

# Humanism in China and the West: Routledge New Directions in PR Communication

Humanism is a philosophical and ethical stance that emphasizes the value and agency of human beings, individually and collectively. It has a long history in both China and the West, and has been a major influence on the development of public relations communication.



## The Global Foundations of Public Relations: Humanism, China and the West (Routledge New Directions in PR & Communication Research)

by Robert E. Brown

★★★★★ 5 out of 5

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## Humanism in China

The roots of humanism in China can be traced back to the Confucian tradition, which emphasizes the importance of human relationships, social harmony, and personal cultivation. In the 20th century, Chinese humanism was influenced by Western thought, particularly the ideas of John Dewey and other pragmatists. Chinese humanists today are engaged in a variety of social and political issues, including human rights, education, and environmental protection.

## **Humanism in the West**

Humanism in the West has its roots in the ancient Greek and Roman traditions. It was revived in the Renaissance and Enlightenment periods, and has been a major force in Western thought ever since. Humanists today are active in a wide range of fields, including education, healthcare, and the arts. They are also involved in social and political activism, working to promote human rights, peace, and social justice.

## **Implications for Public Relations Communication**

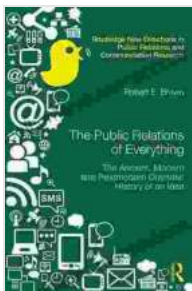
Humanism can provide a valuable framework for understanding and addressing the challenges facing public relations professionals in the 21st century. Here are a few key implications:

- **Humanism emphasizes the importance of human relationships.**  
Public relations professionals need to build and maintain strong relationships with their clients, the media, and the public. They need to be able to understand and communicate with people from all walks of life.
- **Humanism emphasizes the value of dialogue and persuasion.**  
Public relations professionals need to be able to engage in dialogue with their audiences and persuade them to take action. They need to be able to use a variety of communication tools and strategies to reach their target audiences.
- **Humanism emphasizes the importance of social responsibility.**  
Public relations professionals have a responsibility to use their skills to promote the public good. They need to be able to identify and address social issues and to work to create a more just and equitable world.

Humanism is a powerful force for good in the world. It can help us to build a more just and equitable society and to create a better future for all. Public relations professionals can play a vital role in this process by using their skills to promote humanism and its values.

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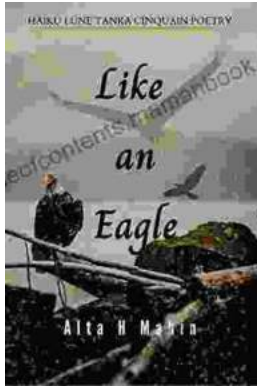
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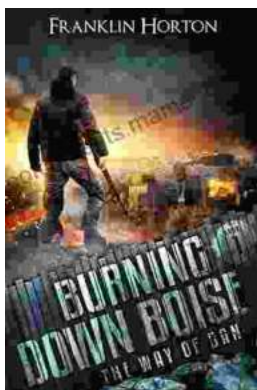
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