

Book Review Guidelines for Public Relations Inquiry

Public Relations Inquiry (PRI) solicits reviews of scholarly work that reflects emerging trends in public relations research and praxis and those which illuminate provocative intersections between the field of public relations and other disciplines. We publish reviews of monographs, edited collections of essays, and after discussion with the editor, longer reviews covering one or more related volumes. Reviewers are encouraged to follow the general guidelines below to write a book review for PRI.

Content

Although it may vary in subjects, topics, tones and styles, each book review should cover the following aspects using a clear structure:

- ***A brief introduction and summary***

This includes an introduction to the author(s) (e.g., name, title, institution), their intellectual positioning and paradigmatic choices in addition to a concise summary of the content of the book and its **relevance to critical perspectives**, such as the issue under investigation, the central argument(s), the methodological approach, and any particular novelty or originality that allows you to explain what specific contribution the book is making to the field. You should consider situating the author(s) and the book within a larger scholarly framework that alerts readers to your ‘take’ on the book. You are encouraged to contribute your own argument about the topic based on an overall understanding and assessment of the book.

- ***A critical and fair evaluation of the book***

This involves a thorough and objective discussion of the book by assessing both its strengths and weaknesses, the validity of arguments, the soundness of method(s), the use of supportive materials and evidence. You can organise your analysis and evaluation into thematic paragraphs that deal with different aspects or angles of the argument(s), and pair your assertions with examples and specifics from the book. Tactfully voice your agreement and disagreement, praise and criticism, in a way that will help readers to enhance their understanding of the topic being discussed, the relevance of the book, and the effectiveness of your critique.

If reviewing an edited volume, focus your evaluation on the overarching theme and thesis of the collection, rather than simply listing the content of each chapter. Try to identify what

strikes you most as noteworthy and significant across the collection, and indicate the worth of particular chapters that highlight the theme of the book. How do the contributing chapters link to each other to create a cohesive collection? This will help you assess the general contribution and argument of the book in better details.

- **Conclusion**

This summarises your final judgment of the book by providing a balanced view of underlining its merits and also pointing out areas of future improvement. Especially stress the unique contribution of the book to the field, how it adds, changes, or breaks new ground **in relation to the critical paradigm**? Also, indicate likely readerships that would be interested in and benefit from the book under review. Readers ought to finish your review with a good sense of the book's value, usefulness, and its impact on future development of theories and practice in relation to critical and inter-disciplinary work.

Format

- Start the book review with the full citation of the book, including the page length, price and ISBN, which you can find at the publisher's website. E.g.,

Donnalyne Pompper. <i>Corporate social responsibility, sustainability and public relations: Negotiating multiple complex challenges</i> . Abingdon: Routledge, 2015. 198pp. \$73.99 (paperback). ISBN: 978-0-415-85591-4, 978-0-203-73387-5
--

- Followed by a credit line consisting of your full name, affiliation and country of residence, with left justified alignment. E.g.,

Reviewed by: Laura Olkkonen, Lappeenranta University of Technology, Finland
--

- The body of book review should be double-spaced, in Times New Roman 12-point font, with 1 inch margins on all sides.
- Titles of chapters mentioned must be included between quotation marks, e.g.

In chapter 1, "Forging Public Relations and CSR/Sustainability Connections", the author claims...

- Both in-text citations and the reference list should adhere to Sage Harvard referencing style: https://uk.sagepub.com/sites/default/files/sage_harvard_reference_style_0.pdf
- **Length:** max 800 words for a single book review and max 1200 for a two-book review. The word limits for essays reviewing more than two books will be negotiated.

Submission procedure

- Authors should contact the Book Review Editor by email with a request to review a book from the available list recommended by the journal. Usually we do not accept non-commissioned book reviews. If you have any suggestions for new books, please contact the editor first.
- In your email request please include the title of the book being considered, your rationale for selecting the book in a short paragraph, a copy of CV, and your postal address.
- If the quality of writing in the book review is acceptable, it will be recommended to submit online for publication. The editor reserves the right to reject book reviews that do not meet the scope and aim of PRI or its standards of publishing.

General rules

- Book review should focus more on analysis than summary. Keep the number of integral quotations to the bare minimum and give a specific page reference in parentheses when you do quote.
- Have a close copy-editing and proofread to enhance readability, minimise typographical errors and ensure factual accuracy.
- More tips for first-time reviewers can be found from LSE Review of Books:
<https://blogs.lse.ac.uk/lsereviewofbooks/2013/03/03/editors-column-how-to-write-a-book-review-writing-introductions/>