolutionized PR by enabling two-way communication, direct engagement with audiences, real-time feedback, and the need for rapid response to public issues, significantly altering traditional PR approaches.

## **What historical events highlighted the importance of**

# **crisis communication in public relations?**

Events like the Tylenol poisoning crisis in 1982 and the Exxon Valdez oil spill in 1989 highlighted the crucial role of effective crisis communication in protecting organizational reputation and managing public trust during emergencies.

## **Additional Resources**

History of Public Relations: A Comprehensive Exploration of Its Evolution and Impact

**history of public relations** reveals a complex trajectory that spans centuries, reflecting the changing dynamics between organizations, governments, and the public. As a strategic communication discipline, public relations (PR) has evolved from rudimentary persuasion techniques to sophisticated campaigns that shape public opinion and corporate reputation in the digital age. Understanding this evolution is crucial for professionals and scholars aiming to grasp how PR influences society, politics, and business today.

## **Origins and Early Practices of Public Relations**

The roots of public relations can be traced back to ancient civilizations where leaders and rulers sought to influence public perception through messaging and symbolic acts. Early forms of propaganda, public speeches, and written proclamations served as foundational elements of what would later become formalized public relations strategies.

### **Ancient and Classical Beginnings**

In ancient Egypt, pharaohs used monumental architecture and inscriptions to project power and divine authority. Similarly, Roman emperors employed oratory and public spectacles to sway public opinion and legitimize their rule. The use of rhetoric by Greek philosophers such as Aristotle laid the groundwork for persuasive communication, which is central to PR practices.

During the Middle Ages, the Catholic Church utilized sermons and rituals to maintain influence over the masses, demonstrating early recognition of audience targeting and message control. These historical instances illustrate that the essence of public relations—crafting and disseminating messages to influence public perception—has long been integral to leadership and governance.

## **The Emergence of Modern Public Relations**

The transition from ancient techniques to modern public relations is marked by the Industrial Revolution and the rise of mass media. The 19th century brought rapid social and technological changes, creating new challenges for businesses and governments in

managing public opinion.

## **The Role of the Press and Industrialization**

The proliferation of newspapers and telegraph communication enabled information to spread faster and more broadly than ever before. This period saw the first recognized PR practitioners such as Ivy Lee and Edward Bernays, who are often credited as pioneers in the field.

Ivy Lee, known as the father of modern public relations, emphasized transparency and honesty, introducing the "Declaration of Principles" in 1906 to guide corporate communication. His work with the Pennsylvania Railroad and the Rockefeller family exemplified the shift toward managing crises and shaping public narratives proactively.

Edward Bernays, a nephew of Sigmund Freud, integrated psychological theories into PR, advocating for strategic manipulation of public opinion. His campaigns, such as promoting cigarette smoking among women by branding it as "Torches of Freedom," showcased the power of PR in influencing social behavior and consumer trends.

## **Institutionalization and Professionalization**

The early 20th century witnessed the establishment of professional organizations like the Public Relations Society of America (PRSA) in 1947, which standardized ethical guidelines and best practices. Universities began offering courses and degrees in public relations, recognizing it as a distinct academic discipline.

This period also highlighted the expanding scope of PR beyond corporate communication to include political campaigns, social movements, and international relations. The use of press releases, media kits, and public events became staples of PR strategy, reflecting a more systematic approach to shaping public discourse.

## **Public Relations in the Mid to Late 20th Century**

The mid-1900s saw public relations adapting to new media formats and a more skeptical public. The rise of television, followed by radio and print journalism, provided PR practitioners with multiple platforms to engage audiences but also increased scrutiny.

## **Media Relations and Crisis Management**

As mass media matured, PR professionals had to navigate increasingly complex interactions with journalists and editors. The role of media relations became central to building and maintaining a positive corporate image.

Notable crises, such as the Tylenol poisoning incident in 1982, demonstrated the importance of transparent, timely, and empathetic communication. Johnson & Johnson's handling of the crisis is frequently cited as a textbook example of effective PR crisis management, combining swift product recalls with clear messaging that prioritized consumer safety.

## **Social Movements and Ethical Challenges**

The 1960s and 1970s brought social upheaval and heightened public awareness, compelling PR to address issues of corporate responsibility, environmentalism, and human rights. This era underscored the ethical challenges in PR, as practitioners balanced client interests with public welfare.

The Vietnam War and Watergate scandal exposed the potential misuse of PR as a tool for propaganda and misinformation, prompting calls for greater transparency and accountability within the profession.

## **The Digital Revolution and Contemporary Public Relations**

The advent of the internet and social media platforms in the late 20th and early 21st centuries revolutionized public relations, creating both unprecedented opportunities and challenges.

## **Digital Communication and Social Media**

The rise of platforms such as Twitter, Facebook, and Instagram transformed how organizations communicate with stakeholders. Real-time engagement, influencer collaborations, and user-generated content have become integral to modern PR strategies.

Digital analytics and data-driven approaches enable PR professionals to measure campaign effectiveness with greater precision, tailoring messages to segmented audiences. However, the speed and reach of digital media also amplify risks, making reputation management more complex.

## **Challenges and Opportunities in the Modern Landscape**

While digital tools democratize communication, they also create an environment where misinformation can spread rapidly. PR practitioners must navigate this landscape carefully, employing fact-checking, transparency, and authenticity to build trust.

Corporate social responsibility (CSR) and purpose-driven communication have gained

prominence as consumers increasingly demand ethical behavior and social impact from brands. This shift reflects an evolution from mere image management to fostering genuine relationships with diverse publics.

## Key Features and Trends in the Evolution of Public Relations

- **Strategic Communication:** From ad hoc messaging to integrated campaigns aligned with organizational goals.
- **Media Diversification:** Transition from print and broadcast to digital and social media platforms.
- **Audience Segmentation:** Tailoring messages to specific demographic, psychographic, and geographic groups.
- **Ethical Standards:** Growing emphasis on transparency, honesty, and corporate social responsibility.
- **Crisis Preparedness:** Proactive planning and rapid response mechanisms to mitigate reputational damage.

## Comparative Perspectives

Comparing historical and contemporary PR reveals distinct shifts in tactics and priorities. Early practitioners focused primarily on publicity and persuasion, often with little concern for ethics. Modern PR, by contrast, balances persuasion with relationship-building and accountability.

The globalization of communication has also expanded PR's scope, requiring cultural sensitivity and cross-border strategies. Multinational corporations and international organizations must consider diverse legal frameworks, media environments, and audience expectations.

## Conclusion: The Enduring Importance of Understanding the History of Public Relations

Examining the history of public relations provides valuable insights into how communication strategies shape societal narratives and influence behavior. From ancient rulers to digital influencers, the core objective remains consistent: to engage publics effectively and ethically.

As public relations continues to evolve amid technological advances and shifting social norms, professionals must draw on historical lessons to navigate emerging challenges. The discipline's rich history underscores the importance of adaptability, strategic thinking, and integrity in maintaining the delicate balance between organizational interests and public trust.

## History Of Public Relations

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**history of public relations:** *History of Public Relations* , 2015

**history of public relations: Pathways to Public Relations** Burton St. John III, Margot Opdycke Lamme, Jacquie L'Etang, 2014-04-24 Over the centuries, scholars have studied how individuals, institutions and groups have used various rhetorical stances to persuade others to pay attention to, believe in, and adopt a course of action. The emergence of public relations as an identifiable and discrete occupation in the early 20th century led scholars to describe this new iteration of persuasion as a unique, more systematized, and technical form of wielding influence, resulting in an overemphasis on practice, frequently couched within an American historical context. This volume responds to such approaches by expanding the framework for understanding public relations history, investigating broad, conceptual questions concerning the ways in which public relations rose as a practice and a field within different cultures and countries at different times in history. With its unique cultural and contextual emphasis, *Pathways to Public Relations* shifts the paradigm of public relations history away from traditional methodologies and assumptions, and provides a new and unique entry point into this complicated arena.

**history of public relations: Today's Public Relations** Robert L. Heath, W. Timothy Coombs, 2006 'Today's Public Relations' works to redefine the teaching of public relations by discussing its connection to mass communication, but also linking it to its rhetorical heritage.

**history of public relations: Introduction to Public Relations and Advertising** D F du Plessis, 2000 Introduction to Public Relations and Advertising introduces the reader to the basics of public relations and advertising in a single textbook. Topics include the functions, effects, and critical issues of public relations as well as the history of advertising and its relationship to marketing. The unit on advertising covers theoretical models, advertising campaigns and critical research issues. Introduction to Public Relations and Advertising is used by the Department of Communication at the university of South Africa and will prove invaluable for other students of communication as well as practitioners who need to reflect on the fundamentals of public relations and advertising.

**history of public relations: Public Relations as Activism** Derina R. Holtzhausen, 2013-06-17 This volume applies postmodern theory to public relations, providing an alternative lens to public relations theory and practice and developing public relations theory within the context of

postmodernism. Author Derina R. Holtzhausen focuses on two key issues and their application to public relations theory and practice: the postmodernization of society, and the possibilities postmodern theories offer to explain and understand public relations practice in today's changing society. Holtzhausen's argument is that existing theory should be evaluated from a postmodern perspective to determine its applicability to postmodernity. Utilizing practitioner perspectives throughout the volume, she explores the practice of public relations as a form of activism. The volume is intended for scholars and students in public relations. It may be used as a supplemental text in advanced courses on public relations theory, PR management, organizational communication, and related areas.

**history of public relations: Public Relations History** Cayce Myers, 2020-07-29 This book presents a unique overview of public relations history, tracing the development of the profession and its practices in a variety of sectors, ranging from politics, education, social movements, and corporate communication to entertainment. Author Cayce Myers examines the institutional pressures, including financial, legal, and ethical considerations, that have shaped public relations and have led to the parameters in which the practice is executed today, exploring the role that underrepresented groups and sectors (both in the U.S. and internationally) played in its formation. The book presents the diversity and nuance of public relations practice while also providing a cohesive narrative that engages readers in the complex development of this influential profession. Public Relations History is an excellent resource for upper-level undergraduate and graduate courses covering public relations theory, management, and administration; mass communication history; and media history.

**history of public relations: The Routledge Handbook of Critical Public Relations** Jacquie L'Etang, David McKie, Nancy Snow, Jordi Xifra, 2015-08-11 Critical theory has a long history, but a relatively recent intersection with public relations. This ground-breaking collection engages with commonalities and differences in the traditions, whilst encouraging plural perspectives in the contemporary public relations field. Compiled by a high-profile and widely respected team of academics and bringing together other key scholars from this field and beyond, this unique international collection marks a major stage in the evolution of critical public relations. It will increasingly influence how critical theory informs public relations and communication. The collection takes stock of the emergence of critical public relations alongside diverse theoretical traditions, critiques and actions, methodologies and future implications. This makes it an essential reference for public relations researchers, educators and students around a world that is becoming more critical in the face of growing inequality and environmental challenges. The volume is also of interest to scholars in advertising, branding, communication, consumer studies, cultural studies, marketing, media studies, political communication and sociology.

**history of public relations: The Unseen Power** Scott M. Cutlip, 2013-11-05 Based largely on primary sources, this book presents the first detailed history of public relations from 1900 through the 1960s. The author utilized the personal papers of John Price Jones, Ivy L. Lee, Harry Bruno, William Baldwin III, John W. Hill, Earl Newsom as well as extensive interviews -- conducted by the author himself -- with Pendleton Dudley, T.J. Ross, Edward L. Bernays, Harry Bruno, William Baldwin, and more. Consequently, the book provides practitioners, scholars, and students with a realistic inside view of the way public relations has developed and been practiced in the United States since its beginnings in mid-1900. For example, the book tells how: \* President Roosevelt's reforms of the Square Deal brought the first publicity agencies to the nation's capital. \* Edward L. Bernays, Ivy Lee, and Albert Lasker made it socially acceptable for women to smoke in the 1920s. \* William Baldwin III saved the now traditional Macy's Thanksgiving Day parade in its infancy. \* Ben Sonnenberg took Pepperidge Farm bread from a small town Connecticut bakery to the nation's supermarket shelves -- and made millions doing it. \* Two Atlanta publicists, Edward Clark and Bessie Tyler, took a defunct Atlanta bottle club, the Ku Klux Klan, in 1920 and boomed it into a hate organization of three million members in three years, and made themselves rich in the process. \* Earl Newsom failed to turn mighty General Motors around when it was besieged by Ralph Nader and

Congressional advocates of auto safety. This book documents the tremendous role public relations practitioners play in our nation's economic, social, and political affairs -- a role that goes generally unseen and unobserved by the average citizen whose life is affected in so many ways by the some 150,000 public relations practitioners.

**history of public relations: The Global Public Relations Handbook, Revised and Expanded Edition** Krishnamurthy Sriramesh, Dejan Vercic, 2009-01-13 Expanding on the theoretical framework for studying and practicing public relations around the world, The Global Public Relations Handbook, Revised and Expanded Edition extends the discussion in the first volume on the history, development, and current status of the public relations industry from a global perspective. This revised edition offers twenty new chapters in addition to the original contents. It includes fourteen additional country- or regionally-focused chapters exploring public relations practice in Africa, Asia, Europe, and the Americas. Contributors use a theoretical framework to present information on the public relations industry in their countries and regions. They also focus on such factors as the status of public relations education in their respective countries and professionalism and ethics. Each country-specific chapter includes a case study typifying public relations practice in that country. Additional new chapters discuss political economy, activism, international public relations, and United Nations public affairs.

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**Historical Theorization** Tom Watson, 2015-07-02 The National Perspectives on the Development of Public Relations: Other Voices series is the first to offer an authentic world-wide view of the history of public relations. It will feature six books, five of which will cover continental and regional groups. This last book in the series focuses on historiographical and theoretical approaches.

**history of public relations: Histories of Political Public Relations** Anastasios Theofilou, Martina Topić, 2025-02-04 Despite strong arguments that have been exploring the influence of Public Relations (PR) on public information, propaganda, the development of nation branding and policy-making, there remains little research on the history of governmental PR. This has led to a limited understanding of the discipline that aligns it with a supportive role to wider marketing campaigns or with a stretch to political communication through lobbying. Responding to this challenge, this book explores PR's historical connection to government communication. The editors assemble respected contributors to explore government PR through a series of micro-histories and also examine larger theoretical issues, including the relationship between PR and propaganda. The chapters explore behavioural aspects of government campaigning and the tools and techniques typically used. In the context of COVID-19 and global resistance to measures, while health and climate scientists warn that there might be more pandemics to come, looking at behavioural campaigning becomes even more relevant. This book will add knowledge and understanding to the fields of PR history and historiography. Academics and researchers will find the volume appropriate for research and teaching.

**history of public relations: A Handbook of Corporate Communication and Public Relations** Sandra Oliver, 2004-04-22 A bold addition to existing literature, this book provides an excellent overview of corporate communication. Taking a refreshing interdisciplinary approach, it is an essential reference, offering in-depth analysis and contemporary case studies.

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**history of public relations: The History of Public Relations in China** Ke Xue, Sherry Xue'er Yu, Mingyang Yu, 2022-11-17 This book is the first on the history of Chinese public relations, and has been selected as one of the "40 representative books for 40 years of public relations in China" by the Public Relations Society of China. In four chapters, it systematically reviews and analyzes the trajectory and evolution of public relations in China from the very start – when the "reform and opening" policy was adopted in 1978 – to the present. The book will help both established and new scholars and practitioners in the field to understand the changing nature of public relations in China. It offers a unique perspective by placing the discussion of the development of public relations in the general context of the changes and development of China as a whole, and in relation to the changing status of public relations around the world. Accordingly, readers will not only gain a more in-depth understanding of the history of the field, but also of the political, economic, societal, cultural and scientific development of China in modern times.

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Relations in 2001, this new volume is global in scope and unmatched in its coverage of both academic research and professional best practice. Key Features Presents major theories in the words of the leading advocates for each theory Covers the full range of theory, research, and practice in the discipline Positions public relations as a positive force to help make society more fully functional Challenges academics and practitioners to identify best practices that can inform the work of those in the profession

**history of public relations:** *Public Relations History* Scott M. Cutlip, 2013-11-05 This important volume documents events and routines defined as public relations practice, and serves as a companion work to the author's *The Unseen Power: Public Relations* which tells the history of public relations as revealed in the work and personalities of the pioneer agencies. This history opens with the 17th Century efforts of land promoters and colonists to lure settlers from Europe -- mainly England -- to this primitive land along the Atlantic Coast. They used publicity, tracts, sermons, and letters to disseminate rosy, glowing accounts of life and opportunity in the new land. The volume closes with a description of the public relations efforts of colleges and other non-profit agencies in the late 19th and early 20th centuries, thus providing a bridge across the century line. This study of the origins of public relations provides helpful insight into its functions, its strengths and weaknesses, and its profound though often unseen impact on our society. Public relations or its equivalents -- propaganda, publicity, public information -- began when mankind started to live together in tribal camps where one's survival depended upon others of the tribe. To function, civilization requires communication, conciliation, consensus, and cooperation -- the bedrock fundamentals of the public relations function. This volume is filled with robust public struggles -- the struggles of which history is made and a nation built: \* the work of the Revolutionaries, led by the indomitable Sam Adams, to bring on the War of Independence that gave birth to a New Nation; \* the propaganda of Alexander Hamilton, James Madison, and John Jay in the Federalist papers to win ratification of the U.S. Constitution -- prevailing against the propaganda of the AntiFederalists led by Richard Henry Lee; \* the battle between the forces of President Andrew Jackson, led by Amos Kendall, and those of Nicholas Biddle and his Bank of the United States which presaged corporate versus government campaigns common today; \* the classic presidential campaign of 1896 which pitted pro-Big Business candidate William McKinley against the Populist orator of the Platte, William Jennings Bryan. This book details the antecedents of today's flourishing, influential vocation of public relations whose practitioners -- some 150,000 professionals -- make their case for their clients or their employers in the highly competitive public opinion marketplace.

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