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Public Relations Review 誌に見る広報研究の動向

米国の代表的な広報研究ジャーナルである Public Relations Review 誌は、1975年に創刊された。創刊号で当時のエディターは次のように述べている。

It has a specific purpose: to build a bridge between the worlds of social and behavioral science and communication research and the world of professional public relations. (中略) The findings of the scientists need to be translated and interpreted so they can be applied by the practitioner. That is the purpose of the PUBLIC RELATIONS REVIEW - to provide a bridge over the gap between those who are systematically studying human behavior and those who can apply the results of that study in their professional practice.

当初は季刊であったが、現在では年間5回の刊行となっている。今般、過去20年ほどの研究の動向を確認する必要があったため、以下の資料をまとめた。大方の参考に供したい。

まず、PRR 誌に掲載される論考のカテゴリーは、下表のとおりである。論文 (full-length paper) は査読対象の論考で、Original Research Article と表示される。論文には通常の投稿論文と、ゲストエディターによる特集号ないし特集セクション掲載の論文がある。論文とは別に Research in brief というカテゴリーがあり、研究成果の概要を簡潔に提示している。又、書評や文献サーベイも掲載されているが、近年は件数が少なくなっている。

20年間を前半10年、後半10年で見ると、掲載論文数が格段に増加している。広報研究者の増加と研究の活発化を示している。

表1 Public Relations Review 1998年～2017年

	冊数	特集論文	査読論文	Research in brief	書評	Commentary/ literature review
全期間合計	87	356	752	322	191	9
1998年～2007年	40	65	317	56	150	5
2008年～2017年	47	291	435	266	41	4

この間の特集セクションの一覧を表 3 にまとめた。特集セクションの設定は、2002 年以降である。

研究動向をみるために、掲載された論文の分類を試みた。分類項目は 2000 年から 2010 年にかけて年 1 回の特集号として刊行された **Bibliography issue** の分類項目を基に、項目を拡充した。分類はあくまでも論文タイトルから読み取れる範囲でのもので、キーワードやサマリーの内容分析ではない。また、対象論文は **Original Research Article** のみで、**Research in brief** は対象としていない。分類は論文タイトルの内容のみに依拠して判断した。要旨やキーワードを利用した分類ではない。表 5 に詳細分類の結果を示した。表側左の⇒は、論文比率で前半から後半にかけて大きく伸びたカテゴリーを示す。また、表右欄に 20 年間を通しての掲載論文数のランキングを示した。

タイトルから判断できる対象エリア・国を表 2 にまとめた。日本は前半後半それぞれ 5 本で、執筆者、タイトルと掲載号は表 4 にまとめた。国別で特に伸びが大きいのは中国で前半 4 本に対して後半は 43 本である。

表2 論文の対象エリア・国

	全期間		1998~2007		2008~2017	
	実数	比率	実数	比率	実数	比率
件数	1071		378		693	
Country & region						
Japan	10	0.9%	5	1.3%	5	0.7%
China	47	4.4%	4	1.1%	43	6.2%
Korea	9	0.8%	5	1.3%	4	0.6%
Asia/Pacific	27	2.5%	11	2.9%	16	2.3%
Western Europe	88	8.2%	20	5.3%	68	9.8%
Russia / Eastern Europe	23	2.1%	10	2.6%	13	1.9%
Oceania	11	1.0%	4	1.1%	7	1.0%
Latin Ameica	15	1.4%	4	1.1%	11	1.6%
Africa	29	2.7%	3	0.8%	26	3.8%
Middle East	33	3.1%	14	3.7%	19	2.7%

表3 Public Relations Review Special issue/section

Volume 43, Issue 5, (December 2017)	Special section on Public Relations and Engagement; Guest edited by Dejan Ver?i?, Ana Tkalac Ver?i? and Krishnamurthy Sriramesh
Volume 43, Issue 1, (March 2017)	Special section on WPRF 2016; Guest edited by Dr. Amy Thurlow and Anne Gregory
Volume 42, Issue 5, (December 2016)	Special section on Public Relations History; Guest edited by Thomas Watson
Volume 42, Issue 4, (November 2016)	Special section on Media Relations; Guest edited by Dr. Dejan Ver?i?, Ana Tkalac Ver?i? and Krishnamurthy Sriramesh
Volume 42, Issue 3, (September 2016)	Special Section on National Branding; Guest Edited by Jan Servaes
Volume 42, Issue 2, (June 2016)	Special Section on Configuring Intelligence; Guest Edited by David McKie and Jordi Xifra
Volume 41, Issue 5, (December 2015)	Special Section on Images of Public Relations; Guest Edited by David McKie, Jordi Xifra and Ferran Lalueza
	Special Section on Communication with Conscience; Guest Edited by Karen Sanders and Judy VanSlyke Turk
Volume 40, Issue 4, (November 2014)	SPECIAL ISSUE ON PUBLIC RELATIONS HISTORY 2014 Edited by TOM WATSON
Volume 40, Issue 2, (June 2014)	Public Relations and Communication Management in South Africa Edited by Ronel Rensburg
Volume 39, Issue 4, (November 2013)	Special Issue: Public Relations and Democracy Edited by Maureen Taylor
Volume 39, Issue 2, (June 2013)	Special Issue: PUBLIC RELATIONS HISTORY 2013 Edited by Tom Watson
Volume 38, Issue 5, (December 2012)	Section 1: THE FUTURE OF US-CHINESE MEDIA COMMUNICATION AND PUBLIC DIPLOMACY IN A POST-CRISIS WORLD Edited by Jan
	Section 2: The state of the field: Competing identities, emerging alliances, and the public relations of nation Edited by Prof.David McKie,
	Prof.Anne Gregory, Dr.Diana Ingenhoff and Prof.David McKie
Volume 38, Issue 4, (November 2012)	Special Section: Ethnographic Approaches to Public Relations Research Edited by Jacquie L'Etang, Caroline E. M. Hodges and Magda Pieczka
Volume 38, Issue 3, (September 2012)	Special Section: Public Relations History Edited by Ph.D. Tom Watson
Volume 38, Issue 2, (June 2012)	Special Section: Strategically Managing International Communication in the 21st Century
	Special Section: Internal Communication
Volume 37, Issue 5, (December 2011)	Special Issue on Pedagogy, edited by Maureen Taylor
Volume 37, Issue 4, (November 2011)	Special Section on Crisis Communication
Volume 35, Issue 4, (November 2009)	Special Section: Public Relations in a Time of Economic Crisis Edited by David McKie and Ryszard Lawniczak
Volume 35, Issue 3, (September 2009)	Special Section on China Public Relations Edited by Ray Hiebert
Volume 34, Issue 2, (June 2008)	Special Issue: Public Relations and Sport Edited by Jacquie L'Etang and Maria Hopwood
Volume 33, Issue 4, (November 2007)	The impact of Globalization on Public Relations: A Special Section from the BledCom 2007 Conference, The 14th International Public Relations
	Research Symposium BledCom 2007 Edited by Krishnamurthy Sriramesh and Dejan Vercic
Volume 33, Issue 3, (September 2007)	Special Issue on Social Theory Edited by Oyvind Ihlen and Betteke van Ruler
Volume 33, Issue 2, (June 2007)	Special Section on Crisis Communication
Volume 31, Issue 4, (November 2005)	A special issue: Global Public Relations: A Different Perspective edited by David McKie and Debashish Munshi
Volume 31, Issue 3, (September 2005)	Special Section: Arab Public Relations in the Twenty-First Century: Prospects and Challenges Edited by Mohamed Ayish and Mohamed Kirat,
	Sharjah University, United Arab Emirates
Volume 31, Issue 2, (June 2005)	Crisis Communication: A Special Section
Volume 28, Issue 2, (June 2002)	Innovative Pedagogy
Volume 36, Issue 5, (December 2010)	2010 Public Relations Review Bibliography Issue
Volume 35, Issue 5, (December 2009)	Bibliography issue
Volume 34, Issue 5, (December 2008)	Bibliography issue
Volume 33, Issue 5, (December 2007)	Bibliography issue
Volume 32, Issue 5, (December 2006)	Bibliography issue
Volume 31, Issue 5, (December 2005)	Bibliography issue
Volume 30, Issue 5, (December 2004)	Bibliography issue
Volume 29, Issue 5, (December 2003)	Bibliography issue
Volume 28, Issue 5, (December 2002)	Bibliography issue
Volume 27, Issue 2, Supplement 1, (1 July	Bibliography issue
Volume 26, Issue 2, Supplement 1, (2000)	Bibliography issue

表4 PR掲載 日本関係論文

掲載号	種別	掲載ページ	著者	タイトル
Volume 43, Issue 5, (December 2017)	Original Research Article	1016-1024	Jimbong Choi, Seohyeon Lee	Managing a crisis: A framing analysis of press releases dealing with the Fukushima nuclear power station crisis
Volume 42, Issue 4, (November 2016)	Original Research Article	556-563	Roxana D. Mairescu	Crisis management at General Motors and Toyota: An analysis of gender-specific communication and media coverage
Volume 42, Issue 2, (June 2016)	Research in Brief	369-371	Hinako Suda, Junichiro Miyabe	Practitioners' efforts to communicate corporate values in Japan
Volume 41, Issue 1, (March 2015)	Original Research Article	40-49	Shannon A. Bowen, Yue Zheng	Auto recall crisis, framing, and ethical response: Toyota's missteps
Volume 39, Issue 2, (June 2013)	Special Issue: PUBLIC RELATIONS HISTORY	147-155	Koichi Yamamura, Seiya Ikari, Takashi Kenmochi	Historic evolution of public relations in Japan
Volume 39, Issue 1, (March 2013)	Original Research Article	40-46	Sonja Utz, Friederike Schultz, Sandra Glocka	Crisis communication online: How medium, crisis type and emotions affected public reactions in the Fukushima Daiichi nuclear disaster
Volume 39, Issue 1, (March 2013)	Research in Brief	60-62	Kaori Takano	McDonald's Japan: A case study of effective public relations
Volume 32, Issue 4, (November 2006)	Original Research Article	349-357	Brenda J. Wrigley, Shizuko Ota, Akie Kikuchi	Lightning strikes twice: Lessons learned from two food poisoning incidents in Japan
Volume 30, Issue 2, (June 2004)	Original Research Article	177-185	Kristina Drumheller, William L Benoit	USS Greenville collides with Japan's Ehime Maru: Cultural issues in image repair discourse
Volume 28, Issue 4, (October 2002)	Original Research Article	379-392	Joseph R. Blaney, William L. Benoit, LeAnn M. Brazeal	Blowout!: Firestone's image restoration campaign
Volume 28, Issue 3, (August 2002)	Original Research Article	265-281	William Kelly, Tomoko Masumoto, Dirk Gibson	Kisha kurabu and koho: Japanese media relations and public relations
Volume 27, Issue 4, (Winter 2001)	Original Research Article	389-402	David R Watson, Lynne M Sallot	Public relations practice in Japan: an exploratory study

表5 Public Relations Review 1998 - 2017

	全期間		1998~2007		2008~2017		論文数 順位
	実数	比率	実数	比率	実数	比率	
件数	1071		378		693		
Theory development	93	8.7%	48	12.7%	45	6.5%	4
⇒ Research & measurement, evaluation	31	2.9%	4	1.1%	27	3.9%	
Propaganda	9	0.8%	4	1.1%	5	0.7%	
International, global & intercultural issues	124	11.6%	55	14.6%	69	10.0%	3
Issue management / framing	37	3.5%	12	3.2%	25	3.6%	
⇒ Business credibility & ethics	41	3.8%	8	2.1%	33	4.8%	10
Overview of PR practice	15	1.4%	15	4.0%	0	0.0%	
Image of PR	8	0.7%	4	1.1%	4	0.6%	
Career enhancement	4	0.4%	1	0.3%	3	0.4%	
Human resource Personal qualities	7	0.7%	3	0.8%	4	0.6%	
Leadership	7	0.7%	1	0.3%	6	0.9%	
Practitioner/workplace	62	5.8%	19	5.0%	43	6.2%	7
Profession/professionalism/professionalization	29	2.7%	9	2.4%	20	2.9%	
PR Agency & consulting firm	14	1.3%	2	0.5%	12	1.7%	
Structure of PR department	1	0.1%	0	0.0%	1	0.1%	
⇒ Stakeholders Consumer relations	5	0.5%	0	0.0%	5	0.7%	
Stakeholder communication / management	10	0.9%	7	1.9%	3	0.4%	
⇒ Employee (internal) communication & relations	29	2.7%	4	1.1%	24	3.5%	
⇒ Organization-public relationship	31	2.9%	9	2.4%	22	3.2%	
⇒ Engagement	33	3.1%	2	0.5%	31	4.5%	
Corporate persona / identity/image	7	0.7%	3	0.8%	4	0.6%	
Management	7	0.7%	2	0.5%	5	0.7%	
⇒ CSR	37	3.5%	6	1.6%	31	4.5%	
⇒ Crisis & risk Crisis communication/management	135	12.6%	47	12.4%	88	12.7%	2
Risk communication/image repair	50	4.7%	12	3.2%	38	5.5%	9
Conflict resolution	10	0.9%	5	1.3%	5	0.7%	
Reputation management/Organizational trust	22	2.1%	7	1.9%	15	2.2%	
Diversity	4	0.4%	0	0.0%	4	0.6%	
PR education Education/Pedagogy	69	6.4%	39	10.3%	30	4.3%	6
Educational institution	11	1.0%	6	1.6%	5	0.7%	
Schools & public relations students	8	0.7%	6	1.6%	2	0.3%	
⇒ Specific communication Investors' relation	5	0.5%	0	0.0%	5	0.7%	
Health communication	14	1.3%	4	1.1%	10	1.4%	
Political communication	36	3.4%	6	1.6%	30	4.3%	
Sport communication	22	2.1%	4	1.1%	18	2.6%	
Small and medium-size enterprise	4	0.4%	1	0.3%	3	0.4%	
Non-profit public relations	26	2.4%	4	1.1%	22	3.2%	
History	78	7.3%	28	7.4%	50	7.2%	5
Activism	23	2.1%	7	1.9%	16	2.3%	
Advertising & marketing	14	1.3%	3	0.8%	11	1.6%	
Brand/Brand management	13	1.2%	0	0.0%	13	1.9%	
Legal and regulatory issues	12	1.1%	3	0.8%	9	1.3%	
Sense making	2	0.2%	0	0.0%	2	0.3%	
Social capital	7	0.7%	1	0.3%	6	0.9%	
Storytelling	5	0.5%	0	0.0%	5	0.7%	
Whistleblowing	1	0.1%	0	0.0%	1	0.1%	
⇒ Media & journalism Media coverage	34	3.2%	12	3.2%	22	3.2%	
Media relations	56	5.2%	16	4.2%	40	5.8%	8
Newspapers & print publications	11	1.0%	4	1.1%	7	1.0%	
Radio & television	5	0.5%	1	0.3%	4	0.6%	
⇒ New technology & social media	157	14.7%	37	9.8%	120	17.3%	1
Public affairs	26	2.4%	9	2.4%	17	2.5%	
⇒ Public diplomacy	29	2.7%	7	1.9%	22	3.2%	
Technical issue PR technique	2	0.2%	1	0.3%	1	0.1%	
PR Campaign	10	0.9%	8	2.1%	2	0.3%	
Writing techniques	4	0.4%	3	0.8%	1	0.1%	
Other	18	1.7%	11	2.9%	7	1.0%	