

WOMEN IN PUBLIC RELATIONS: AN EVALUATION OF A CHANGING INDUSTRY

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This analysis, based on scholarly and professional research from public relations literature as well as interviews with a purposive sample of public relations practitioners, assesses the current state of women in the field of public relations and their impact on the practice of the profession, with regard to differences in salaries based on the gender gap, management opportunities and gender bias by local, national and international mass media. The study serves as a step to further evaluate how women had, and continue to have, an effect on the practice of the communication management function of public relations.