

# The Domain of PR Research in Taiwan---The Comparison between Academic Articles and Non-Academic Articles

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## ABSTRACT

The Purpose of this essay is to explore the domain of public relations in Taiwan further. We proposed two sorts of hypotheses, which were, the development in the PR academic articles and non-academic ones should be difference, and there should be a correlation between the developments in the PR academic articles and the evolution in the PR non-academic reports. To make a comparison between academic articles and non-academic articles in public relations domain, a total of 278 public relations journal articles were content-analyzed. The following three issues were examined: article purpose, article topic and theoretical paradigm. The findings were showed as follows. First, the result indicated that the distribution of the PR academic articles was different from the distribution of the PR non-academic articles in article purpose and theoretical paradigm. Second, the research pointed out the relationship between the development of the PR academic articles and development of the PR non-academic articles only in the two issues, applications in article purpose and the article topic was mentioned PR management. The Purpose of this essay is to explore the domain of public relations in Taiwan further. We proposed two sorts of hypotheses, which were, the development in the PR academic articles and non-academic ones should be difference, and there should be a correlation between the developments in the PR academic articles and the evolution in the PR non-academic reports. To make a comparison between academic articles and non-academic articles in public relations domain, a total of 278 public relations journal articles were content-analyzed. The following three issues were examined: article purpose, article topic and theoretical paradigm. The findings were showed as follows. First, the result indicated that the distribution of the PR academic articles was different from the distribution of the PR non-academic articles in article purpose and theoretical paradigm. Second, the research pointed out the relationship between the development of the PR academic articles and development of the PR non-academic articles only in the two issues, applications in article purpose and the article topic was mentioned PR management.

Keywords : public relations ; journal article ; content analysis

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