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and there have been
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order to generate

new strands of

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intention is to open

new avenues of

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“ the impact on the

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occurs when the
number of

practitioners who

are female is larger

than the number

who are male ”

(Heath, 2005, p.

323). The main

issue surrounding

the idea of

feminization is, “ the

concern that the

increasing

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relations: The
influence of gender
on ...~~

Thematically, the
roundtable focused
on the cultural
effects and critical
power relations in
and between public
relations and
society. This book
furthers these aims

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by exploring gender within and through public relations in order to generate new strands of knowledge that will challenge the status quo.

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Precisely because
gender is such an
important dimension
of all public policy,
and because the
promotion of gender
equality depends on
the commitment of
professionals in all
fields, the
specialization is of
interest to students

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Demographic
information on
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specialists in the
US. The average
age of male Public
relations specialists
in the workforce is

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42.2 and of female

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specialists is 38.2,

and the most

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specialists is White

(Non-Hispanic).

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Feminist theory is

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the extension of

feminism into

theoretical,

fictional, or

philosophical

discourse. It aims

to understand the

nature of gender

inequality. It

examines women's

and men's social

roles, experiences,

interests, chores,

and feminist politics

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fields, such as
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