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The chapter begins by outlining the concepts of 'gender' and 'gender identity' in social theory. It moves on to describe the concept of gendered emotional labour in regard to PR work, and reflects on how it applies specifically to consultants.

Gender and Public Relations - Taylor & Francis

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Throughout, the values associated with the feminine gender are juxtaposed with the norms of public relations practice. The goal is to help establish the field as a vital and ethical organizational function.

Feminist Values in Public Relations: Journal of Public ...

Attention must also be paid to a gender-sensitive choice of images when preparing public relations material. Leitfaden für geschlechtergerechtes Formulieren und eine diskriminierungsfreie Bildsprache: 5.45 MB PDF (German) 2. Gender-specific data collection and analysis. Data must be collected, analysed and presented by gender.

The five principles of gender mainstreaming

There are series of important contributions by feminist authors in the academic fields of politics, international relations (IR), and political theory in which they focused on how gender issues, concerns, and women's participation are excluded from the public politics on various levels from local to national.

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