

Call for Papers

THEORY IN PRACTICE IN PUBLIC RELATIONS THROUGH TO THE FULLY-FUNCTIONING SOCIETY: PAPERS IN HONOR OF PROFESSOR ROBERT L. HEATH

Almost a decade on, although the names of the planets may vary, few would deny van Ruler's (2005) identification of a massive gap in her claim that "Professionals are from Venus, Scholars are from Mars". Yet a history of interplanetary communication can be found in Professor Bob Heath's distinguished career in consulting and the academy. This conference wish to honour those achievements not just by recognizing the work but by evaluating the legacy and by building on it. Such is the range of his oeuvre, and the multiple linking of theory and practice, that this puts few limitations on this call for papers. Accordingly, while we particularly welcome proposals for papers or panels that draw from, or contest, his work on PR issues, PR Theory, Crisis, Rhetoric, Risk, and the Fully-Functioning Society, we are also open to general papers in those areas not linked to Heath's work.

Accordingly, we offer the following questions and suggestions – more will follow on the website. As usual, we stress this is NOT put forward as any kind of definitive list – but as prompts for a spread of responses:

- How big is the gap between practice and theory?
- What does PR practice do well and what could it do better?
- What does PR theory do well and what could it do better?
- What is the state of play in relations between PR theorists and practitioners?
- Does that state of play vary between countries and/or between regions?
- What practical or research initiatives have been taken, or are underway, to bridge the gap between PR theory and practice?
- Is PR theory an oxymoron?
- Does PR practice have a theory in practice or an espoused theory?
- Is there any PR theory or just PR education?

In line with our consistent practice as conference organisers, we invite a wide range of contributions and welcome any proposals that help explore the spectrum of concerns of contemporary PR. We hope to publish both a special issue in *Public Relations Review* and an edited volume and will keep you in touch with development. Please feel free to contact one of us directly if you wish to discuss the relevance of any proposal for a conference paper or panel.

Van Ruler, B. (2005). Commentary: Professionals are from Venus, scholars are from Mars. *Public Relations Review*, 31, 159-173.

SCIENTIFIC COMMITTEE

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CONFERENCE DEADLINES

To submit an abstract for an individual presentation (abstracts of between 250-300 words) or a panel (3 presenters maximum and overall submission to have 250 word abstract and 3 shorter abstracts up to 200 words each):
EXTENDED DEADLINE February 16, 2015 - April 9, 2015

Abstract submission: **EXTENDED DEADLINE February 16, 2015 - April 9, 2015**
Acceptance notification (by email) will be no later than: **February 23, 2015 - April 16, 2015**

Early bird payment: **March 27, 2015**

Submission of selected papers: **before the conference**

FOR FURTHER INFORMATION

<http://symposia.uoc.edu/prconference>

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