

rights demonstrate the resilience, commitment, and courage that remains. It is a welcome note to finish a fine addition to the literature, which will be of significant use to scholars interested in comparative perspectives on journalists' attitudes and perceptions of their belief systems.

Fergal Quinn

UNIVERSITY OF LIMERICK, IRELAND

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Lee Edwards (2018). *Understanding Public Relations: Theory, Culture and Society*. London: Sage, pp. 288, ISBN: 9781473913097, 9781473913103.

The title of this book encapsulates precisely what it is about, despite it being potentially equally misunderstood by a casual glance at the title as yet another 'how-to'-type book. This book aims to get the reader 'under the skin' of public relations, considering the wider socio-cultural aspects of the discipline and to better understand how integrated it can be on a broader political and social plane. Its messaging can also help elevate the discipline in the minds of other stakeholders and participants past a mere 'spin' or 'publicity seeking' activity, aligning it more strategically with other higher-level activities that may be interrelated to each other.

The author, Dr Lee Edwards, is an active researcher and assistant professor at the London School of Economics in the United Kingdom, and rightly notes that public relations work today is visible, boosted by technology and greater public awareness. Awareness itself does not necessarily equate to knowledge and understanding, especially correct knowledge and understanding. A lot of misapprehensions and ignorance can be extant, sometimes perpetuated by public relations actors too, and often not proactively corrected when experienced. Edwards' book can help empower and lead to change.

The principal audience for this book should be clear — researchers of public relations and communications, senior practitioners and, naturally, students of communications-related subjects. However, the book deserves more extensive circulation, being considered by those who can be impacted by public relations activities at every level. After all, the author notes that "[t]he ubiquity of public relations means that it now has an inescapable influence on us, as part of the resources we draw on both individually and collectively, when we navigate our way through life" (p. 2). In many ways, this latter group is less likely to understand this until they read this book, yet getting them to do it can be difficult — a real catch-22 situation. It is not helped by the book possibly appearing somewhat daunting, due to it being highly compressed and focussed. A light read it is not (nor does it pretend to be). It is a book that deserves your focus, and in return, your attention

might overlook the need or desire to go back and re-read sections and even reading bits several times can be revealing as latterly received thoughts are brought into the mix. This can be akin to favorite fiction books or movies that have been read/seen several times, but each new consumption yields something else that was perhaps not appreciated before.

Understanding Public Relations is undoubtedly capable of being a critical reference that can lead to greater things if you invest the time and effort to get the most out of it. It does well to get under the technical, social skin of public relations to allow consideration of the broader story as well as the specifics of public relations activities. It is available in hardback and paperback (at a very affordable price) as well as through digital platforms. For researchers and practitioners who want to extend their craft, this could be a 'must read' book. For everybody else, whose activities or interests may impact on, or intersect with public relations, this could be viewed as a 'should read'. It is a lot more than a book that just looks at public relations and what it can do.

Darren P. Ingram

UNIVERSITY OF OULU, FINLAND

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Michał Głowacki & Alicja Jaskiernia (eds.) (2017). *Public Service Media Renewal: Adaptation to Digital Network Challenges*. Frankfurt am Main: Peter Lang Edition, pp. 249, ISBN: 978-3-631-67728-5.

Public Service Media (PSM) in Europe are facing, and at the same time adapting to a set of most substantial challenges in their recent history. The value of the PSM sector is being increasingly questioned in a new media and communication environment, regulatory pressures increase from the national policymakers as well as the EU, and new political choices are being made that often lead to weakening of PSM. Moreover, the rise of platform companies and changes in media use, affect conditions of PSM performance. In these volatile and unpredictable circumstances, the Editors of the edited volume *Public Service Media Renewal: Adaptation to Digital Network Challenges* chose a right angle to examine strategies and institutional developments that might lead to PSM renewal.

There are two possible ways to think about PSM. One is through the set of principles and procedures that sustain PSM values such as independence (reflected in functional independence of appointment procedures, professional autonomy, sufficient funding from public sources), universality (reflected in accessibility of PSM on various channels and platforms, including the newest ones) and diversity (reflected in remit, standards of performance, composition of the workforce). Another