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# Encyclopedia of Public Relations (Review)

Sue Polanka

Wright State University - Main Campus, sue.polanka@wright.edu

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slightly shorter length and have fewer references than comparable entries in the Macmillan title.

Recommended for high-school, college and university, and public libraries, particularly those that do not have the Macmillan encyclopedia. —Jan Lewis

**Encyclopedia of Linguistics.** 2v. Ed. by Philipp Strazny. 2004. 1,304p. illus. index. Fitzroy Dearborn, \$350 (1-57958-391-1). 410.

As the field of linguistics (the study of human speech) expands, overlaps, and uses the methods and findings of other disciplines, the reference literature needs to reflect these changes. In addition to the expected entries on linguistics as a discipline and the essays about specific languages and their characteristics, this encyclopedia covers topics such as *Information retrieval*; *Neurolinguistics*; *Second language: learning*; and *Official language selection*. The intent is to provide “an accessible overview of and introduction to the multiple facets of the study of language.”

The 508 signed entries, between 1,000 and 3,000 words long, are arranged alphabetically and fall into four categories. Around 50 percent cover linguistic topics, such as *Biosemiotics*, *Dyslexia*, *Gender and language*, *Phonetics*, and *Time and tense*. Some 30 percent treat languages, among them *Ancient Egyptian*, *Igbo and Igboid languages*, *Japanese*, and *Yiddish*. Another 15 percent cover people, for example, Franz Boas, Noam Chomsky, and Jacob Grimm. The remaining entries cover regions. An alphabetical and a thematic list of entries at the beginning of volume 1 are useful finding aids. Illustrations are restricted to figures and tables. The introduction notes the inclusion of 12 language-distribution maps, but we could not find them.

The *International Encyclopedia of Linguistics* (2d ed., Oxford, 2003), which is the standard scholarly reference in the field, has approximately 750 entries. A less-comprehensive title, the single-volume *Linguistics Encyclopedia* (Routledge, 1991) has 150 entries.

With the number of languages spoken in the U.S. increasing, the language descriptions found here, in addition to explanations of standard linguistic terminology, make this a recommended addition to academic and large public libraries. It complements other linguistics encyclopedias that a library may already own and can be a good first purchase for those with no holdings in the area. —Linda Scarth

**The Encyclopedia of Men's Reproductive Cancer.** By Carol Turkington and Charles R. Pound. 2004. 304p. index. Facts On File, \$65 (0-8160-5030-9). 616.99.

**The Encyclopedia of Women's Reproductive Cancer.** By Carol Turkington and Mitchell Edelson. 2004. 306p. index. Facts On File, \$65 (0-8160-5031-7). 616.99.

Cancers of the reproductive organs are diagnosed in more than 300,000 American men and 80,000 women each year. *The Encyclopedia of Men's Reproductive Cancer* and *The Encyclopedia of Women's Reproductive Cancer* provide basic medical information written at a level accessible to the layperson. Each volume, written by a

medical writer and a physician, contains about 400 alphabetically arranged entries that range in length from a sentence to several pages.

Topics covered include risk factors (*Alcohol*, *Smoking*); types of cancer (*Embryonal carcinoma*, *Ovarian cancer*, *Prostate cancer*); medical terminology (*Klinefelter syndrome*, *Salpingectomy*); treatment (*Biological therapy*, *Chemotherapy*, *Medical castration*); dietary options (*Antioxidants*, *Coenzyme Q10*, *Phytochemicals*); screening tests (*Lymphangiography*, *Ultrasound*); drugs (*Compazine*, *Marinol*, *Muse*); organizations (*Gynecologic Cancer Foundation*, *Hospice Foundation of America*); and support groups (*Gilda's Clubs*, *Man to Man*). Both volumes have lengthy appendices that list clinical trials as of the publication date. (Current clinical trials are available on the National Cancer Institute Web site [<http://www.cancer.gov/clinicaltrials>], which can be searched by zip code as well as type of cancer.) Other appendices are “Helpful Organizations” (including Web addresses and telephone numbers), “Cancer Centers,” and “Drugs Used to Treat Reproductive Cancers.” A glossary and a four-page bibliography (the most recent articles date from 2003) are also included.

The two-volume, proportionately more expensive *Gale Encyclopedia of Cancer* (2001) is more comprehensive and contains more than 200 illustrations, photographs, and charts. Although the facts in the volumes under review are available elsewhere, these books are well organized and provide reliable general information. The lack of any illustrations may be a drawback for some users. Part of the Facts On File Library of Health and Living, both volumes are worthy of consideration for general medical reference sections in public and academic libraries. —Nancy Cannon

**Encyclopedia of Public Relations.** 2v. Ed. by Robert L. Heath. 2004. 1,067p. illus. index. Sage, \$295 (0-7619-2733-6). 659.2.

Some may view public relations as the manipulation of public opinion, while others see it as the conduit for successful communication between organizations and their clients. Regardless of one's opinion, the *Encyclopedia of Public Relations* provides the facts, opinions, and data for a thoughtful analysis of the profession. According to the editor, “this work intends to provide an honest but positively biased treatment of public relations.” And so it does.

Nearly 500 articles cover topics in the fields of communication, advertising, marketing, and politics. Articles are arranged alphabetically, each is signed, and many come with a bibliography and *see also* references. The primary focus is on public relations in the U.S.; however, some entries highlight the practice of public relations abroad. Terminology (*Logo*, *Market share*, *Press kit*) and theories and models (*Game theory*, *Health belief model*) get substantial attention. Also treated are individuals (Roger Ailes, P.T. Barnum); organizations (*Federal Communications Commission*, *PR Newswire*); and historical aspects (*Exxon and the Valdez crisis*, *Railroad industry in the 19th*

*century*). Illustrations consist of a few black-and-white photographs and tables.

Several appendixes offer additional content, among them “The Public Relations Society of America Code of Ethics,” “Milestones in the History of Public Relations,” and “Public Relations Online Resources.” The “Reader's Guide” that precedes the entries groups entry headings under recurring public relations themes such as *Ethics*, *Jargon*, and *Management*.

The *Encyclopedia of Public Relations* will complement titles such as *The Encyclopedia of Communication and Information* (Macmillan, 2001). Recommended for academic and large public libraries. —Sue Polanka

**The Encyclopedia of Sports Medicine.** By Elizabeth H. Oakes. 2004. 322p. illus. index. Facts On File, \$65 (0-8160-5334-0). 617.1.

This volume, part of the well-reviewed Facts On File Library of Health and Living, is similar to others in the series. It provides clearly written, alphabetically arranged information on topics of interest to the public and health professionals.

More than 150 entries (*Abrasions* to *Youth participation in sports*) describe causes, diagnosis, prevention, and treatment of sports injuries for amateur and professional athletes. The articles, usually about a page or two each, are clearly written and are generally listed under the common name with a medical term in parentheses: *Shoulder separation (acromioclavicular joint injury)*, *Swimmer's ear (otitis)*.

Thorough indexing and cross-references add to the volume's usefulness. The bibliography lists sports-medicine journals and texts as well as a few more popular titles, many dated 2003. Appendixes include safety tips and nutrition for particular sports; common sports injuries; training tips for runners and cyclists; international associations of trainers; and sports-medicine schools, journals, and Web sites. These are somewhat less organized than the rest of the work—why nutrition for golfers but not gymnasts? Why safety tips for skiing but not tennis? Still, there's nothing comparable except the more clinical *Rehabilitation of Sports Injuries* (Blackwell, 2003). This is sure to be used in high-school, college, and public libraries. —Susan Gooden

**The Encyclopedia of the Heart and Heart Disease.** By Deborah S. Romaine and Otelio S. Randall. 2004. 382p. illus. index. Facts On File, \$65 (0-8160-5087-2). 612.1.

This title is an excellent addition to the Facts On File Library of Health and Living providing a brief foundation for laypersons to understand health and disease of the heart. As heart disease is the cause of more than one-third of all deaths in this country, the title is a must in most libraries. It provides easy-to-understand information on symptoms, treatments, and causes.

More than 900 entries cover prescription and nonprescription drugs used for heart health, important figures in heart research, and illnesses of the heart and surrounding areas. There are articles on smoking, alcohol, physical fitness,