Literature review: Organized list of references

We learned in class that a good literature review makes an argument for the particular research you want to do.

Your area of interest or topic is positioned as a gap in previous literature. The literature review discusses and evaluates previous research and it ultimately leads to a series of questions that are still unanswered. Your research will help answer one of these questions.

Group the articles you have collected in 2-3 areas. After reading and grouping the articles into topical clusters, explain how you will use them to make an argument.

At this point, you should turn in at least 7-10 references per cluster.

Here is an example of what you might turn in:

My topic: Corporate apologia in India. I hope to answer the questions: What are the Indian's public expectations of corporate apologia? Are they similar or different from the expectations of Western publics?

1. Literature review clusters (these will become your sections & subsections)

Cluster 1: *Corporate apologia*. Articles in this cluster define corporate apologia, explain apologia strategies, and tools for critically analyzing corporate apologetic discourse. Citations:

1. Benoit, W. L. (1995). Accounts, escuses, and apologies: A theory of image restoration. Albany, NY, State University of New York Press.
2. Benoit, W. L. (1997). "Image repair discourse and crisis communication." Public Relations Review **23**(2): 177-186.
3. Benoit, W. L. and R. S. Hanczor (1994). "The Tonya Harding controversy: An analysis of image restoration strategies." Communication Quarterly **42**(4): 416-433.
4. Brinson, S. L. and W. L. Benoit (1996). "Dow Corning's image repair strategies in the breast implant crisis." Communication Quarterly **44**(1): 29-41.
5. Hearit, K. M. (1995). ""Mistakes were made": Organizations, apologia, and crises of social legitimacy." Communication Studies **46**: 1-17.
6. Hearit, K. M. (1995). From "we didn't do it" to "it's not our fault": The use of apologia in public relations crises. Public relations inquiry as rhetorical criticism: Case studies of corporate discourse and social influence. W. N. Elwood. Westport, CT, Praeger.
7. Hearit, K. M. (2006). Crisis management by apology: Corporate responses to allegations of wrongdoing. Mahwah, NJ, Lawrence Erlbaum Associates.

Cluster 2: *International public relations.* Articles in this cluster define international public relations and discuss major issues in international public relations theory, research, and practice. Citations:

1. Botan, C. H. (1992). "International public relations: Critique and reformulation." <u>Public Relations Review</u> **18**: 149-159.
2. Botan, C. H. (1993). "A human nature approach to image and ethics in international public relations." <u>Journal of Public Relations Research</u> **5**(2): 71-81.
3. Grunig, J. E., L. A. Grunig, et al. (1995). "Models of public relations in an international setting." <u>Journal of Public Relations Research</u> **7**(3): 163-186.
4. Wakefield, R. I. (2001). Effective public relations in the multinational organization. <u>Handbook of public relations</u>. R. L. Heath and G. M. Vasquez. Thousand Oaks, CA, Sage**:** 639-647.

Cluster 3: *Crisis communication:* Articles in this cluster discuss crisis communication theories and strategies organizations can use to respond to crises. Citations**:**

1. Allen, M. W. and R. H. Caillouet (1994). "Legitimation endeavors: Impression management strategies used by an organization in crisis." <u>Communication Monographs</u> **61**: 44-62.
2. Benoit, W. L. (1997). "Image repair discourse and crisis communication." <u>Public Relations Review</u> **23**(2): 177-186.
3. Caillouet, R. H. and M. W. Allen (1996). "Impression management strategies employees use when discussing their organization's public image." <u>Journal of Public Relations Research</u> **8**(4): 211-227.
4. Coombs, W. T. (2006). Crisis management: A communicative approach. <u>Public Relations Theory II</u>. C. Botan and V. Hazleton Jr. Mahwah, NJ, Lawrence Erlbaum Associates.
5. Hearit, K. M. (1995). ""Mistakes were made": Organizations, apologia, and crises of social legitimacy." <u>Communication Studies</u> **46**: 1-17.
6. Hearit, K. M. (1995). From "we didn't do it" to "it's not our fault": The use of apologia in public relations crises. <u>Public relations inquiry as rhetorical criticism: Case studies of corporate discourse and social influence</u>. W. N. Elwood. Westport, CT, Praeger.
7. Hearit, K. M. (2006). <u>Crisis management by apology: Corporate responses to allegations of wrongdoing</u>. Mahwah, NJ, Lawrence Erlbaum Associates

Cluster 4: *Public Relations in India:* Articles in this cluster discuss how the public relations profession is practiced in India. Citations**:**

Cluster 5: *India: business culture and society:* Articles in this cluster describe the culture of the Indian middle class and the culture of business organizations India. Citations**:**

2. Connections among literature review clusters – explain clearly how the clusters of articles relate to each other and how you're going to build out of them a ladder that takes you to your final goal.

Example:

My research questions: What does the Indian middle class public expect of organizations in crisis? How are organizations expected to communicate in crisis situations in India?

My literature review moves from what we know (crisis communication in Western cultures) towards what we don't know (Indian publics' expectations of corporations in crisis).

Clusters 1-3 explore what we know about Western crisis communication. Clusters 4-5 explore what we know about PR in India and the culture of the Indian middle class. My goal is to draw connections between clusters 4-5 and clusters 1-3 to create new knowledge about crisis communication in India.

First, I discuss what we know about crisis communication discourse. We know Western strategies of crisis communication (apologia, image restoration) – Cluster 1

Second, I move towards what we don't know (India). The first step in that direction is to define international public relations and international crisis communication. I examine this literature to see if the answer to my research question already exists. – Clusters 2 & 3

Third, I examine what we do know about PR in India. I look at articles about PR in India (Cluster 4) to see if they contain the answer to my question and to learn from them things that can help me answer my research questions.

Fourth, I review literature about culture in India. Indian culture holds the key to Indian publics' expectations of organizations in crisis. I will look in Cluster 5 for any clues about what the Indian middle class might expect of corporations, how they relate to corporations, their attitudes towards corporations, etc.

Grading criteria:
Please see them on the wiki.