

**„BABEȘ-BOLYAI’ UNIVERSITY, CLUJ-NAPOCA
FACULTY OF POLITICAL, ADMINISTRATIVE AND
COMMUNICATION SCIENCES
DOCTORAL SCHOOL OF POLITICAL AND COMMUNICATION
SCIENCES**

PROFESSIONAL IDENTITY OF PUBLIC RELATIONS SPECIALISTS

- PhD THESIS SUMMARY -

Scientific Coordinator:

Prof. univ. dr. Ilie RAD

Candidate:

Adina PALEA

Cluj-Napoca

2013

Contents

List of acronyms and abbreviations

Introduction

I. Defining the concept of professional identity

I.1. The concept of identity in sociology

I.1.1. Stereotypes, prejudices and bias

I.1.2. Identity, part of the public discourse

I.2. Professional identity

I.2.1. Challenges regarding professional identity formation

I.2.2. Professional roles – indispensable component in the formation of professional identity

II. The road to identity – acknowledgement of the profession

II.1. Occupation, trade, profession –conceptual delimitations

II.2. Steps towards professionalization

II.3. Debates on the status of the occupation of public relations as a profession

III. Stages of professionalization of public relations in Romania

III.1. The emergence of an occupation and the triggering steps to recognize the industry

III.2. The creation of institutionalized forms of training / specialization in the field

III.3. The establishment of professional associations and the adoption of a professional code of ethics

III.3.1. Romanian Public Relations Association (ARRP)

III.3.2. Public Relations Company Club (CCRP)

III.3.3. Association of Trainers in Journalism and Communication (AFCOM)

III.3.4. PRIME Romania

III.3.5. Conclusions

III.4. The social role of public relations

IV. The public relations specialist –elements of identity

IV.1. The professional route of the public relations specialist

IV.1.1. International models

IV.1.2. The situation in Romania

IV.2. Competences. Aptitudes. Personal qualities

V. Method and research design

V.1. Research argument

V.2. Research objectives

V.3. Research design

V.3.1. Quantitative methods

V.3.2. Qualitative methods

VI. Discussion of results

VI.1. The questionnaire

VI.2. Focus-groups analysis

VI.2.1. Focus-group Timisoara

VI.2.2. Focus-group Cluj

VI.2.3. Focus-group Bucharest

VI.2.4. Focus-groups – conclusions

VI.3. Semi-structured interviews analysis

Conclusions

References

Appendixes

Key words: public relations, public relations specialists, professional identity, professionalization, social role of public relations, public relations profession.

The scientific research has addressed the **overall objective** of identifying the coordinates of the professional identity of public relations specialists from Romania. Data collection is based on the investigation of the practitioners' self-perception and on their evaluation of the domain in which they operate. We paid attention to the professionalization of public relations and the role that practitioners believe public relations have in society. For this we have also outlined a number of specific objectives, out of which we mention:

- To find out to what extent the PR specialists consider that the professionalization steps identified/ theorized by Johnson have been completed;
- According to practitioners' vision do public relations have a role in society? Since in some theorists' (Cutlip, Morris, Callahan, Iosifescu) and our opinion a profession should contribute to the development of society, the definition of this role is important to support the status claim of the PR profession;
- To identify what are the key words that practitioners refer to in order to define themselves, to find out whether these words refer mainly to knowledge, skills and personality traits and to see if the views according to which native skills are essential for success in the profession are confirmed;
- To discover how the activity of professional associations is perceived and which are the expectations of practitioners from such associative forms;
- To point out how they assess the impact of technological change on PR and which would be the challenges and opportunities created by the expansion of the information society;
- To learn how practitioners assess their professional satisfaction and the career development opportunities.

By elucidating the professional identity of the public relations specialists, the thesis will be useful to practitioners, employers, students in Communication and Public Relations and specialists from other countries.

Context

Public relations have emerged in our country under their current name in 1989. Public relations practices in their current sense have been introduced in Romania by multinational companies and the Ministry of Defence, which, under pressure talks on NATO membership adherence, was invited to send Romanian Army officers overseas for internships in public

relations. The emergence of public relations education in 1991 (postgraduate) and in 1993 (undergraduate courses) supported the development of the public relations and the training of specialists who could meet the needs of a new profession.

Since the emergence of university education, the demand increase for such programs was constant and exceeded the average European growth. So it is not surprising that the attention of many researchers turned to investigate the area of communication. Since the main task of a public relations specialist was and still is to nurture and develop relationships with the media, the first research steps in public relations in our country focused on investigating the relationship between journalists and public relations specialists (Coman, Balaban). The first decade of public relations in Romania is marked by the translation of books and manuals to facilitate access to information on the theory and practice of public relations (Dagenais, Newsom, Milo, Ritt). In the same time Romanian theorists attempted to order and place the main theories in the Romanian space (Rogojinaru, Borțun, Pricopie, Pop).

The emergence of professional associations - Romanian Public Relations Association (ARRP), the Public Relations Company Club (CCRP), the Association of Trainers in Journalism and Communication (AFCOM) – brought the practitioners closer together and contributed to the professionalization of public relations practitioners. The Public Relations Company Club Club initiated along with other actors from the private economical field, market-oriented studies investigating certain aspects of the public relations industry (PR departments allocated budgets, revenue of PR agencies, PR specialists position in the organizational of companies, the type of activities, the type of integrated services etc.). Since 2007-2008 academic research have turned their attention to analyzing public relations departments in public institutions (Rogojinaru, Balaban, Pricopie, Hosu, Dolea).

A less investigated aspect refers to knowing the public relations profession in terms of those who practice it. Due to increased visibility and maybe the transparency of this kind of work, such analysis were directed to the spokesperson. The profile of other public relations specialists was examined especially in terms of relationships with other professionals in the field of communication (journalists, marketing specialists) and less on self-perception and the perception of colleagues.

Therefore, the objective of this paper is to analyze the professional identity of public relations specialists and the level of professionalization of public relations in Romania based exclusively on the PR specialists' assessment.

Beyond the interdisciplinary approach, the originality of this work consists in the methodological triangulation, based on a combination of qualitative and quantitative research methods. That is, in order to know as many specific aspects of the professional identity of public relations specialists, we have focused mainly on qualitative investigation and we used focus groups and semi-structured interviews. The bibliographic research reveals that this work is the first in our country to investigate the professional identity of public relations specialists through the focus group method.

Structure of the paper

The paper is structured in six chapters of which the first deal with theoretical aspects relevant to the investigation of the professional identity of public relations specialists, and chapters III, V and VI analyze research results.

The first chapter is devoted to defining the concept of professional identity. In it we covered relevant theories about identity from psychology (Tajfel, Turner), we talked about stereotypes and prejudices as results of social identity, we pointed out the transfer of the concept of identity from the field of research to the public discourse sphere (Chrysochoou), and finally we presented the theoretical directions of investigation of professional identity (Ibarra).

The second chapter is a foray into the theoretical space of professionalization. Specifically, we start from the definition of terms such as occupation, trade, profession, then make reference to the steps toward professionalization that we must work through in order to make claims about the status of profession. The last part of this chapter presents an overview of the pros and cons that theorists and practitioners in the country and abroad, bring on the status of the profession of public relations. Based on the theoretical models, the chapter ends with our own list of criteria, which in our view, a profession would be required to satisfy.

The third chapter is set up as a demonstration, based on the stages theorized by Johnson, on the degree of professionalization of public relations in Romania. First we present the context in which the occupation of public relations emerged and when moment the term "public relations specialist" was introduced in the Classification of Occupations in Romania. Secondly,

the chapter captures the history of the development of higher education in Romania and presents the public relations professional organizations that contributed to the professionalization of PR. Third, we tried to identify the social role of public relations as an argument of the high degree of professionalism that characterizes the current stage of development of public relations.

Chapter IV is devoted to the description of the profile of public relations specialist and summarizes the results of research undertaken in the U.S., Western European countries and Romania regarding the professional path of PR specialists. We presented the level of training, the jobs that practitioners have had throughout their careers, the importance of specialized university training and postgraduate courses etc. Next, the chapter presents the findings of a study conducted by the researcher on the degree of satisfaction of students in Communication and Public Relations Specialization regarding their choice of study program. The last part of the chapter presents briefly the competencies, skills and personal qualities that a public relations specialist must have to succeed in profession.

Chapter V covers research methodology and includes motivation, objectives, research design, and a theoretical presentation of research tools used (focus groups, semi-structured interviews, questionnaire). Also, Chapter V contains the argumentation of the usefulness of methodological triangulation within the context of the research.

Chapter VI is devoted to field research conducted during the doctoral studies through which we wanted to highlight the current situation of the public relations specialist profession in Romania. The subchapters are devoted to research stages, based on the type of methods used and the geographic areas in which we conducted the investigation. The first chapter presents the results obtained by applying the sociological survey, the second chapter includes the presentation and discussion of the results of focus groups held in Bucharest, Cluj-Napoca and Timisoara, and the third chapter contains the analysis and interpretation of semi-structured interviews.

The conclusions highlight the main points arising from the field research, draw the profile of the public relations specialist in Romania, present the practitioners' vision on the status of the PR profession, direct future research efforts, suggest solutions to improve the problems mentioned by specialists and outline the directions of the development in the field.

Methodological design of the research

To investigate the perception practitioners have about the field in which they operate we chose to use a combination of qualitative and quantitative research methods, with an emphasis on qualitative methods. Using a mixed research method provides a clearer and more comprehensive understanding of the studied phenomenon. The model developed by us consists of:

- Using focus groups as a basis for guiding research;
- Applying the questionnaire to validate the information obtained from the debate generated between practitioners who participated in the focus groups;
- Using semi-structured interviews to gain in-depth knowledge of key identity elements highlighted by the other two research instruments.

We believe that this research model can be applied for the in-depth investigation of any profession and for the analysis of the professional identity of its members.

The qualitative research was conducted in three different cities: Bucharest, Cluj-Napoca and Timisoara. We chose these cities for several reasons:

- They are important university centers that offer trained workforce in public relations;
- Bucharest concentrates most of the public relations market, both in the number of public relations agencies as well as in the number of company headquarters with public relations departments;
- Cluj-Napoca is the second largest university center in the country and is the city where the researcher carries out her doctoral studies;
- Timisoara is the city where the researcher conducts her professional activity in the field of higher education in public relations.

The first component of the qualitative research was to organize a focus group in each of the three cities: Timisoara (July 2, 2012), Cluj-Napoca (February 22, 2013), Bucharest (April 24, 2013). The sample included public relations specialists from the private sector (agencies or companies), institutional sector and NGO sector. The age of participants ranged between 23 and 52 years, and experience in the field of those present ranged from 1 to 20 years. Note that the focus group held in Timisoara was a pilot one, in which we tested the method and calibrated the tools for investigation. For this, in Timisoara, we invited an external monitor (sociologist) to oversee the methodological approach and provide suggestions for optimizing the management of discussions within the focus group. The quality of information obtained and the opportunity to

observe the interaction between practitioners were arguments in favor of continueing the use of the method.

The second component of the qualitative research was based on the semi-structured interview method. We conducted 11 interviews with public relations specialists as follows: eight in Bucharest, two in Timisoara and one in Cluj- Napoca. The interviewing period was April 22 to June 7, 2013. Of the 11 interviews, 10 were conducted face to face and one on the telephone. Face to face interviews were recorded and then transcribed to extract relevant information. Responses to the telephone interview were typed by the researcher during the discussion. In total 14h and 20 minutes of recording and 138 pages of transcript resulted.

The semi-structured interview was based on an interview guide that included 11 basic questions. The order in which we asked the questions during interviews varied since we left the interviewee freedom to develop specific topics and thus partly guide the discussion. The topics addressed were: the status of public relations in Romania, the contribution of public relations to society, ARRP's role in shaping the profession, professional satisfaction of respondents, professionalism guild members, strengths of recent graduates in Communication and Public Relations.

The quantitative research consisted in the conception and dissemination of a 31 questions questionnaire, divided into four chapters: perception / self-perception, the importance of public relations, the public relations specialists, socio-demographic data. The actual dissemination of the questionnaire took place from 13 to 31 March 2013.

Conclusions

The research carried out for writing this thesis showed that public relations in Romania went through the five steps toward professionalization that Terence Johnson theorized *in Professions and Power*. With the emergence in Romania, after 1989, of public relations in their modern sense, higher education intitutions reacted quickly and adapted to the market needs developing graduate (1991) and undergraduate (1993) programs of public relations. The number of PR schools experienced a steady growth and the offer of study programs diversified so that it now covers more than 30 undergraduate programs, about 20 master programs and four doctoral schools. This development was driven by the ever increasing demand for such study programs.

The founding, in 1995, of the Romanian Association of Public Relations, at that time called the Association of Public Relations Professionals in Romania, and the introduction of the „public relations specialist” occupation in the Classification of Occupations in Romania, in 1997, legitimized the expansion of the field. In addition to ARRP’s efforts for legal recognition of the domain, the universities had an essential contribution to shaping the profession by contributing to the defining of competences and professional skills compulsory for public relations specialists. An essential role in the organized development of public relations education, in accordance with international standards, was played by the National Council for Academic Evaluation and Accreditation (CNEAA), the Romanian Agency for Quality Assurance in Higher Education (ARACIS) and the National Qualifications Higher Education and Partnership with Economic and Social Committee (ACPART), later transformed into the National Qualifications Authority (ANC). Under the guidance of the National Qualifications Authority in conjunction with the European effort of standardizing relevant qualifications for the European labor market the National Register of Qualifications in Higher Education in Romania (RNCIS) was founded, which allows you to view a profile of the ideal PR specialist based on professional and transversal competences that higher education institutions are committed to help their students develop.

However, the study of professional identity formation in students of Communication and Public Relations, conducted on a representative sample of students from faculties in Western Romania, capture the students dissatisfaction regarding the low number of applied activities and the insufficient practice opportunities/ internships offered by faculties. Students surveyed want the faculties to provide as many such opportunities, and for this to be achievable the collaboration efforts between universities and potential employers (businesses, public institutions, non-governmental organizations) should be increased. An enhanced cooperation would directly benefit all stakeholders: universities could report more collaborations with private companies and/ or public institutions; a larger number of students would benefit from internships in the field, and employers could recruit graduates with better developed practical skills. Moreover, the university-employers cooperation would indirectly contribute to strengthening the status of the public relations profession by increasing the visibility of graduates, through a better understanding of the content of the profession by employers, by faster professionalization of young professionals.

The professionalization process also involves the adoption of a code of professional conduct, stage met ever since ARRPs founding and the formulation of the association's objectives. However, the research conducted for the writing of this thesis revealed vulnerabilities of the domain and a still ongoing process of professionalization. Specifically, even if nobody doubts that the five steps to professionalizations have been taken, the end result of the process, namely, achieving professional status, is still under debate.

As highlighted in Chapter II: "The road to identity - recognition of the profession", an occupation must meet a number of criteria in order to claim the status of a profession. From the list of criteria drawn up by us at the end of the subchapter dedicated to the steps towards professionalization, the following aspects of public relations are still challenged:

- The existence of its own system of values, transmitted through specialized training and the observance of a specific code of ethics;
- A well-defined social status, prestige based on the recognition of practitioners' actions impact on the different layers of society;
- Regulated access to the profession, whether it involves a process of licensing/certification or mandatory membership in a professional association;
- A specific contribution to the development of society.

The Romanian Public Relations Association, especially before the beginning of the financial crisis in 2008, made efforts to adopt and disseminate the association's system of values and the international codes of ethics (Code of Athens – International Public Relations Association, the Global Protocol on Ethics in Public Relations – Global Alliance for Public Relations and Communication Management). But the enforcement of these values is difficult, especially as there is no correction mechanisms and no means of sanctioning non-members. Consequently, the results of quantitative research and focus groups indicate that few practitioners know the provisions of the codes of ethics governing the profession, that 74 % of them are guided by the principle of "common sense" and only 20% are guided by the code of the professional organization. We have also noticed that between stated behavior and actual operating mode exist discrepancies.

Ethical issues and the observance of professional values are difficult to control as long as there is no restricted access to the profession and because of the nature of public relations this type of regulation proves to be difficult. To be more specific, during the interviews with

renowned public relations professionals, it appeared that turning faculties into a unique entry gate to the profession is not desired. On the one hand, employers want people with skills and competencies, no matter how they were acquired, and on the other hand, market competitiveness encourages professional reorientation, especially from the journalism field to public relations. The complementary version of licensing or certification, as one of the interviewees pointed out, is quite difficult to achieve in the absence of legal mechanisms to control licensing. Poor implementation of such a program could do more harm to the profession than help strengthen its status. Furthermore, one of the former presidents of ARRP said that professional associations that use certification do not enjoy the appreciation of the members of the profession and are not favored by society.

Regarding the criteria for recognition of a profession (“well-defined social status, prestige based on the recognition of the practitioners’ actions impact on the various layers of society” and “a specific contribution to the development of society”) we conclude that public relations are confronted more with a problem of recognition of the activities carried out rather than the failure to fulfil the criteria. That is, as shown in the processing of questionnaires and analysis of focus group and interviews, public relations contribute to the development of society through various means. Insufficient popularization of the undertaken activities and the poor promoting of the profession as a whole, make the merits of public relations known only within the profession, and even there unequal in intensity and depth.

In fact, the research has revealed that practitioners do not focus on the role of public relations in society, often having a technicist vision of the profession, to the detriment of the strategic approach. However, analyzing the responses, we find that public relations have a complex action on society: information, education, mediation, generating economic value, crisis management, support social responsibility actions, introduce a culture of communication etc.

We believe that identifying the role/ roles that public relations have in society reflects deep understanding of the field, but also awareness of their own role and responsibility that public relations specialists have in the strategic position they occupy or could occupy.

The research results encourage us to say that the mix of methods used in the preparation of this thesis is not only applicable in the present case for the underlining of subtle manifestations of the communication and public relations domain, but also for similar efforts geared towards emerging professions in the post-industrial society.

The public relations specialist's profile, formed on the basis of the quantitative research results, reveals that the professionalization of practitioners in Romania heads for maturity. The professional route of respondents indicates that almost half of them have previously held a position in public relations and a third worked only in PR. Thus, the coordinates of the professional identity of public relations practitioners in Romania is based on:

- high academic training with the tendency to follow specialized university programs;
- getting a job in PR or related fields, immediately after graduation;
- the existence of professionalism rolemodels (PR specialists in Romania);
- understanding and assuming the strategic roles of information and education.

We note that 21 of the 42 people surveyed graduated from the Communication and Public Relations specialization and all 21 graduates of CRP have maximum 10 years experience in the field, which confirms the link between the professional route and the professionalization of the field, manifested through the theoretical and practical training opportunities from which future specialists benefit.

The core competencies that a graduate of Communication and Public Relations must possess are, in the opinion of respondents, the following: language skills (38.10%), professional skills (26.19%), transversal skills (16.67%) and personality traits (16.67%).

The results show that essential to the success of public relations is for practitioners to be communicative, organized and willing to learn. They describe themselves as being creative, professional, good communicators, efficient and informed. Their assessment of how others perceive them incorporates similar elements of characterization: professional, organized, engaged, communicative, creative. All these results confirm the practitioner profile shaped based on the specialized bibliography, where it is emphasized the primacy of transversal skills and personality traits to the detriment of specific professional skills. In this situation, meeting the criterion "body of specialized knowledge and skills acquired in higher education" required for fulfilling the criteria for a profession, will not only be difficult to achieve 100 %, but may prove to be detrimental to the profession, on the long run, since it would make the vocational access to the profession impossible for people aptitudes for public relations.

Another conclusion drawn from the research is that the partial understanding of the domain and lack self-promotion give rise to stereotypes, which some collaborators and part of the general public use to refer to public relations specialists. These stereotypes have negative

connotations, describing specialists as manipulators, propagandists, unethical, “the PR girls” etc. The exponential growth of the field and the lack of means to control the professionalism of practitioners have fueled the proliferation of stereotypes.

Especially during the focus groups, but also after studying articles and blogs of some industry professionals, we found a tendency to blame peer practitioners for public relations image problems. On the other hand, the questionnaire revealed that less than half of respondents “always” take transparency into consideration when developing messages and communication strategies. Moreover, some experts have testified that spinning is practiced and that this happens primarily because customers request such practices. However, all agree that only ensurance of an open dialogue conveys credibility and mutual trust, as Flaviu Calin Rus reveals in a book dedicated to communication and public relations.

This kind of attitude makes it difficult for the profession to crystalize. For Romanian practitioners the road to strengthening the profession may go faster if they understand to respect each other, to support one another, to work together, to have a common discourse about the profession and not to try to justify themselves or explain failures of the domain image just by accusing other colleagues. Inappropriate behaviors, lack of professionalism should be corrected and/or first sanctioned within the recognized forms of self-organization (professional associations, ethics committees, etc.) and the outcome of the self-regulatory approach could lead to genuine social recognition of public relations specialists as a guild with transparent rules and principles compared to other professions.

Regarding the identity of the public relations specialists, research has shown that practitioners would like to be described as professional, ethical, good communicators, necessary and creative. The first aspect that draws our attention refers to creativity. This ability is present in the self-description and the description practitioners believe would receive from collaborators, but the percent is much lower. Thus, respondents assessed themselves as being creative, but do not trust that this quality is recognized and appreciated by the collaborators. On the other hand, creativity is particularly important for practitioners, nearly 20 % of them wanting to be identified with this quality.

Also, comparing the frequency of the word “professional”, resulting from the self-description (23.81 %) and from the probable description of collaborators (23.81 %), with the frequency resultef form the desired description (47.62 %) we notice that practitioners would

want to be appreciated as professionals twice as much as they evaluate themselves at the moment.

Regarding the expertise of PR specialists, we noticed the difficulty with which some practitioners were able to identify three of the activities they carry out, naming some activities that could be grouped under a single umbrella. The trend has been to nominate executive activities corresponding to the PR technician and less activities specific to the expert in public relations, which refer to the strategic aspects of the profession.

The conclusions drawn from questionnaires and focus groups according to which the last 10 years of public relations in Romania are marked by an accelerated process of professionalization were confirmed during the interviews, the experts interviewed are of the opinion that public relations landscape today differs substantially from that of 10-15 years ago, benefitting from appreciation and recognition among direct collaborators.

During interviews respondents repeatedly raised another aspect that is as evidence of the advanced stage of professionalization of public relations in Romania, namely the international recognition enjoyed by some PR agencies in Romania. This validation of the quality of services provided by public relations specialists shows the development of the public relations market, the existence of professionals, the originality and effectiveness of campaigns.

At the end of the research we can state that there is indeed a gap between the level of professionalism of public relations in the capital and professionalization of markets in the province. Possible explanations for these disparities are related to:

- political involvement, whose influence is much stronger at the local level;
- lack of a fair competitive market;
- concentration of multinational corporations in Bucharest and hence there is a smaller number of clients outside the capital;
- the typology of activities in the province PR firms which usually offer a combination of marketing, advertising, printing and PR services.

The value of the activities of public relations specialists is not appreciated and valued enough for the purposes of gaining image capital. As we discussed in the analysis of interviews, the attempt to redefine public relations initiated by the American Association of Public Relations revealed that the word „strategy” is missing from the definitions suggested by most respondents, indicating that practitioners do not understand their role and do not position their work properly.

A similar attitude, based on an exaggerated modesty of interviewees, is revealed through our identity analysis approach. We understand that the visibility of the public relations specialists may not be higher than that of the organization, because, on the medium and long term, it could harm that organization. However, the added value public relations can bring to society, directly or indirectly, must guide the steps of positioning/ repositioning of public relations specialists and thus of the profession.

The lack of a coherent and sustained promotion of PR can lead to greater stereotyping, worsening discriminatory attitudes and creating a breeding ground for the development of marketing, as it tries to take over PR services and seeks to reposition itself on the communication market.

The focus group analysis reveals that explaining the content of the profession of public relations to non-specialists is difficult. Therefore, the improvement of this situation requires carefully constructing benchmarks on fundamentals which should be real, accurate and compliant with the specific of the profession. Otherwise false benchmarks (such as some stereotypes) will proliferate and will damage the image of the profession in the long term.

Specialists must be convinced of the usefulness of the services they offer, think strategically, act strategically and promote through their actions the strategic role of PR in organizations.

Direct meetings with specialists from Bucharest, Cluj-Napoca and Timisoara allowed us to outline a fair review of public relations in Romania and the challenges the profession faces. In our opinion, an improved image of public relations can be achieved by:

- Consistency;
- Ethics/ values clearly established and respected;
- Presentation of rolemodels and success stories;
- Exchange of ideas/ removing fears about sharing good practice cases;
- Creation of up-to-date benchmarks that allow explaining the content of the profession;
- Searching for excellence in every activity undertaken;
- Dissemination of results;
- Courage of being original;
- Taking responsibility for adopting approaches specific for the Romanian socio-cultural space.

As previously mentioned, one solution could be to intensify the dialogue between universities and private operators. An attitude of cooperation based on the awareness of their interdependent relationship could counteract some of the threats faced both by higher education institutions, and public relations agencies, private companies or non-governmental organizations.

In this respect, we consider useful the development and implementation of an online platform which could act as a resource for those interested in PR, but which could also work as a means of promoting the profession in its ensemble. The community of bloggers in the field of communication might be involved in this project, their support consisting predominantly of disseminating information and encouraging the use of the new platform. The most important role, however, we believe might pertain to the professional associations. These, as guarantors of the profession and representatives of professionals (either practitioners or teachers) could spur and sustain the development of such platforms.

The platform could:

- Help increase the visibility of PR specialists activities;
- Enhance the reputation of the profession to the general public;
- Present cases of good practice;
- Popularize success stories from within the profession;
- Develop professional pride;
- Provide relevant and up-to-date information;
- Encourage collaboration between practitioners and trainers;
- Support the professionalization efforts of other agencies or organizations.

As Herminia Ibarra explains, successful rolemodels are actually success stories, and in our opinion achieving excellence in public relations will be directly related to one person's reputation. If we start from the idea that, whatever the definitions, development directions or convenient choices, the professional identity of PR specialists is about ethics and morality, which means that building a personal brand depends on credibility.

Public relations claim that they guide organizations toward ethical behavior, fair to the publics. Such a statement is doubtful/ not credible when coming from a profession in which the moral behavior of practitioners is questioned and civil society evaluates the profession as serving just the opposite of transparency and guidance toward morality.

For a proper evaluation of the state of the profession it is important to accept that ethics acceptance may be a concern only at declarative level. Ethical conventions of the profession are evaluated as constraints by some practitioners in the field of communication and not as a point of support, guidance in career building. A possible reason for this attitude could be the gap between what is written in the codes and what is actually practiced; and the trend, as seen in the U.S., is the removal of ethics from the definition of public relations, not the rewriting of ethical codes. An attitude of this kind is harmful to the domain in the long run, actually becoming an extra argument for those who already question ethics in PR. The fact that our research results are consistent with the European Commission's report on the state of public relations in Europe (ECM 2012, ECM 2013) and the barriers in professional development identified are similar, leads us to conclude that a common European strategy could be a solution for the consolidation of the public relations from the European Union countries.

The effects of implementing some of the recommendations in this paper could be assessed by resuming the study periodically. Moreover, polling at regular intervals, for example every five years, the state of the profession is advisable for the detection of changes occurred and their correlation with the evolution of society. Therefore, regardless of the extent to which the findings of this thesis will urge practitioners to reevaluate aspects of their professional practice, we consider that the research conducted has scientific value. Note that this paper contains information that can meet the needs of scientists by directing subsequent studies. The results of the research can be useful to universities, through the updated information that they make available to teachers and by helping students outline a realistic picture about the field they want to build a career in. Moreover, our research can support practitioners from different fields to better understand the vision of their colleagues and the challenges public relations face, as a whole.

Beyond any reasonable doubt, the role of communication in obtaining societal action consensus and support for the development of economic activities is growing. Communication in all its forms – direct, mediated, promoted by state of the art means – is served in a high form by a variety of specialists, out of which the experts in public relations have claimed and undertaken a decisive role, which we consider they are not willing to give up soon. Therefore we believe it is justified to widen research on the work of this group of professionals, both from inside and outside the guild, research which should extend beyond mere accumulation of “success stories”

or limited case studies that the current specialized literature abounds in. Future efforts will need to consider not only the identification of the boundaries of the profession but also theoretically well-founded scientific analysis of professional genres and instruments used in the work that gives content public relations.

Bibliografie

- Abrams, Dominic; Michael A. Hogg (Eds.), *Social identity theory, constructive and critical advances*, Harvester Wheatsheaf, New York, 1990.
- Adams, Kim; Sarah Hean; Patrick Sturgis; Jill Macleod-Clark, *Investigating the factors influencing professional identity of first year health and social care students*, în *Learning in Health and Social Care*, vol. 5(2), 2006, p. 55-68.
- Ashforth, Blake E.; Fred Mael, *Social identity theory and the organisation*. *Academy of Management Review*, 14 (1), 1989, p. 20-39.
- Averbeck, Stefanie; Stefan Wehmeier (coord.), *Kommunikationswissenschaft und Public Relations in Osteuropa*, Leipziger Universitätsverlag, 2002.
- Balaban, Delia Cristina, *Publicitate versus Relații publice*, în Delia Balaban; Mirela Abrudan (coord.), *Tendențe în PR și publicitate. Planificare strategică și instrumente de comunicare*, Tritonic, București, 2008, p. 9-25.
- Balaban, Delia Cristina; Flaviu Călin Rus (coord.), *Minighid al job-urilor în PR și publicitate*, f.e., Cluj-Napoca, f.a.
- Balaban, Delia Cristina; Ioana Iancu, *The role of PR in the public sector. Case study on PR professionalization at the local level in Romania*, în *Transylvanian Review of Administrative Sciences*, vol. 27, 2009, p. 22-38.
- Balaban, Delia Cristina; Mirela Abrudan; Ioana Iancu; Ioana Lepădatu, *Role Perception of Romanian Journalists. A Comparative Study of Perception in Local versus National Media*, în *Romanian Journal of Communication and Public Relations*, vol. 12, no. 1(18), 2010, p. 9-27.
- Bentele, Günter; Stefan Wehmeier, *From Literary Bureaus to a Modern Profession: The Development and Current Structure of Public Relations in Germany*, în Krishnamurthy

- Sriramesh; Dejan Vercic, *The Global Public Relations Handbook: Theory, Research and Practice*, Lawrence Erlbaum Associates, Mahwah, New Jersey, 2003, p. 199-233.
- Bercu, Ana-Maria, *Managementul relațiilor de muncă în context european*, Universitatea „Alexandru Ioan Cuza”, Iași, 2011.
- Berger, Peter L., Thomas Luckmann, *Construirea socială a realității. Tratat de sociologia cunoașterii*. Traducere din limba engleză și note de Alex Butucelea, Editura Art, București, 2008.
- Bernays, Edward L., *Cristalizarea opiniei publice*. Traducere de Florin Paraschiv. Cuvânt înainte de Florin Dumitrescu. Studiu introductiv de Remus Pricopie, Editura Comunicare.ro, București, 2003.
- Black, Caroline, *The PR practitioner's desktop guide*, Thorogood, London, 2003.
- Bleakley, A., *You are who I say you are: the rhetorical construction of identity in the operating theatre*, în *Journal of Workplace Learning*, vol. 17, issue 7, 2006, p. 414-425.
- Bogathy, Zoltan; Corelia Sulea, *Manual de tehnici și abilități academice*, Editura Universității de Vest, Timișoara, 2004.
- Borțun, Dumitru, *Relațiile publice și noua societate*. Ediția a II-a, Tritonic, București, 2012.
- Bowen, Shannon A., „*I thought it would be more glamorous*”: *preconceptions and misconceptions among students in the public relations principles course*, în *Public Relations Review*, vol. 29, 2003, p. 199-214.
- Breakwell, G.M., *Coping with Threatened Identities*, Editura Methuen, London and New York, 1986.
- Brewer, M.B., *The Social Self: On being the same and different at the same time*, în *Personality and Social Psychology Bulletin*, vol. 17, 1991, p. 475-482.
- Burkart, Roland; Walter Homberg (Hg.), *Kommunikationstheorien. Ein Textbuch zur Einführung*, Braumuller, Wien, 2004.
- Burr, V., *An Introduction to Social Constructionism*, Routledge, London, 1995.
- Buunk, A.P.; Gibbons, F.X., *Social comparison: The end of a theory and the emergence of a field*. *Organizational Behavior & Human Decision Processes*, vol. 102(1), 2007, p. 3-21.
- Carayol, Valerie, *PR professionals in France: an overview of the sector*, în *Journal of Communication Management*, vol. 14(2), 2010, p. 167-177.

- Cernicova, Mariana; Adina Palea, *Developing awareness of the future profession for prospective public relations specialists. A web based analysis of Romanian academic sites*, în *Procedia – Social and Behavioral Sciences*, Proceedings of the 4th World Conference on Educational Sciences (WCES 2012), Barcelona, Spain, vol. 46, 2012, p. 4244-4248.
- Cernicova, Mariana; Adina Palea, *Measuring the Students' Perception of the Chosen Profession. Case Study: PR Students in Western Romania*, în *Procedia – Social and Behavioral Sciences*, Proceedings of the 5th World Conference on Educational Sciences (WCES 2013), Rome, Italy, 2013 (in print).
- Cernicova, Mariana; Mugurel Dragomir; Adina Palea, *Tentative conclusions regarding Romanian professional perceptions on the competences specific for PR specialists*, în *Professional Communication and Translation Studies*, vol. 4, nr. 1-2, Editura Politehnica, Timișoara, 2011.
- Chouchan, Lionel; Jean-François Flahault, *Les relations publiques*, Presses Universitaires de France, 4^e edition, Paris, 2011.
- Christensen, Burke, *What is a profession?*, în *Journal of the American Society of CLU and ChFC*, ianuarie 1994, p. 28-30.
- Chrysochoou, Xenia, *Studying identity in social psychology: Some thoughts on the definition of identity and its relation to action*, în *Journal of Language and Politics*, vol. 2, no. 2, 2003, p. 225-241.
- Cismaru, D. M., *Comunicarea internă în organizații*, Tritonic, București, 2008.
- Clifford, G. Christians *et alii*, *Etica mass-media. Studii de caz*. Traducere coordonată de Ruxandra Boicu, Polirom, 2001.
- Clitan, George, *Grila IL – Descrierea domeniului/programului de studii prin competențe profesionale și competențe transversale*, Proiectul DOCIS, 2010.
- Coman, Cristina, *Relațiile publice și mass-media*. Ediție revăzută și adăugită, Polirom, Iași, 2004.
- Idem, *Instituționalizare și profesionalizare în relațiile publice din România*, în *Revista română de comunicare și relații publice*, nr. 12, 2008, p. 83-99.
- Idem, *Comunicarea de criză. Tehnici și strategii*, Polirom, Iași, 2009.
- Comșa, Mircea; Claudiu D. Tufiș; Bogdan Voicu, *Sistemul universitar românesc. Opiniile cadrelor didactice și ale studenților*, Fundația Soros România, București, 2007.

- Coombs, Timothy W. *et alii*, *A Comparative Analysis of International Public Relations: Identification and Interpretation of Similarities and Differences between Professionalization in Austria, Norway, and the United States*, în *Journal of Public Relations Research*, vol. 6(1), 1994, p. 23-39.
- Curtin, Patricia A.; T. Kenn Gaither, *Relații publice internaționale. Negocierea culturii, a identității și a puterii*. Cuvânt înainte de Simona-Mirela Miculescu. Traducere din limba engleză de Radu Iason Martina, Editura Curtea Veche, București, 2008.
- Cutlip, Scott M.; Allen H. Center; Glen M. Broom, *Relații publice eficiente*. Traducere Claudia Popa. Postfață Remus Pricopie, București, Editura Comunicare.ro, 2010.
- Dagenais, Bernard, *Profesia de relaționist*. Traducere de Anca-Magdalena Frumușani, Polirom, Iași, 2002.
- David M. Dozier, *The Organizational Roles of Communications and Public Relations Practitioners*, în Grunig, James E. (Ed.), *Excellence in Public Relations and Communication Management*, Hillsdale, New Jersey, Lawrence Erlbaum Associates, 1992, p. 327-356.
- David, George, *Tehnici de relații publice. Comunicarea cu mass-media*, Polirom, Iași, 2008.
- deBussy, Nigel M.; Katharina Wolf, *The state of Australian public relations: Professionalisation and paradox*, în *Public Relations Review*, vol. 35, 2009, p. 376-381.
- Dilenschneider, Robert L.; Dan J. Forrestal, *The Dartnell Public Relations Handbook*, The Dartnell Corporation, Chicago, 1987.
- Dincă, Melinda, *Sociologia identității sau despre identitatea socială și socialul identității*, Editura Universității de Vest, Timișoara, 2008.
- DiStaso, Marcia W.; Don W. Stacks; Carl H. Botan, *State of public relations education in the United States: 2006 report on a national survey of executives and academics*, în *Public Relations Review*, vol. 35, 2009.
- Dobrescu, Paul, *18 ani de comunicare*, în *Revista română de comunicare și relații publice*, nr.14, 2008, p. 9-18.
- Dolea, Alina, *Institutionalizing government public relations in Romania after 1989*, în *Public Relations Review*, vol. 38, 2012, p. 354-366.
- Dortier, J. F., *Științele umaniste – O panoramă a cunoașterii*. Traducere de Mărgărita Vavi Petrescu, Editura Științelor Sociale și Politice, București, 2006.

- Drăgan, Ioan, *Comunicarea. Paradigme și teorii*, vol. 1, RAO International Publishing Company, București, 2007.
- Drever, Eric, *Using Semi-Structured Interviews in Small-Scale Research. A Teachers's Guide*, The Scottish Council for Research in Education, Edinburgh, 1995.
- Eco, Umberto, *Cum se face o teză de licență*, Polirom, Iași, 2006.
- Edelman, Richard *et alii*, *Inside The Minds: The Art of Public Relations. Industry Visionaries Reveal the Secrets to Successful Public Relations*, Aspatore Books, 2002.
- Eliot, Matt; Jennifer Turns, *Constructing Professional Portfolios: Sense-Making and Professional Identity Development for Engineering Undergraduates*, in *Journal of Engineering Education*, vol. 100, no. 4, October 2011, p. 630-654.
- Ellemers, Naomi, *The influence of socio-structural variables on identity enhancement strategies*, în *European Review of Social Psychology*, vol. 4, 1993, p. 27-57.
- Ellemers, Naomi; Russell Spears; Bertjan Doosje, *Self and social identity*, în *Annual Review of Psychology*, vol. 53, 2002, p. 161-186.
- Elton, L., *University teaching: a professional model for quality*, în Ellis, R. (ed.), *Quality Assurance for University Teaching*, Open University Press, 1993.
- Erikson, E. H., *Identity, Youth and Crisis*, Norton, New York, 1968.
- Falkenberg, L., *Improving the accuracy of stereotypes within the workplace*, în *Journal of Management*, vol. 16(1), 1990, p. 107-118.
- Fall, Lisa; Jeremy Hughes, *Reflections of Perceptions: Measuring the Effects Public Relations Education has on Non-majors' Attitudes Toward the Discipline*, în *Public Relations Journal*, vol. 3, nr. 2, primăvara 2009.
- Fărcaș, Paul-Alexandru, *Externalizarea serviciilor de relații publice și conturarea unui profil al practicienilor PR: companiile și agențiile PR din Cluj-Napoca*, teză de doctorat, Cluj-Napoca, 2012.
- Fârte, Gheorghe-Ilie, *Specialistul în relații publice: vector al distrugerii, respectiv al cooperării creatoare*, în *PR Trend. Societate și comunicare*, Tritonic, 2009, p. 57-72.
- Foldy, E., *Inside out and outside in: Conducting research on identity*, paper presented at the Sixty-first Annual Meeting of the Academy of Management, Washington DC, 2001.
- Forsyth, Donelson R., *Group dynamics*, (3rd ed.), Brooks/Coles Wadsworth, New York, 1999.
- Freidson, Eliot, *Professionalism Reborn. Theory, Prophecy and Policy*, Cambridge, 1994.

- Frunză, Sandu, *Etica și relațiile publice ca factor de modernizare în context global*, în *Romanian Journal of Communication and Public Relations*, vol. 12, no. 1 (18), 2010, p.156-172.
- Gaunt, Philip, *Making the Newsmakers. International Handbook on Journalism Training*, Sponsored by Unesco, Greenwood Press, Westport, Connecticut/London, 1992.
- Gârboan, Raluca, *Metode de cercetare utilizate în evaluare*, în *Transylvanian Review of Administrative Sciences*, vol. 20, 2007, p. 33-51.
- Gârboan, Raluca; Sorin Dan Șandor, *Metode calitative utilizate în evaluarea de proiecte*, în *Transylvanian Review of Administrative Sciences*, vol. 16, 2006, p. 56-70.
- Gibson, Donna M.; Colette T. Dollarhide; Julie M. Moss, *Professional Identity Development: A Grounded Theory of Transformational Tasks of New Counselors*, *Counselor Education and Supervision*, vol. 50, no. 1, September, 2010.
- Giddens, Anthony, *Modernity and self-identity: Self and society in the late modern age*, Stanford University Press, Stanford CA, 1991.
- Glaser, Barney; Anselm Strauss, *The Discovery of Grounded Theory*, Chicago, Aldine, 1967.
- Grave, Patrick, *Formateurs et identités*. Preface de Philippe Zarifian, Presses Universitaires de France, Paris, 2002.
- Gregory, Anne, *Planificarea și managementul companiilor de relații publice*. Traducere de Ioana Manole, Polirom, Iași, 2009.
- Grunig, James E.; Larissa A. Grunig; Elizabeth L. Toth, *The Future of Excellence in Public Relations And Communication Management: Challenges for the Next Generation*, Lawrence Erlbaum Associates Inc. Publishers, Mahwah, New Jersey, 2007.
- Gupta, Seema, *Professionalism in Indian public relations and corporate communications: An empirical analysis*, în *Public Relations Review*, vol. 33, 2007, p. 306-312.
- Guvernul României, *Ordonanța nr. 129 din 31 august 2000 privind formarea profesională a adulților*, în *Monitorul Oficial*, nr. 711, 30 septembrie 2002.
- Hammersley, Martyn, *What's Wrong with Ethnography: Methodological Explorations*, Routledge, London, 1992.
- Ho, Christine, *A Framework of the Foundation Theories Underlying the Relationship Between individuals Within a Diverse Workforce*, în *Research and Practice in Human Resource Management*, vol. 15(2), 2007, p. 75-92.

- Hosu, Ioan, *Relațiile publice și problematica dezvoltării*, în Delia Cristina Balaban, Flaviu Călin Rus (coord.), *PR Trend. Teorie și practică în publicitate și relații publice*, Tritonic, București, 2007, p. 132-145.
- Ibarra, Herminia, *Identitatea profesională. Strategii neconvenționale pentru redefinirea carierei*. Traducere din limba engleză de Monica Secetă, Editura Curtea veche, București, 2011.
- Ibarra, Herminia; Raluca Bărbulescu, *Identity as narrative: Prevalence, effectiveness and consequences of narrative identity work in macro work role transitions*, în *Academy of Management Review*, vol. 35(1), 2010, p. 135-154.
- Iosifescu, Șerban, *Profesionalizarea formatorului – repere necesare*, în Simona Sava (coord.), *Formatorul pentru adulți – statut, roluri, competențe, provocări*, Volumul celei de-a doua Conferințe naționale de educație a adulților, Institutul Român de Educație a Adulților, Editura Universității de Vest, Timișoara, 2007.
- Iluț, Petru, *Psihologie socială și sociopsihologie. Teme recurente și noi viziuni*, Polirom, 2009.
- Izurieta, Roberto, *Comunicarea statului în era diversității*, AMA Impact, Cluj-Napoca, 2003.
- Jigău, Mihaela (Coordonator), *Formarea profesională continuă în România*, Institutul de Științe ale Educației, Centrul național de resurse pentru orientare profesională, București, 2009.
- Jobert, Guy, *La professionnalisation des formateurs, approche sociologique*, în *Actualites de la formation permanente*, no. 103, Paris, 1989, p. 25-28.
- Johnson, Terence J., *Professions and Power*, Macmillan, London, 1986.
- Kitzinger, Jenny, *Introducing focus groups*, în *British Medical Journal*, vol. 311, 1995, p. 299-302.
- Kunczik, Michael, *PR – concepții și teorii*. Traducere în limba română de R. Graf și W. Kremm, Editura InterGraf, Reșița, 2003.
- L'Etang, Jacquie, *Public Relations Education in Britain: A Review at the Outset of the Millennium and Thoughts for a Different Research Agenda*, în *Journal of Communications Management*, vol. 7(1), 2002, p. 43-53.
- Leinemann, R.; E. Baikalțeva, *Eficiența în relațiile publice*. Traducere de Andreea Dumitru. Postfață de Remus Pricopie, Editura Comunicare.ro, București, 2007.
- Leitch, S., *Professionalism in New Zealand public relations: The Florence Nightingale concept*, în *International Public Relations Review*, vol. 18(3), 1995, p. 24-31.

- Lester, Paul Martin, *Visual Communication: Images with Messages*, Thomson Wadsworth, 4th Edition, 2006.
- Lingard, L.; P. Reznick; I. DeVito; P. Espin, *Forming professional identities on the health care team: discursive construction of the other in the operating room*, în *Medical Education*, vol. 36, 2002, p. 728-734.
- Liutic, Isabela Elena, *Locul și rolul femeilor în relații publice*, în *Revista română de jurnalism și comunicare*, anul III, nr.1-2, Editura Ars Docendi, București, 2008, p. 66-80.
- Macovei, Crenguța Mihaela, *Relația valori - identitate de sine în formarea ofițerului modern*, Rezumatul tezei de doctorat, Școala Doctorală de Psihologie, Universitatea din București, 2009.
- Marinescu, Valentina, *Introducere în teoria comunicării: principii, modele, aplicații*, Tritonic, București, 2003.
- McKie, David; Debashish Munshi, *Reconfiguring Public Relations. Ecology, equity, and enterprise*, Routledge, New York, 2007.
- McKie, David; Paul Willis, *Renegotiating the terms of engagement: Public relations, marketing, and contemporary challenges*, în *Public Relations Review*, vol. 38, December 2012, p. 846–852.
- Mead, George H., *Mind, Self and Society*, Chicago University Press, Chicago, 1934.
- Michel, Jean-Luc, *Les professions de la communication. Fonctions et métiers*, 3^e edition, Ellipses, Paris, 2008.
- Milo, Katie; Sharon Yoder; Peter Gross; Ștefan Niculescu-Maier, *Introducere în relații publice*, Editura Nim, București, 1998.
- Moisi, Dominique, *The Geopolitics of Emotion. How Cultures of Fear, Humiliation and Hope are Reshaping the World*, Anchor Books, New York, 2009.
- Moore, Wilbert E., *The professions: roles and rules*, Russell Sage Foundation, New York, 1970.
- Morris, Trevor; Simon Goldsworthy, *PR – A Persuasive Industry? Spin, Public Relations, and the Shaping of the Modern Media*, Pelgrave Macmillan, 2008.
- Moscovici, S., *La Psychanalyse son Image et son Public*, Presses Universitaires de France, Paris, 1976.

- Muñoz Palm, R.C., *Professional identity of the occupational therapist*, în M.A. Talavera Valverde (coord.), *Professional identity in Occupational Therapy*, TOG, vol. 5, septembrie 2008, p. 110-113.
- Nastasia, Sorin, *A Cross-Country Comparison of Public Relations Practices Employing Critical Theories and Mixed Methods*, în *Romanian Journal of Communication and Public Relations*, Vol. 13, nr. 3 (23), 2011, p. 7-20.
- Neal, Mark; John Morgan, *The Professionalization of Everyone? A Comparative Study of the Development of the Professions in the United Kingdom and Germany*, în *European Sociological Review*, vol. 16, nr. 1, Oxford University Press, 2000, p. 9-26.
- Nessmann, Karl, *Austria*, în Van Ruler, Betteke; Dejan Vercic (coord.), *Public Relations and Communication Management in Europe. A Nation-by-Nation Introduction to Public Relations Theory and Practice*, Mouton de Gruyter, Berlin/New York, 2004, p. 13-28.
- Newsom, Doug *et alii*, *Totul despre relațiile publice*. Traducere coordonată de Cristina Coman, Editura Polirom, Iași, 2003.
- Nichici, Alexandru, *Lucrări științifice. Concepere, redactare, comunicare*. Ediția a 2-a revizuită și adăugită, Editura Politehnica, Timișoara, 2010.
- Nicolae, Mariana; Victoria Seitz, *Cheia succesului. Imaginea profesională*, Humanitas, București, 2008.
- Niemi, P.M., *Medical students professional identity: self-reflection during the pre clinical years*, în *Medical Education*, vol. 31, 1997, p. 408-415.
- Noe, Matthias, *Der PR-Beruf in Bulgarien. Eine qualitative Bestandsaufnahme*, Diplomarbeit, Publizistik und Kommunikationswissenschaft, Universität Wien, 2009.
- Palea, Adina, *Coherence in the Informative Press-release*, în *Scientific Bulletin of „Politehnica” University of Timișoara*, vol.8, nr. 1-2, 2009, p. 37-43.
- Idem, *Creativity in Public Relations*, în *Professional Communication and Translation Studies*, vol. 3, issue 1-2, 2010, p. 19-25.
- Idem, *Communicating Across the Border. A European Experience from Western Romania*, în *Center of European Studies Working Papers Journal*, vol. 3, issue 1, 2011, p. 99-111.
- Idem, *Istoricul relațiilor publice în România*, Referat, Cluj-Napoca, 2011.

- Idem, *The Role of Professional Associations in Defining the Public Relations Profession. The Romanian Case*, în *Professional Communication and Translation Studies*, vol. 5, nr. 1-2, Editura Politehnica, Timișoara, 2012, p. 17-25.
- Paluszek, John L., *Public Relations Students: Today Good, Tomorrow Better*, în *The Public Relations Strategist*, nr. 5(4), iarna 2000.
- Paskin, Danny, *Attitudes and perceptions of public relations professionals towards graduating students' skills*, în *Public Relations Review*, vol. 39, 2013, p. 251–253.
- Patton, M. Q., *Qualitative Research & Evaluation Methods*, 3rd edition, Sage Publications, 2002.
- Pavelea (Răduleț), Anișoara, *Students' Career Orientation*, PhD Thesis Summary, Cluj-Napoca, 2012.
- Pereira, Goncalves; Gisela Marques, *Public relations in Portugal. An analysis of the profession through the undergraduate curriculum*, în *Public Relations Review*, vol. 35, 2009, p. 328-330.
- Petcu, Marian, *Jurnalism în România: istoria unei profesii*, Editura Comunicare.ro, București, 2005.
- Idem, *Istoria jurnalismului și a publicității în România*. Cuvânt înainte de Mihai Coman, Polirom, Iași, 2007.
- Peterson, Randall S.; P. D. Owens; P. V. Martorana, *The group dynamics q-sort in organizational research: A new method for studying familiar problems*, în *Organizational Research Methods*, vol. 2, 1999, p. 107-136.
- Petit, Francoise, *Cum angajezi omul potrivit la locul potrivit*. Traducere de Ileana Jitariu, Tipografia Antet XX Press, Filipeștii de Târg, Prahova, f.a.
- Pop, Doru, *Introducere în teoria relațiilor publice*, Editura Dacia, Cluj-Napoca, 2000.
- Pricopie, Remus, *Relațiile publice: evoluție și perspective*, Tritonic, București, 2004.
- Rad, Ilie, *Cum se scrie un text științific în domeniul disciplinelor umaniste. Principii și norme pentru redactarea unor lucrări științifice: de licență, de masterat, de doctorat, pentru gradul didactic 1 etc.*, Editura Accent, Cluj-Napoca, 2008.
- Remeș, Eugen, *Motivația resurselor umane – factor de creștere a performanțelor organizației*, în *Studia Universitatis "Vasile Goldiș" Arad – Economic Sciences*, issue 12, 2007, p. 28-39.
- Ries, Al; Laura Ries, *Căderea advertising-ului și ascensiunea PR-ului*, Brandbuilders, București, 2005.

- Ritt, Adriana, *Comunicare și relații publice*, Tipografia Universității de Vest, Timișoara, 1999.
- Idem, *Comunicarea organizațională externă: Relațiile publice*, Editura Mirton, Timișoara, 2003.
- Rogojinaru, Adela, *Relațiile Publice. Fundamente interdisciplinare*, Tritonic, București, 2005.
- Idem, *Structures, Roles and Communication Strategies of Public Relations in Public Institutions in Romania (2006-2008)*, în *Revista română de comunicare și relații publice*, nr.14, 2008.
- Rogojinaru, Adela, Sue Wolstenholme (Coord.), *Current trend in international public relations*, Tritonic, 2009.
- Rotariu, Traian; Petru Iluț, *Ancheta sociologică și sondajul de opinie. Teorie și practică*, Polirom, Iași, 2006.
- Röttger, Ulrike, *Public Relations – Organisation und Profession. Öffentlichkeitsarbeit als Organisationsfunktion. Eine Berufsfeldstudie*, 2. Auflage, VS Verlag, Wiesbaden, 2010.
- Rus, Flaviu Călin, *Introducere în știința comunicării și a relațiilor publice*, Institutul European, Iași, 2002.
- Rus, Flaviu Călin, *Comunicarea în instituții publice*, în *Revista transilvană de științe administrative*, Nr. 1(13), 2005, p. 116-121.
- Ryan, M.; D. Martinson, *Journalist and Public Relations Practitioners: Why the Antagonism?*, în *Journalism Quarterly*, nr. 65, 1988.
- Sandu, Antonio, *Metode de cercetare în știința comunicării*, Lumen, Iași, 2012.
- Săftoiu, Adriana, *Vocile puterii. De vorbă cu purtătorii de cuvânt*. Postfață de Emil Hurezeanu, Editura Trei, București, 2007.
- Schifirneț, Constantin, *Sociologie*, ediția a III-a, Editura Comunicare.ro, București, 2004.
- Sha, Bey-Ling, *Does accreditation really matter in public relations practice? How age and experience compare to accreditation*, în *Public Relations Review*, vol. 37, 2011.
- Shankman, Peter, *Outrageous PR Stunts that Work?! Can We Do That?!*, John Wiley & Sons Inc., Hoboken, New Jersey, 2007.
- Silverman, David, *Interpretarea datelor calitative*, Polirom, Iași, 2004.
- [Slay, Holly S.](#); Delmonize A. Smith, *Professional identity construction: Using narrative to understand the negotiation of professional and stigmatized cultural identities*, în *Human Relations*, vol. 64, no. 1, January 2011, p. 85-107.

- Smith, Brian G., *Public relations identity and the stakeholder–organization relationship: A revised theoretical position for public relations scholarship*, în *Public Relations Review*, vol. 38, 2012, p. 838– 845.
- Sofaer, Shoshanna, *Qualitative research methods*, în *International Journal for Quality in Health Care*, Oxford University Press, vol. 14(4), 2002, p. 329-336.
- Stanciu, Valentin; Marcela M. Stoica; Adrian Stoica, *Relații publice. Succes și credibilitate*. Grafică copertă: Oana Rădulescu, f. 1., f. a.
- Stănciugelu, Irina, *Măștile comunicării; de la etică la manipulare și înapoi*, Tritonic, București, 2009.
- Stoichițoiu-Ichim, Adriana, *Creativitatea lexicală în România actuală*, Editura Universității din București, București, 2006.
- Strauch, Anne; Miriam Radtke; Raluca Lupou (Eds.), *Flexible Pathways Towards Professionalisation. Senior Adult Educators in Europe*, W. Bertelsmann Verlag, Bielefeld, 2011.
- Stryker, Sheldon; Peter J. Burke, *The past, present and future of an Identity Theory*, în *Social Psychology Quarterly*, vol. 63, 2000, p. 284-297.
- Szyszka, Peter; Dagmar Schütte; Katharina Urbahn, *Public Relations in Deutschland: Eine empirische Studie zum Berufsfeld Öffentlichkeitsarbeit*, UVK Verlagsgesellschaft GmbH, Konstanz, 2009.
- Șerbănescu, Andra, *Cum gândesc și cum vorbesc ceilalți. Prin labirintul culturilor*, Polirom, Iași, 2007.
- Tajfel, Henri; John C. Turner, *The social identity theory of intergroup behaviour*, in S. Worchel; W.G. Austin (Eds.), *Psychology of inter-group relations*, Nelson-Hall, Chicago, 1985, p. 7-24.
- Tajfel, Henri, *Social Identity and Intergroup behaviour*, în *Social Science Information*, vol. 13, 1974, p. 65-93.
- Idem, *Differentiation between social groups: Studies in the social psychology of intergroup relations*, Academic Press, London, 1978.
- Tashakkori, Abbas; Charles Teddlie, *Handbook of mixed methods in social & behavioral research*, Sage Publications, Thousand Oaks, 2003.

- Tench, Ralph; Liz Yeomans, *Exploring Public Relations*, Pearson Education Limited, London, 2006.
- Theaker, Alison, *The Public Relations Handbook*, Routledge, London and New York, 2001.
- Thomass, Barbara; Michaela Tzankoff, *Medien in den postkommunikstischen Staaten Osteuropas*, în Barbara Thomaß and Michaela Tzankoff (Hrsg.), *Medien und Transformation in Osteuropa*, Wiesbaden, 2001, p. 235-252.
- Turner, John C.; Rina S. Onorato, *Social Identity, Personality, and the Self-Concept: a self categorisation perspective*, în T. R. Tyler; R.M. Kramer și O.P. John (coord.), în *The Psychology of the Social Self*, Lawrence Erlbaum Associates, New Jersey, 1999, p. 11-46.
- UNESCO, *Training for Mass Communication*, The Unesco Press, Paris, 1975.
- VanSlyke Turk, Judy, *Romania: From publicitate past to public relations future*, în H. Culbertson, N. Chen (Eds.), *International Public Relations: A Comparative Analysis*, Lawrence Erlbaum Associates, Mahwah, New Jersey, 1996.
- Vasilendiuc, Natalia, *Cultura profesională a jurnaliștilor din România*, în *Revista română de jurnalism și comunicare*, vol. 1-2, 2008, p. 11-23.
- Vercic, Dejan; Larissa A. Grunig; James E. Grunig, *Global and Specific Principles of Public Relations: Evidence from Slovenia*, în H. Culberston; N. Chen, (Eds.), *International Public Relations: A Comparative Analysis*, Mahwah, Lawrence Erlbaum Associates, New Jersey, 1996, pag. 31-65.
- Voicu, Bogdan; Tufiș, Claudiu; Voicu, Mălina, *Absolvenți recenți de învățământ superior și integrarea lor pe piața muncii. Un raport către ACPART*, în *Proiectul DOCIS*, București, 2010.
- Wieseltier, Leon, *Împotriva identității*. Traducere și prefață de Mircea Mihăieș, Polirom, Iași, 1997.
- Wilcox, Dennis L. et alii, *Relații publice. Strategii și tactici*. Ediție îngrijită, notă asupra ediției, cuvânt înainte și traducere coordonată de Ion Vaciu și Roxana Onea, Editura Curtea Veche, București, 2009.
- Zavalloni, M.; C. Louis-Guerrin, *Identité sociale et conscience*, Toulouse, Montréal, 1984.
- Zerfass, Ansgar; Ralph Tench; Piet Verhoeven; Dejan Verčič; Angeles Moreno, *Status Quo and Challenges for Public Relations in Europe, Results of an Empirical Survey in 46*

Countries (Chart Version), in *European Communication Monitor 2010*, EACD/ EUPRERA, Helios Media, Brussels, 2010.

Zerfass, Ansgar; Ralph Tench; Piet Verhoeven; Dejan Verčič; Angeles Moreno, *Empirical Insights into Strategic Communication in Europe. Results of an Empirical Survey in 43 Countries* (Chart Version), in *European Communication Monitor 2011*, EACD/ EUPRERA, Helios Media, Brussels, 2011.

Zerfass, Ansgar; Dejan Verčič; Piet Verhoeven; Angeles Moreno; Ralph Tench; *Challenges and Competencies for Strategic Communication. Results of an Empirical Survey in 42 Countries* (Chart Version), in *European Communication Monitor 2012*, EACD/ EUPRERA, Helios Media, Brussels, July 2012.

Zerfass, Ansgar; Angeles Moreno; Ralph Tench; Dejan Verčič; Piet Verhoeven; *A Changing Landscape – Managing Crisis, Digital Communication and CEO Positioning in Europe. Results of a Survey in 43 Countries* (Chart Version), in *European Communication Monitor 2013*, EACD/ EUPRERA, Helios Media, Brussels, June 2013.

Resurse online

Achelis, Thomas, *Tipic feminin?*, în *PR Romania*, 30 mai 2007. Document disponibil la: <http://www.pr-romania.ro/articole/istoria-relatiilor-publice/20-tipic-feminin.html> (12 martie 2013).

Agenția Română de Asigurare a Calității în Învățământul Superior, <http://www.aracis.ro> (22 februarie 201).

Asociația Română de Relații Publice, <http://www.arrp.ro/statutul-arrp.html> (04 aprilie 2013).

Aspecte privind formarea profesională a specialiștilor în administrația publică, Sibiu, 2007. Document disponibil la: <http://www.multereferate.ro/detalii-9698/aspecte-privind-formarea-profesionala-a-specialistilor-in-administratia-publica.html> (15 martie 2013).

Buchholz, William J., *The Communication Professional: Reality or Myth?*, 2001. Document disponibil la: <http://cyber.bentley.edu/faculty/wb/printables/commpro.pdf> (11 februarie 2011)

Bulexa, Oana, *Media Relations: Cum faci lucruri vechi în stil nou?*, în *PR Romania*, 10 iunie 2012. Document disponibil la: <http://www.pr-romania.ro/opinii/75-opinii/1383-media-relations-cum-faci-lucruri-vechi-in-stil-nou-.html> (12 martie 2013).

- Clasificarea Ocupațiilor din România.* Document disponibil la: <http://www.mmuncii.ro/nou/index.php/ro/munca/c-o-r/20-munca/c-o-r/46-cor-isco-08> (22 februarie 2013).
- Clubul Companiilor de Relații Publice, <http://www.ccrp.ro/> (12 februarie 2011).
- Consiliul ARACIS, *Apel pentru respectarea principiilor integrității academice și ale eticii universitare,* iunie 2012. Document disponibil la: <http://www.aracis.ro/latest/single/view/comunciat-de-presa-2/22/> (12 martie 2013).
- DOCIS, *Contextul creării proiectului: Dezvoltarea unui sistem operațional al calificărilor din învățământul superior din România.* Document disponibil la: <http://docis.acpart.ro/index.php?page=context> (20 februarie 2012).
- El-Astal, Mohammed Abed Said, *A Profession but Less Professionalized,* în *Frontline*, June 2010. Document disponibil la: <http://www.ipra.org/archivefrontlinedetail.asp?issue=June+2010&articleid=1841> (5 ianuarie 2011)
- European Students' Union, *Comunicat de presă - Proiectul QUEST,* iulie 2012. Document disponibil la: <http://www.aracis.ro/latest/single/view/comunciat-de-presa-2/22/> (20 februarie 2013).
- Frause, Bob; Jean S. Frankel, *What Role Should PRSA Play in Establishing Practice Standards for the Public Relations Profession?,* PRSA Strategic Dialogue Background Paper, October 2008. Document disponibil la: http://www.prsa.org/AboutPRSA/Ethics/documents/PRSA_StrategicDialogFinal.pdf (15 martie 2013).
- Gavrilă Ana-Maria, *Conf. univ. dr. Dumitru Borțun, președintele Asociației Române a Profesioniștilor în Relații Publice – Lecția de comunicare,* 1 aprilie 2007. Document disponibil la: <http://www.theinvestor.ro/red-carpet/conf-univ-dr-dumitru-bortun-presedintele-asocatiei-romane-a-profesionistilor-in-relatii-publice-lectia-de-comunicare/> (5 ianuarie 2011).
- Georgescu, C., *Despre industria românească de relații publice.* Document disponibil la: <http://www.praward.ro/resurse-pr/articole/despre-industria-romaneasca-de-relatii-publice-un-interviu-cu-cristina-georgescu.html> (28 februarie 2011).

- Gheorghiu, Marcela, (2005). *Dumitru Borțun: Societatea viitorului nu poate fi concepută fără relații publice*. În *zf.ro*. 23 iunie 2005. Document disponibil la: <http://www.zf.ro/> (7 februarie 2013).
- Global Alliance for Public Relations and Communication Management, *PR Landscape – France*, 2010. Document disponibil la: <http://www.globalalliancepr.org/website/sites/default/files/globalalliance/pr-landscape-france.pdf> (20 februarie 2012).
- Hamilton, Michael Braun, *Online Survey Response Rates and Times. Background and Guidance for Industry*, Ipathia Inc., 2009. Document disponibil la: http://www.supersurvey.com/papers/supersurvey_white_paper_response_rates.pdf (20 septembrie 2012).
- Healey, A.; D.G. Hays, *Defining counseling professional identity from a gendered perspective: Role conflict and development*, *Professional Issues in Counseling Journal*, Spring, 2011. Document disponibil la: <http://www.shsu.edu/~piic/DefiningCounselingProfessionalIdentityfromaGenderedPerspective.htm> (6 februarie 2013).
- Horja, Aurelian, *Au Relațiile Publice un rol strategic? Da, dar să le spună cineva și practicienilor*, în *PR Romania*, 05 aprilie 2012. Document disponibil la: <http://www.pr-romania.ro/articole/pr-si-management/1286-au-relatiile-publice-un-rol-strategic-da-dar-sa-le-spuna-cineva-si-practicienilor.html> (20 iunie 2012).
- Horja, Aurelian, *Etica nu are loc în noua definiție a relațiilor publice*, în *PR Romania*, 20 martie 2012. Document disponibil la: <http://www.pr-romania.ro/articole/etica-in-pr/1255-etica-nu-are-loc-in-noua-definitie-a-relatiilor-publice.html> (20 iunie 2012).
- International Advertising Association, <http://www.iaa.ro/Articole/Stiri/Clubul-companiilor-de-relatii-publice-a-realizat-al-doilea-studiu-asupra-imaginii-si-utilizarii-relatiilor-publice-in-romania/3753.html> (22 februarie 2011).
- International speakers, thought leaders and a new digital partnership announced as part of World Public Relations Forum*, în *Global Alliance for Public Relations and Communication Management Newsletter*, 20 iunie 2012. Document disponibil la: <http://www.globalalliancepr.org/website/news/international-speakers-thought-leaders-and-new-digital-partnership-announced-part-world-public-> (15 martie 2013).

- Ionașcu, Cătălin, *Social Media în România*, 19 noiembrie 2012. Document disponibil la: <http://drconsultants.ro/sfatul-doctorului/social-media-in-romania/> (12 iunie 2013).
- Julich, Torsten, *Social Media - un canal de comunicare, dar cu alte reguli de joc*, în *PR Romania*, 11 iunie 2012. Document disponibil la: <http://www.pr-romania.ro/articole/pr-20/1385-thorsten-julich-bmw-group-social-media-un-canal-de-comunicare-dar-cu-alte-reguli-de-joc.html> (12 iunie 2013).
- Lazăr, Gilda, *Prima condiție pentru a avea o carieră de succes în PR este integritatea*, în *PR Romania*, 24 februarie 2013. Document disponibil la: <http://www.pr-romania.ro/interviuri/experti-romani/1509-gilda-lazar-jti-prima-conditie-pentru-a-avea-o-cariera-de-succes-in-pr-este-integritatea.html> (24 martie 2013).
- MacIntosh, J., *Focus groups in distance nursing education*, în *Journal of Advanced Nursing*, vol. 18, 1981, p. 1981-1985. Document disponibil la: <http://www.soc.surrey.ac.uk/sru/SRU19.html> (18 martie 2013).
- McElhinney, Rowena; Katherine Cheshire, *Professional Identity Development: A Grounded Theory Study of Clinical Psychology Trainees*, în *Clinical Psychology thesis collection*, The University of Edinburgh, 2008, p. 1. Document disponibil la: <http://hdl.handle.net/1842/3299> (04 aprilie 2013).
- Ministerul Muncii, Familiei, Protecției Sociale și Persoanelor Vârstnice, *Elemente de metodologie a elaborării și mod de utilizare*, Clasificarea ocupațiilor – parte a sistemului integrat de clasificări și nomenclatoare. Document disponibil la: <http://www.mmuncii.ro/pub/imagemanager/images/file/COR/metodologie.pdf> (22 ianuarie 2013).
- Morris, Trevor, *Professional But Never a Profession*, în *Frontline*, 2010, Februarie 2010. Document disponibil la: <http://www.ipra.org/archivefrontlinedetail.asp?issue=February+2010&articleid=1448> (5 ianuarie 2011).
- Pop, Rebeca, *Povestea fără de sfârșit a PR-ului românesc*, în *PR Romania*, 23 ianuarie 2012. Document disponibil la: <http://www.pr-romania.ro/articole/trenduri-in-pr/892-povestea-fara-de-sfarsit-a-pr-ului-romanesc.html> (20 februarie 2013).

- Pricopie, Remus, *Introducere în relații publice*, curs format electronic (compact disc), 2001. Document disponibil la: <http://www.scribd.com/doc/14472682/Introducere-in-relatii-publice> (17 ianuarie 2011).
- Puțan, Cristina, *Situația online-ului în zona de vest a României*. Document disponibil la: <http://prbeta.ro/blog/2012/09/27/studiu-de-piata-situatia-online-ului-in-zona-de-vest-a-romaniei/> (15 aprilie 2013).
- Rae, Jeannie, *The Feminisation of Public Relations: What's in it for the Girls?*, lucrare prezentată la Australian and New Zealand Communication Association (ANZCA) Conference (Conferința Asociației de Comunicare din Australia și Noua Zeelandă). Document disponibil la: <http://www.bond.edu.au/hss/communication/ANZCA/papers/JRea%20Paper.pdf> (4 iulie 2012)
- Registrul Național al Calificărilor din Invățământul Superior. Document disponibil la: <http://www.rncis.ro/application1/faces/pages/search/simpleSearch.jspx> (15 martie 2013).
- Săndulescu, Loredana, *Top PR Romania*, în *Revista Biz*, 06 Iunie 2013. Document disponibil la: <http://www.revistabiz.ro/top-pr-romania-1218.html> (7 iunie 2013).
- Stănciulescu, Elisabeta, *Metode de cercetare calitativă*, note de curs. Document disponibil la: <http://elisabetastanciulescu.ro/cursuri/> (15 martie 2013).
- Ștefan, Andreea, *PR-ul, refugiul jurnalistilor. Ce provocări implică noua meserie*, 05 august 2011. Document disponibil la: <http://www.dailybusiness.ro/stiri-media-marketing/pr-ul-refugiul-jurnalistilor-ce-provocari-implica-noua-meserie-66295/> (15 martie 2013).
- Trader, John, *5 key traits of a successful PR professional*, în *PR Daily*, February 8, 2013. Document disponibil la: http://www.prdaily.com/Main/Articles/5_key_traits_of_a_successful_PR_professional_10864.aspx# (24 martie 2013).
- Vlad, Adina, *Cum văd clienții piața de PR, Conferința PR Forum România*, 25 Aprilie 2013, în Alina Nedeia, *Live blogging de la PR Forum România* <http://alinanedeia.wordpress.com/2013/04/25/live-blogging-de-la-pr-forum-romania/> (15 martie 2013).
- Why Social Media Crisis Management is Critical to your Brand*, în *Social Media Today*, 26 iunie 2012. Document disponibil la: <http://socialmediatoday.com/melissaagnes/>

565973/interview-why-social-media-crisis-management-critical-your-brand (15 martie 2013).

Yankeelov, Dawn, *It's Time to Examine the Multi-Channel, Multi-Device Approach for Clients in a Hyperconnected World*, în *ComPREhension*, 24 iulie 2012. Document disponibil la:

http://comprehension.prsa.org/?p=4906&utm_source=feedburner&utm_medium=email&utm_campaign=feed_prsa%2FHDIP (15 martie 2013).

http://www.iqads.ro/relevant/clubul_companiilor_de_relatii_publice.html (24 februarie 2012).

http://www.iqads.ro/stire_6540/ccrp_a_finalizat_primul_studiu_asupra_imagini_si_utilizarii_relatiilor_publice_in_romania.html (24 februarie 2012).

<http://www.polito.ubbcluj.ro/comunicare/cursuri/plan-de-invatamant/> (17 ianuarie 2012).

<http://www.jurnalismsicomunicare.eu/afjc/act.html> (12 februarie 2011).

<http://prime-romania.ro/evenimente/> (15 iunie 2013).