
References

- Agunga, R.A. 1990. Development support Communication and popular participation in development projects. *Gazette*, 45: 137-155.
- Agunga, R.A. 1998. Communication for development in Africa – a clarion call. *Communicare*, 17(1): 28-48.
- Anon. 2002. Research Claims 'exaggerated'. *BBC News*, 4 June.
- APCO Africa. 2004. Study guide for Public Relations Management: Understanding the media. Johannesburg.
- Askew, P. 1997. Stakeholderism in practice: A market-led view. *Journal of Communication Management*, 2(3): 244-250. [Online] Available from: <http://file:E:\articles\kob813\kob813ais.htm> [Accessed: 2003-09-02].
- Australia. Department of Industry, Science & Tourism. 1996. Public Awareness of Science and Technology in Australia: Canberra: Government Printer.
- Axley, S.R. 1996. *Communication at work: management and the communication-intensive organisation*. Connecticut: Quorum Books.
- Babbie, E. and Mouton, J. 2001. *The Practice of Social Research*. Oxford: Oxford University Press.
- Barry, G., Bronowski, J., Fisher, J. & Huxley, J. 1965. *Communication and Language*. The Macdonald Illustrated Library, 8. London: Macdonald.
- Bauer, M., Durant, J., Ragnarsdottir, A. & Rudolfsdottir, A. 1995. *Science and Technology in the British Press 1946-1990*. (Volume 1:3-40).
- Beerel, A. 1998. *Leadership through strategic planning*. London: Thomson International.

- Benfield, J.R. & Howard, K.M. 2000. The language of science. *European Journal of Cardio-Thoracic Surgery*, 18(6):642-648.
- Berzok, R.M. 1993. Recipe for effective communication: Substitute emotion for B.S. *IABC Communication World*, October:23-25.
- Bittner, J.R. 1988. *Fundamentals of Communication*. 2nd ed. New Jersey: Prentice Hall.
- Blankley, W. & Arnold, R. Strategic Advice Unit. 1999. *Public Understanding of Science in South Africa – Aiming for better intervention strategies*. Pretoria: National Research Foundation.
- Borchelt, R. 2002. Rethinking the role of the information officer in S&T communication. In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December:19.
- Broom, G.M. & Dozier, D.M. 1990. *Using Research in Public Relations: Applications to program management*. New Jersey: Prentice Hall.
- Bryant, C. 2002. Science communication – the processes by which the scientific culture and its knowledge become incorporated into the common culture. [Online]. Available from: <http://www.cpas.anu.edu.au/scicomcontent.htm> [Accessed: 2003-04-22].
- Burger, M. 1998. Information campaigns and local authorities: a DSC case study. *Communicare*, 17(1): 143-159.
- Caro, P. 1997. The Future of Science has begun: The Communication of Science to the Public. In: Erba, F.C. *Proceedings of the V International Conference of Science and the Media*, Milan, 15-16 February: 111-132.
- Childers, E. 1976. Taking people into account. *Media Asia*, 3(2).
- Ciba Foundation Conference. 1987. *Communicating science to the public*. Chichester: John Wiley & Sons.

- Claassen, T.E. & Verwey, S. 1997. Managing Communication in the Organisation: An Integrated Communication Management Model. *Communicare*, 17(2): 73-89.
- Claessens, M. 2002. Science and society in Europe. In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December:20.
- Cooper, D.R. & Emory, G.M. 1994. *Business research methods*. Chicago: Irwin.
- Cooper, D.R. & Schindler, P.S. 2001. *Business Research Methods*, 7th ed. Boston: McGraw-Hill Irwin.
- Cummings, H.W., Long, L.W. & Lewis, M.L. 1987. *Managing Communication in Organisations: An Introduction*. Scottsdale, Arizona: Gorsuch Scarisbrick.
- Dane, F.C. 1990. *Research Methods*. California: Brooks & Cole.
- Dean, C. 2002. *The Nieman Foundation for Journalism at Harvard University: Science Journalism Report*,56(3):6-7.
- De Beer, A.S. 1998. *Mass Media Towards the millennium: A South African handbook of mass communication*. Pretoria: JL van Schaik.
- De Beer, E. 2001. *The perception of top communication specialists of senior management's expectations of excellent communication in South African institutions*. Unpublished Mphil thesis. Pretoria: University of Pretoria.
- De Bussy, N. & Ewing, M. 1997. The stakeholder concept and public relations: Tracking the parallel evolution of two literatures. *Journal of Communication Management*, 2(3):222-229.
- De Cheveigne, S. 2002. Questions the public asks of science. In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December:14.
- De Vito, J.A. 1991. *Human communication: The basic course*. New York: Harper Collins.

- Dhillon, G.S. 2002. *Social Responsibility in the Information Age: Issues and Controversies*. London: Idea Group.
- Dillon, W.R., Madden, T.J. & Firtle, N.H. 1993. *The Essentials of Marketing Research*. London: Richard & Irwin.
- Dilosothle, K. 2002. Cultural diversity and context in science communication. In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December:4.
- Dozier, D.M., Grunig, L.A. & Grunig, J.E. 1995. *Manager's Guide to Excellence in Public Relations and Communication Management*. New Jersey: Lawrence Erlbaum Associates.
- Duck, S. 1988. *Relating to others*. Chicago: The Dorsey Press.
- Du Plooy, G.M. 1996. *Introduction to Communication: Communication Research*. Kenwyn: Juta.
- Du Plooy, G.M. 2001. *Communication research: Techniques, methods and applications*. Lansdowne: Juta.
- Dyer, S.C. 1996. Descriptive Modeling for public relations environmental scanning: A practitioner's perspective. *Journal of Public Relations Research*, 8(3): 137-150.
- Farrow, S. 1996. T.S. Eliot's communicational skepticism: A Wittgensteinian reading of *The Waste Land*. *Language & Communication*, 16(2): 107-115.
- Ferrari, M.R. & Lauer, L.D. 2000. Vision of the Future. *Currents*, xxvi(4):18-22.
- Fetzer, J.H. 1993. *Philosophy of Science*. New York: Paragon House.
- Fitch, W.T. 2002. The evolution of language comes of age. *Trends in Cognitive Sciences*, 6(7):278-279.
- Fleischer, C.S. & Mahaffy, D.1997. A Balanced Scorecard Approach to Public Relations Management Assessment, *Public Relations Review*, 23(2): 117-142.

- Foster, L.G. 1990. The CEO Connection: Pivotal for the '90s. *Public Relations Journal*, January:7-12.
- Foundation for Education, Science and Technology. 2001. *How do I become 'media savvy'?* [Online] Available from: <http://www.fest.org.za> [Accessed: 2002-02-22].
- Franklin, J. 2002. The Extraordinary Adventure that is Science Writing. *The Nieman Foundation for Journalism at Harvard University: Science Journalism Report*,56(3):6-7.
- Freitag, A.R.1998. How to measure what we do, *Public Relations Quarterly*, 43(2):42-48.
- Frost, C. 2002. *Reporting for journalists*. London: Routledge.
- Gallois, C. & Callan, V.J. 1997. *Communication and culture: A guide for practice*. New York: John Wesley & Sons.
- Gayeski, D. 1993. *Corporate Communications Management: The Renaissance Communicator in Information-age Organisations*. Boston: Focal.
- Gething, L. 2001. *MRC Scientists and the Media: Attitudes to and experiences of reporting their findings to the public*. Unpublished Master of Philosophy (Journalism). Stellenbosch: University of Stellenbosch.
- Ghemawat, P. 1999. *Strategy and the Business Landscape*. USA: Addison Wesley Longman.
- Goede, W.C. 2001. Seeking trends in Science & Technology Journalism for the 21st Century. Paper presented at the International Conference of Science & Technology Journalists, Tokyo, 23-26 October: 1-9.
- Grant, R.M. 1998. *Contemporary Strategy Analysis*. 3rd ed. USA: Blackwell.
- Griffin, E.M. 2003. *A first look at Communication Theory*. 5th ed. USA: McGraw Hill.
- Grobler, A.F. 2003. Change management: Managing change through communication. In: Verwey, S. & Du Plooy-Cilliers, F. (eds.) *Strategic Organisational Communication*. Cape Town: Heinemann.

- Gronroos, C. 1990. *Service management and marketing*. Lexington: Lexington Books.
- Grunig, J.E. 1991. Scott Cutlip's worldview for Public Relations research. *Public Relations Review*, 17(4):364-375.
- Grunig, J.E. (ed) 1992. *Excellence in Public Relations and Communication Management*. Hillsdale, New Jersey: Lawrence Erlbaum Associates.
- Grunig, J.E. & Hon, L.C. 1999. *Guidelines for measuring relationships in public relations*. The Institute for Public Relations Commission of PR measurement and evaluation.
- Grunig, L.A. 1997. *Excellence in Public Relations*. Paper presented at PRISA National Conference, Midrand, 6 May:1-10.
- Halal, W.E. 2000. Corporate community: A theory of the firm uniting profitability and responsibility. *Strategy & Leadership*, 28(2): 10-16. [Online] Available from: <http://file:E:\articles\kob813\kob813ais.htm> [Accessed: 2003-09-02].
- Haus, D. 1993. Measuring the impact of public relations, *The Public Relations Journal*, 49(2):14-18.
- Hlywka, J.J., Reid, J.E. & Munro, I.C. 2003. The use of consumption data to assess exposure to biotechnology-derived foods and the feasibility of identifying effects on human health through post-market monitoring. *Food and Chemical Toxicology*, 41(10): 1273-1282. [Online] Available from: Science Direct: <http://sciencedirect.com> [Accessed: 2003-09-03].
- Holzhausen, D. & Verwey, S. 1996. Towards a General Theory of Public Relations. *Communicare*, 15(2): 25-56.
- Hon, L.C. 1997. What have you done for me lately? Exploring effectiveness in public relations, *Journal of Public Relations Research*, 9(1):1-30.
- Hotz, R.L. 2002. The difficulty of finding impartial sources in science. *The Nieman Foundation for Journalism at Harvard University: Science Journalism Report*, 56(3):6-7.

- Howard, E. 1995. Going global: What it really means to communicators. *IABC Communication World*, April:12-15.
- Ishii, M. 2002. Public understanding of science and technology in Japan. In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December:24.
- Kotler, P. 1997. *Marketing Management – Analysis, Planning, Implementation and Control*. The
- Jaffe, S. 2002. Journals Tussle Over Talent. *The Scientist*,16(20): 5-10. [Online] Available from: http://www.the-scientist.com/yr2002/oct/prof_021014.html [Accessed: 2002-10-21].
- Labovitz, G. & Rostovsky, W. 1967. *The power of argument*. New York: John Wiley & Sons.
- Jansen van Vuuren, P. 2002. *Environmental scanning – a South African corporate communication perspective with special emphasis on the tertiary sector*. Unpublished PhD thesis. Pretoria: University of Pretoria.
- Johannesburg World Summit. n.d. Johannesburg Summit: United Nations World Summit on Sustainable Development. [Online] Available from: <http://www.joburgsummit2002.com/Jowsco/html> [Accessed: 2003-04-22].
- Jordaan, Y. 2003. *South African consumers' information privacy concerns: An investigation in a commercial environment*. Unpublished DCom thesis. Pretoria: University of Pretoria.
- Joubert, M. 2001. Priorities and Challenges for Science Communication in South Africa, *Science Communication*, 22(3): 316-334. Available from: EBSCOHost: Academic Search Premier: <http://search.global.epnet.com/> [Accessed: 2002-05-13].
- King, D. 2002. Science Communication in a Diverse World. In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December:1.
- King, S.S. & Cushman, D.P. 1994. *High-Speed Management and Organisational Communication in the 1990's: A reader*. Albany: State University of New York.
- Kinkead, R.W. & Winokur, D. 1992. How Public Relations Professionals help CEOs make the right moves. *Public Relations Journal*, October:18-23.

- Knapp, M.L. & Vangelisti, A.L. 1992. *Interpersonal communication and human relationships*. Boston: Allyn and Bacon.
- Kotler, P., Armstrong, G., Saunders, J. & Wong, V. 1996. *Principles of Marketing*. The European Ed. Europe: Prentice Hall.
- Kotler, P. 1997. *Marketing Management – Analysis, Planning, Implementation and Control*. The Millennium Ed. USA: Prentice Hall.
- Labovitz, G. & Rosansky, V. 1997. *The power of alignment*. New York: John Wiley & Sons.
- Lauzen, M.M. & Dozier, D.M. 1994. Issues management mediation of linkages between environmental complexity and management of the public relations function, *Journal of Public Relations Research*, 6:163-184.
- Lauzen, M.M. 1995. Toward a Model of Environmental Scanning. *Journal of Public Relations Research*, 7(3):187-203.
- Ledingham, J.A. & Bruning, S.D. (ed). 2000. *Public Relations as Relationship Management: A relational approach to the study and practice of public relations*. London: Lawrence Erlbaum Associates.
- Leedy, P.D. 1997. *Practical research – planning and design*. 6th ed. Upper Saddle River, New Jersey: Prentice-Hall.
- Leschner, A. 2002. Public Understanding of Science – pick your favorite flavour. In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December:3.
- Lindeborg, R.A. 1994. Excellent Communication. *Public Relations Quarterly*, Spring: 5-11.
- Lindenmann, W.K. 1993. An 'effectiveness yardstick' to measure public relations successful, *Public Relations Quarterly*, 38(1):7-9.

- Lindenmann, W.K. 1997. Setting Minimum Standards for Measuring Public Relations Effectiveness, *Public Relations Review*, 23(4): 391-408.
- Littlejohn, S.W. 1992. *Theories of Human Communication*. 4th ed. Belmont: Wadsworth Publishing.
- Littlejohn, S.W. & Foss, K.A. 2005. *Theories of Human Communication*. 8th ed. USA: Thomson Wadsworth.
- Long, L.W. & Hazelton, V. Jr. 1987. Public Relations: A theoretical and practical response. *Public Relations Review*, Xiii(2):8.
- Lubbe, B.A. & Puth, G. 1994. *Public Relations in South Africa: A management reader*. Durban: Butterworths.
- Lucky, R. 2000. The quickening of science communication. *Science*, 289(5477): 259-263.
- Macedo-Rouet, M. 2002. Reading and understanding a science report through paper and hypertext. In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December:13.
- Makin, V. 1999. *Strategy and Strategic Management*. Pretoria: UNISA.
- Malan, C.W. 1998. Development Communication as part of culture. *Communicare*, 17(1):49-79.
- Malhotra, N.K. 1996. *Marketing Research: An Applied Orientation*. 2nd ed. New Jersey: Prentice Hall.
- Massarani, L. 2002. Human cloning: A soap opera as a science communication tool. In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December:25.
- McDermott, M.C. & Chan, K.C. 1996. Flexible intelligent relationship management: the business success paradigm in a stakeholder society. *The Learning Organisation*, 3(3):5-17. [Online] Available from: <http://file:E:\articles\kob813\kob813ais.htm> [Accessed: 2003-09-02].

- Mouton, J. 2001. *How to succeed in your Master's and Doctoral Studies: A South African Guide and*
- McGoan, C. 1998. *Getting the CEO onto the communication team*. San Francisco: IABC.
- McQuail, D. and Windahl, S. 1981. *Communication Models for the study of mass communications*. New York: Longman.
- McQuail, D. 1994. *Mass communication theory*. London: Sage Publications.
- Merrill, J.C., Lee, J. & Friedlander, E.J. 1990. *Modern mass media*. New York: Harper & Row.
- Mersham, G.M., Rensburg, R.S. & Skinner, J.C. 1995. *Public relations, development and social investment: A Southern African perspective*. Pretoria: JL van Schaik Academic.
- Mersham, G.M. & Skinner, J.C. 2001. *New insights into communications and media*. Sandton: Heinemann.
- Metcalf, J. 2002: *Workbook on Communication Management and Media Skills for Scientists and Engineers*. [Online] Available from: <http://www.fest.org.za> [Accessed: 2003-04-22].
- Meyer, H. 2002. Communicating Science to the Rural Communities requires boundary crossing. In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December:31.
- Middleton, J. & Wedemeyer, D.J. 1985. *Methods of Communications Planning*. United Nations: Mayenne.
- Mintzberg, H. 1994. *The rise and fall of strategic planning*. New York: The Free Press.
- Mody, B. 1991. *Designing messages for development communication: an audience participation-based approach*. Newbury Park: Sage.
- Mouton, J. 1996. *Understanding social research*. Pretoria: JL van Schaik.

- Mouton, J. 2001. *How to succeed in your Master's and Doctoral Studies: A South African Guide and Resource Book*. Pretoria: Van Schaik.
- Mvalo, M.G. 2002. Science on the highway – taking science to the people. In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December. [Online] Available from: <http://www.saasta.org.za/> [Accessed: 2003-04-22].
- National Association of Science Writers. 2000. *Communicating Science News*. [Online] Available from: <http://nasw.org.csn>. [Accessed: 2002-02-02].
- National Association of Science Writers. 2001. *Why Communicate Science?* [Online] Available from: <http://nasw.org/csn/why.htm> [Accessed: 2002-02-02].
- National Environmental Research Council. 2001. Guidance notes for staff and fundholders. [Online] Available from: <http://www.nerc.ac.uk> [Accessed: 2002-02-02].
- Nelkin, D. 1987. *Selling science*. United States of America: Freeman.
- Nelkin, D. 1995. *Selling science: How the press covers science and technology*. Revised ed. United States of America: Freeman.
- Ngcobo, R. 2003. The ECO/Corporate Communication relationship – a tempestuous affair. Paper presented at the Unitech Northern Region Conference, Pretoria, 21-22 August:1-8.
- Nielsen, J. 2000. *Designing Web Usability*. Indianapolis: New Riders.
- Oberholster, M. 1993. Communication: management by crisis or proactive strategy? *Human Relations Management*, July:24-25.
- O'Hair, D., Friedrich, G.W. & Shaver, L.D. 1998. *Strategic Communication*. 3rd ed. Boston: Houghton Mifflin Company.
- Osborne, J. 1994. Getting full value from PR. *Public Relations Journal*, Oct/Nov:64.

- Rowe, R.C. 2000. Poetry and verse: an ideal medium for scientific communication? *Drug Discovery*
- Paterson, A. 2004. *A National Perspective: Contribution of Research and Innovation to the South African Economy*. Pretoria: Government Printer.
- Pincus, J.D. & De Bonis, J.N. 1994. *Top dog*. New York: McGraw-Hill.
- Poincaré, J.H. 1997. The Future of Science has begun: The Communication of Science to the Public. In: Erba, F.C. *Proceedings of the V International Conference of Science and the Media*, Milan, 15-16 February: 111-132.
- Pouris, A. 2001. Interests, Public Attitudes and Sources of Scientific Information in South Africa. Paper presented at the Sixth International Meeting on Public Communication of Science and Technology, Cern, 1-3 February:1-11.
- Potter, L. 1998. Strategic communication: Dead or in demand as never before? *Communication World*, September 1998: 14-17.
- Radtke, J.M. 1998. *Strategic Communications for Nonprofit Institutions*. New York: John Wiley & Sons.
- Reinard, J.C. 2001. *Introduction to Communication Research*. 3rd ed. Boston: McGraw Hill.
- Rensberger, B. 2002. Reporting science means looking for cautionary signals. *The Nieman Foundation for Journalism at Harvard University: Science Journalism Report*, 56(3):6-7.
- Reensburg, R. and Angelopulo, G.C. 1996. *Effective communication campaigns*. Johannesburg: Thomson.
- Research International. 2000. *Science and the Public: Mapping Science Communication Activities*. London: The Wellcome Trust.
- Ridley, B.K. 2001. *On Science: Thinking in action*. London: Routledge.
- Roan, S. 2001. Bringing Science Communication into the New Millennium. *Fertility and Sterility*, 76(1):11-12.

- Rowe, R.C. 2000. Poetry and verse: an ideal medium for scientific communication? *Drug Discovery Today*, 5(10): 436-437.
- Rubin, R.B., Rubin, A.M. & Piele, L.J. 2000. *Communication Research: Strategies and sources*. 5th ed. Canada: Wadsworth.
- Schoonraad, N. 2003. *Managing financial communication: Towards a conceptual model*. Unpublished MCom thesis. Pretoria: University of Pretoria.
- Seitel, F.P. 1989. *The practice of public relations*. Columbo, Ohio: Merrill.
- Senge, P. M. 1990. *The fifth discipline: the art and practice of the learning organisation*. New York: Doubleday.
- Severin, W.J. and Tankard, J.W. (Jr). 1984. *Communication Theories: Origins, methods, uses*. New York: Hastings House.
- Severin, W.J. and Tankard, J.W. (Jr). 1992. *Communication Theories: Origins, methods, uses*. 3rd ed. New York: Hastings House.
- Skinner, J.C. & Von Essen, L.M. 1982. *South African Handbook of Public Relations*. Johannesburg: Southern Book.
- Smith, A.G. 1966. *Communication and Culture*. New York: Holt, Rinehart and Winston.
- Snyman, M. 2002. What are we communicating to the South African Public? In: South Africa: Department of Science and Technology. *Proceedings of the Seventh International Conference on Public Communication of Science and Technology*, Cape Town, 5-7 December. [Online] Available from: <http://www.saasta.org.za/> [Accessed: 2003-04-22].
- South Africa. Department of Arts, Culture, Science and Technology. 1998. White Paper on Science and Technology. [Online] Available from: [http://www.dacst.gov.za/sciencetechnology/puset/yeast forward.htm](http://www.dacst.gov.za/sciencetechnology/puset/yeast%20forward.htm) [Accessed: 2002-05-23].

- Sriramesh, K. 1999. The models of public relations in India. *Journal of Communication Management*, 4(3):225-239.
- Stempra. 2001. Practical Advice for Science Communication specialists. [Online] Available from: <http://www2.ifr.bbsrc.ac.uk/stempra/advice.html> [Accessed: 2002-02-05].
- Steyn, B. & Puth, G. 2000. *Corporate Communication Strategy*. Sandown: Heinemann.
- Swanepoel, H. and De Beer, F. 1997. Community Development: Putting plans into action. *Communicare*, 17(1).
- Tan, A.S. 1981. *Mass Communication Theories and Research*. Ohio: Grid Publishing.
- Trumbo, J. 1999. Visual Literacy and Science Communication. *Science Communication*, 20(4): 409-425.
- Trumbo, C., Sprecker, K., Dumlao, R., Yun, G. & Duke, S. 2001. Use of e-mail and the Web by Science Writers. *Science Communication*, 22(4): 347-378.
- Turner, J.H. 1991. *The structure of sociological theory*. California: Wadsworth.
- United Kingdom. Office of Science and Technology and the Wellcome Trust. 2000. Science and the Public – A Review of Science Communication and Public Attitudes to Science in Britain. [Online] Available from: <http://www.wellcome.ac.uk/en/1/mismiscnepub.html> [Accessed: 2002-03-06].
- United States Congress Report. 1998. *Unlocking our future*. Washington: US Congress.
- Van Rooyen, C. 2002. *A report on science and technology coverage in the SA print media*. Unpublished report. Stellenbosch: University of Stellenbosch.
- Van Rooyen, C. 2002a. Wetenskap is pers se afskeepkind. *Die Burger*, 4 Desember: 15.
- Van Zyl, J. 1994. Human rights, television popular culture and telenovela. *Communicare*, 13(1):14-18.

Walker, O.C., Boyd, H.W. & Larréché, J.C. 1999: *Marketing Strategy – Planning and Implementation*. 3rd ed. Boston: McGraw-Hill.

Webster, P.J. 1990. What's the bottom line? *Public Relations Journal*, February:18-20.

Weingart, P. 2002. The moment of truth for science: The consequences of the 'knowledge society' for society and science. *EMBO Reports*, 3(8):703-706.

White, J. & Mazur, L. 1995. *Strategic Communications Management: Making Public Relations Work*. Cambridge: Addison-Wesley.

Wilcox, D.L., Ault, P.H. & Agee, W.K. 1989. *Public Relations Strategies and Tactics*. New York: Harper & Row.

Wilson, J. 1996. *Understanding journalism: A guide to issues*. London: Routledge.

Windahl, S. and Signitzer, B.H. with Olson, J.T. 1993. *Using Communication Theory: An introduction to planned communication*. London:Sage.

Winokur, D. & Kinkead, R.W. 1993. How Public Relations fit into Corporate Strategy. *Public Relations Journal*, May:16-23.

Zikmund, W.G. 2003. *Business Research Methods*. 7th ed. Australia: Thomson South-Western.