

D. K. MAGLIVERAS:
Public Relations- Social Communication.
Tenth edition. Athens, 1997

The best critic for books, as well as for any other intellectual creation, is the public. This assessment is proved once more by the circulation of the tenth edition of Professor D. K. Magliveras' book, titled as "Public Relations - Social Communication".

This particular book does not belong in that category classified as university literary work, (so its edition is normal and predictable), but it circulates and is purchased by individual readers as a scientific manual referring to the techniques of applied Public Relations. Moreover this book hasn't been advertised systematically and only the published book reviews have projected it in a praising manner. It is characteristic that individuals of various professional interests (university Professors, authors, reporters, High-school Professors, high rank executives and average employees etc.), have used in their work Mr. Magliveras' book. When the distinguished literary man I. M. Panagiotopoulos wrote, that this book is an essential handbook for those who study or are interested in Public Relations, he obviously knew what he was talking about.

"Public Relations" were first published in the year 1971, that means twenty five years ago. Mr. D. Magliveras was the first in Greece to study, concentrate, classify, connect and explain in a uniform scientific system the Knowledge and views available on the matter of Social Communication as seen through Public Relations. During these twenty five years, that ten editions have been published, Public Relations have been rewritten four times from the beginning. This way they have been enriched with observations and advancements that took place in the meantime, with new data, as well as with relative to the subject material.

The contents of this book which are classified in an artistic way, are of interest not only to the specialists but also to any person that has a professional life within society. "Public Relations" start with the history of the development of Social Communication from antiquity until nowadays, in Greece as well as abroad. The author goes on by stating the differences and the mission of Human-Industrial-Working and Public

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Relations. Following up, various definitions are offered as well as the analysis of the content of Public Relations. In this chapter we encounter the examination of theoretical problems and the conditions for exercising Social Communication. Probably one of the most important chapters is the one referring to the public opinion. In this chapter we find a concentrated review of the matter from all its angles. Following that, an analysis on the common points and differences among the various branches of Public Relations and Marketing, Sales Promotion Dep., Market Research and Publicity, is included. In various chapters, Advertisement and Propaganda are studied in detail. Then, an analysis is offered in relation to the employment in the relative sectors of Communication. The differentiation between the common Mass Media and the specialized Media used by Public Relations is one of the most important chapters of the book. The elaboration (problems and solutions) and the application of Programs of Public Relations, as well as the desired results stemming out of these programs, conclude the first part of this book.

In the second part, matters which refer to the practical function of Public Relations are introduced. Such matters are the function of the relative Bureau, ways to organize Events, Reports, Press Conferences, preparing the Press Release, Speeches and others.

This brief presentation of the contents of this book, demonstrates that it refers to a scientific work and at the same time to a working tool for those employed professionally or scientifically in the Sector of Public Relations. This is the reason why this book is a text used in Higher Education, as it is used as a handbook for learning by professionals from various areas of employment. As mentioned in "Oikonomikos Taxydromos": "Its about a rare case of success in the Greek reality. This success acquires bigger dimensions due to the fact that this book does not belong to that kind of material classified as "exciting" literature, but rather to these special writings which combine scientific work with practical necessities; this kind of books is extensively read because it includes elements essential in the every day life"

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