



Bad barrels: public relations and professional ethics



SAM Seminars 2014

Never Stand Still

Faculty of Arts & Social Sciences

School of the Arts & Media

Tue 26 August · 5 - 6.30pm · Webster Room 327

Dr Johanna Fawkes · Charles Sturt University

This seminar will explore professional ethics in the communication industries, with particular attention to public relations (PR).

Introducing a Jungian perspective to professional ethics, it is suggested that emerging professions, such as PR, create ethical statements and codes predicated on idealized self-images and fail to engage with the shadow aspects of the occupational group. As a result, they are too partial to be ethical in any deep sense.

Dr Johanna Fawkes is Senior Lecturer in Public Relations at Charles Sturt University. After fifteen years as a public sector campaigner, Johanna devised and delivered some of the first PR degree and professional courses in the UK. She has also been Chief Examiner for the UK's professional body. Her new book, *Public Relations, Ethics and Professionalism: The Shadow of Excellence*, was published in July 2014 by Routledge.

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