

## Journalism and public relations: An interconnection in academic research

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### ABSTRACT

**Background:** Journalism and public relations are two fields that collaborate and compete with each other. Several studies have confirmed this dualism, where both terminologies are interrelated in the same scientific publication. **Purpose:** This study is aimed to find the interconnection between the two fields in several studies published in international journals. **Method:** This inquiry applies the bibliometrics method with data sources from the Web of Science and uses VosViewer as an analysis and mapping tool. **Results:** Results show that the number of keywords containing “public relations” counts more than “journalism.” This study reveals six clusters of keyword mapping that form specific themes: crisis communication management, ethics, professional education, public relations practitioners-journalist relationships, media relations, and publicity scope, news media management, and public relations and the media. Comparing the most cited references from the field of public relations and journalism shows the number 2:2 or equal. There are six most cited authors, four from the USA and two from Australia. **Conclusions:** The issue of public relations was found more than journalism because most articles are written by experts, especially Americans, and Australians, who have worked in the field of public relations, although some also had early careers in journalism. However, journalism studies were still considered as references for most articles. **Implications:** The work of western researchers is still at the forefront of the development of public relations science and journalism studies, which becomes a challenge for researchers from developing countries to develop studies more at the international level.

**Keywords:** Bibliometrics; journalism; most cited; public relations; scientific development

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## INTRODUCTION

Journalism and public relations are two closely related fields. One of the most important connections for public relations practitioners is having a good relationship with journalists. On the one hand, professional public relations practitioners rely on journalistic connections to assist them in conveying certain messages to the public. Journalists are vested in gathering the information they need before writing stories. On the other hand, journalists can use public relations connections to help find valuable news, complete news quotas, and meet deadlines.

In gathering information, journalists usually make observations, interview sources, and do background research (Mahogany Consult, 2010). Things that also be done by public relations practitioners before distributing information to the public. Vice versa, in doing business, the journalism industry also needs to use a public relations strategy, especially to get the attention and awareness of its main stakeholders, namely the public.

However, there are differences between the two fields from the users' aspect. Public relations practitioners have specific public targets to disseminate messages or policies, introduce products or brands, and build the image and reputation of the institution. Meanwhile, journalists do not specifically

target certain public, even though media have their specific audience segmentation. The news and information they disseminate are more of an information interest for the public. Based on these differences, it can be said that the main difference between journalists and public relations practitioners lies in whom their work is oriented. Journalists are known to serve the public, while public relations practitioners are said to serve their clients or organizations.

The close relationship between these two fields makes some parties argue that hiring a journalist to become a public relations officer or communication specialist can be an alternative that organizations can do. This finding builds on research that shows that there is a tendency for journalists to turn to public relations practitioners (Sissons, 2012). Many companies take journalists as public relations practitioners because they think journalists tend to understand the role of public relations practitioners and vice versa within the activities of public communications. For example, in Ghana, it is found that many journalists change jobs to become public relations practitioners. However, even though we could find some, it is rare to see public relations practitioners turn to journalists (Mahogany Consult, 2010). This job change shows an indication of the two professions. Thus, journalism and public relations are sometimes considered to be of the

same nature and work to achieve interrelated goals.

However, the interaction between journalists and public relations practitioners is still paradoxical. Some studies have found that journalists acknowledge the positive contribution of public relations practitioners to their work, but some studies have found negative perceptions of public relations among journalists (Macnamara, 2014). Based on these findings, it can be concluded that there has been a pattern of partnership and latent competition between the journalism and public relations industries. The statement reinforces this finding that public relations and journalism have a complex relationship. This condition is characterized by interdependence, and ironically there is also a tendency to distrust each other (Lloyd & Toogood, 2015).

Although paradoxical discourses and spin doctor stereotypes color the interrelationship between journalism and public relations, the great influence of public relations on media content has proven to be significant. Several studies have shown that this contribution and influence are evident through public relations practices in the context of new media (Macnamara, 2016). The cohesiveness of the interdependence of these two professions is getting bigger, raising questions about how journalists and public relations practitioners

view and evaluate each other (Tkalac Verčič & Colić, 2016).

As for the study that discusses the collaborative relationship between the two fields, among them, there is research that discusses the relationship between the role of public relations and journalism in handling the Bertha von Suttner case in Austria (Spatzier, 2016), the relationship between public relations practitioners and journalists related to opportunities and future challenges associated with the impact of technological change (White & Hobsbawm, 2007), to the contribution of their background as professional journalism to their credibility assessment as public relations practitioners (S. Sinaga & Callison, 2008).

One research found that journalists are actually doing public relations roles in the middle of the competition within the social media world. Research about *Tempo.co* newsroom reveals that the use of social media has not become a significant factor in news production since journalists and editors prefer to maintain their dominance in the conventional journalistic way. On the other hand, using social media creates another benefit for the media in terms of marketing and image-building for the public.

Social media is a potentially useful factor in marketing strategy and corporate image building. The study showed that *Tempo.co* has

actually succeeded in maintaining the loyalty of its audiences while at the same time building a positive image as a modern, convergent, and active company in social media networks (Supriadi & Agustin, 2018).

The research above explains that, in most cases, the best strategy to win the competition against social media is actually by using it. Eventually, *Tempo.co* decided to be part of the social media world. The research finds that joining the social media environment has made *Tempo.co* closer to its audience, who rarely access *Tempo*'s main website.

At this stage, we could see that *Tempo* has involved itself in a marketing endeavor, which is more like a public relations activity. Again, this emphasizes the point that journalism and public relations are somewhat interconnected.

The study also shows that mainstream media had to compromise their idealism in terms of financial revenues. In this case, as a leading and popular mainstream media company, *Tempo*'s activity on social media has become a favorite for the industry of social media, especially the providers. In the old time, mainstream media like *Tempo* were the newsmakers and took 100% of revenue as a benefit for becoming the source of information. In the situation today, where social media and audiences are also the newsmakers, conventional media have to share their revenue with social media companies.

However, from the perspective of marketing and public relations, social media is also a way to stretch to a larger audience and, at the same time, persuade the audience to access the media's main website. This is a marketing effort that has been done by a big journalistic company like *Tempo*.

By conducting this marketing, *Tempo.co* shows its public relations activity to keep the audience as well as build the right image from the perspective of the stakeholders. It can be argued that *Tempo.co*, to some degree, has changed the attitude of traditional mass media by adjusting the pattern of relationships between the media and its audiences (Supriadi & Agustin, 2018).

The study reveals that it is inevitable for mainstream media like *Tempo* to change the paradigm, even though the editors prefer to use the conventional way of journalism in collecting data and information. The idealism as the foremost information holder needs to be loosened. To survive the competition, journalism cannot be just a dominant provider of information. In the current situation, news media need to consider news content produced by the audience on any platform. Other than that, journalists also need to act as a marketing and public relations officers too.

Looking at the research above, it is logical if a study about journalism in some ways is

often looked at from the perspective of public relations scientific research.

Based on these factors, the researchers were interested in studying the relationship between the fields of journalism and public relations in terms of aspects of scientific research. A number of studies comparing journalism and public relations have been published in various reputable international journals. These include research on the differences between pedagogical approaches to teaching and writing in journalism, and public relations courses (Lane & Johnston, 2017), analysis of the results of professional training and careers in journalism and public relations working in publishing (Koch, 2016), results of studies of professionals journalism and public relations share basic values, by comparing the codes of ethics that apply and developed by various professional organizations (Yang, Taylor, & Saffer, 2016), to ethnographic studies of the relationship between public relations officers and journalists (Sissons, 2012).

Furthermore, the publication, which contains a systematic review related to journalism and public relations, has been presented in a previous study. The research findings are in the form of an analysis of the literature on the interaction between journalism and public relations, including co-evolution, which focuses on the emergence of public relations

studies in German literature (Schönhagen & Meißner, 2016). Thus, the difference between previous research and the research conducted by this researcher lies in the aspect of purpose. The purpose of this research is to find out the interconnection between the fields of journalism and Public Relations in academic articles. The methodical step taken by the researcher was to conduct a bibliometric analysis of a number of articles related to journalism and Public Relations that were published in a few editions of the journal *Public Relations Review*.

Bibliometrics can be used to identify research trends and define various sub-disciplines through analysis of topics, authors, and other types of data. Such analysis can also be useful for determining which research topics are still limited and potential opportunities for innovation (Chen & Sarkar, 2015).

In conducting bibliometrics analysis, researchers will need data sources. The researcher chose the data source from the *Web of Science*. This refers to the opinion that the most commonly used data source for bibliometric research is the *Web of Science* (Herther, 2015), and the *Web of Science* is the standard reference system in the world of scientific evaluation (Delgado & Repiso, 2013). Historically, the *Science Citation Index* (SCI) was first introduced in 1964 and developed by the Institute for Scientific Information (ISI). Later, this citation

index was renamed “*Web of Science*.” This indexing agency provides a pawn of scientific publication data. The availability of this data is very important for quantitative studies (Martín-Martín, Thelwall, Orduna-Malea, López-Cózar, & Delgado López-Cózar, 2021).

There are previous studies that analyzed public relations review journals using bibliometrics. For example, research that analyzes the title and abstract of each article in 38 editions and develops an abstract content classification (Ferguson, 2018). Other studies analyze cited and uncited evaluated articles published in the *Public Relations Review* (Morton & Lin, 1995).

This study is certainly different from the two studies. The novelty aspect offered in this research is to analyze topics related to journalism in a journal in the field of public relations. The urgency of this research is increasing along with the statement that the relationship between the two professions in the realm of communication is actually paradoxical. As mentioned before, the statement is raised in a previous study, which has revealed that the symbiotic relationship between journalism and public relations turns out to be colored by elements of tension and paradox (Macnamara, 2014).

Based on the above findings, it is important to know the extent to which the discussion of journalism and public relations is interconnected

to see if there is significant dominance between the two. However, the focus of this research lies not only on tension and paradox. It is also significant for Indonesian researchers to look at the development of scientific research and articles on journalism and public relations outside the practical aspects. Whether Indonesian references play an important role in this development can be seen from how much influence Indonesian research has on studies on a global scale.

Briefly, this study aims to identify and classify the term journalism as well as Public Relations in academic articles, especially those in the *Public Relations Review*. The reasons mentioned above justify how important this research is in the fields of journalism and public relations. The use of the bibliometric method is also scientifically justified because, in this study, the number of publications containing the keywords of journalism and public relations is the primary data to be analyzed.

## RESEARCH METHOD

This research uses the bibliometric method. The term bibliometrics comes from the word *bibliométrie*, which was coined in the book *Traité de Documentation* (1934) by Paul Otlet, a Belgian librarian. He defines bibliometrics as a measurement of all aspects related to books



and documents. Otlet argues that mathematical measurement is becoming increasingly important for scientific development, which makes him suggest recording how often books or authors are read (Rousseau, 2014).

Along with the development, there are several terms that intersect with bibliometrics, namely scientometrics and informetrics. While bibliometrics is defined as a method of mathematical and statistical analysis of communication media, such as books or journals, scientometrics is a quantitative research method used as information processing for the development of science. Whereas informetrics is defined as the study of the application of mathematical methods to information science objects in general, covering all types of information regardless of its form or origin (Mingers & Leydesdorff, 2015).

In accordance with the research objective, namely mapping the interconnections between the fields of study of public relations and journalism, this study determines the source of the document, namely the journal *Public Relations Review* (ISSN: 0363-8111) published by Elsevier. This journal is a reputable international journal devoted to articles that examine public relations, with an impact factor of 2,321 in 2019. Determining the source of documents in a journal has been carried out by a number of researchers, including research

that conducts bibliometrics analysis of articles published in the Library and Information Science Journals and is associated with the research productivity of librarians (Udo-Anyanwu, 2018).

Furthermore, to see the interconnection of the journal that was dedicated to Public Relations studies with the term journalism, the researchers conducted a document search on September 14, 2022, using the keyword “journalism” in the topic section. The result shows that there are 118 documents that indicate discussions on journalism in Public Relations studies.

In the next stage, the researcher analyzes the keywords to map the topic. Topic mapping based on keywords has also been carried out by research that specifically examines the Employee Relations journal published by Emerald (Kataria, Kumar, Sureka, & Gupta, 2020). In addition to keywords, the researcher also adopted a research step that attempted to present data on the most cited references (Pasadeos, Berger, & Renfro, 2010), the most cited author in the field of public relations (Ki, Pasadeos, & Ertem-Eray, 2019; Pasadeos & Renfro, 1992), and the most common author-affiliation countries (Wiles, Olds, & Williams, 2013).

This decision is based on the premise that most bibliometric studies provide citation analysis of research areas, usually in the form of

a top N list of the most cited studies, authors, or journals in the examined area (Zupic & Čater, 2015). Quotes are used as influence size. If an article is widely cited, it is considered important. This proposition rests on the assumption that authors cite documents they consider important to their work. In principle, citation analysis can provide information about the relative influence of publications (Üsdiken & Pasadeos, 1995). Thus, many bibliometrics research tends to select the unit of analysis based on the research objectives. For example, research that analyzes references (Rons, 2018) in order to determine the productivity of authors (Jiménez, Prieto, & García, 2019).

## RESULTS AND DISCUSSION

At the result mapping stage, this research uses the *VosViewer* tool version 1.6.16. The data obtained from the *Web of Science* in the form of .txt are mapped in several analytical methods. The first method of analysis is co-occurrence. In the co-occurrence menu, the researcher chooses the all keywords menu and full counting. In the next stage, the researcher edited a number of keywords using the thesaurus. Thesaurus is used by researchers to avoid keywords that have the same meaning but have different ways of writing. The results obtained as many as 273 keywords, with the minimum number

of occurrences of a keyword being 2. Next, researchers identify keywords in a number of clusters.

The search and mapping of data reveal six clusters. Each cluster consists of several keywords that reflect a particular topic, so the researchers found the main themes in each article that raised the topic of journalism and public relations published in the journal *Public Relations Review*. The results of labeling for the categorization of keywords in each cluster can be seen in Table 1.

The first cluster has the topic of crisis communication management. One of the articles included in this cluster discusses the handling of the nation's image experienced by the Chinese state during the crisis through the news media. The communication strategy used by China is similar to the communication strategy used by Saudi Arabia. However, China, in the end, took corrective action, namely by showing its sincerity in fixing the problem. These actions helped China improve its image (Peijuan, Ting, & Pang, 2009).

Subsequent research on Crisis communication involving two companies, namely McDonald's Corporation and Wal-Mart Stores, Inc. The results indicate that the corrective action strategies taken by McDonald's Corporation include publicizing sports campaigns and several news-framing



**Table 1** Results of mapping keywords based on clusters

Cluster 1	Cluster 2	Cluster 3
Crisis communication management	Ethics and professional education	Public relations practitioners-journalists relationships
Conversational human voice	Communication	Agenda
Crisis communication	Education	Journalism
Dialog	Ethics	News
Discourse	Experiential learning	Perception
Engagement	Freelance journalist	Public relations practitioners
Facebook	Practitioners	Role perceptions
Management	Professionalism	Spin
Persuasion	Public relations education	Values
Social media theory	Transparency	View
Social presence		
Cluster 4	Cluster 5	Cluster 6
Media relations and publicity scope	News media management	Public relations and the media
Brand journalism	Attitudes	Excellence theory
Content marketing	Gatekeeping	History
Impact	Information subsidy	Information
Media Relations	Journalist	Press
Mediatizations	Media	Public relations
Native advertising	Model	Social media
Power	Selection	

Source: Web of Science accessed

measures. In contrast, the corrective action strategy undertaken by Walmart is devoted to obtaining coverage containing responses from Walmart so that the company's spokesperson is often mentioned by name (Pompper & Higgins, 2007).

Next, the second cluster with the topic of professional ethics education. In this topic, there are articles that explore the professionalism of journalists and public relations practitioners regarding the convergence and differences in ethical values. This study compares the code of ethics applied in the professional associations of public relations and journalists. The results

show the similarity of core values such as professionalism, expertise, and moral standards adopted by the two professions. However, there are differences in the aspect of views about their role in society in each profession. Journalists emphasize obligations to the public, while public relations focus on their duties to clients or organizations. This study states the development of a set of codes of ethics in public relations that brings public relations and journalists closer (Yang et al., 2016).

The third cluster is the relationship between public relations practitioners and journalists related to news value. In research,

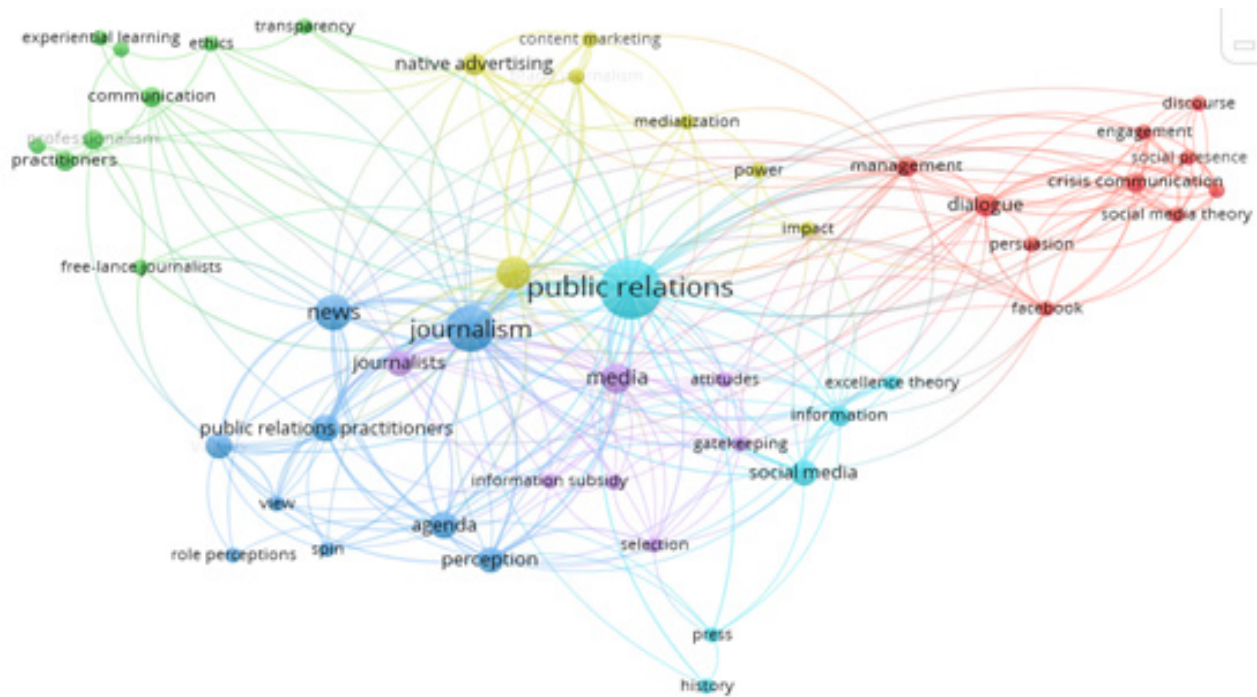
it is known that there are assumptions about the complex relationship between journalists and public relations practitioners. The cause of this prejudice against public relations is judged not to be due to negative personal experiences but is rooted in the culture of journalism. This assessment prompted a research team from the University of Tennessee, USA, to conduct a survey on journalism and public relations educators. This study proves that journalism educators do not have a negative opinion about public relations (Shaw & White, 2004).

The scope of media relations and publicity is a topic in the fourth cluster. As technology develops, new media formats and practices are changing the nature of journalism and public relations and traditional approaches to media relations and publicity. A research result states that the practice of media partnerships, such as sponsored media content, provides opportunities and broadens the horizons of public relations but, at the same time, blurs the boundaries between journalism, public relations, and advertising (Macnamara, 2014). However, as long as these developments do not violate rights and ethics, these shifts can be categorized as professional dynamics.

Next, the fifth cluster with the topic of news media management. Any information sent by public relations practitioners will be screened by the media gatekeeper. A study

that took the object of research in Indonesia found that the principle of journalism remains the most important factor in predicting the acceptance of news material sent by public relations practitioners. However, at the same time, business interests have a very significant influence on journalists. Another finding is that the informal relationship that exists between the two parties can also influence (S. T. Sinaga & Wu, 2007). Other studies use experimental methods to examine the relationship of organizational affiliation with the receipt of information by the media gatekeeper. The results indicate that affiliation does not influence the gatekeeper's acceptance decision (Hecht, Martin, Donnelly, Larson, & Sweetser, 2017). Thus, this study underscores the need for public relations practitioners' awareness of the factors that influence gatekeepers' decision-making in receiving news material.

Lastly, cluster six contains public relations and the media. A study has attempted to identify axioms and theorems about social media in order to inform how public relations professionals use and anticipate the impact of using social media. There is assertion stated in this paper, which says that social media has many possibilities for organizations to use as a marketing, advertising, and sales tool, but public relations is about building relationships (Li & Kent, 2021), so public relations practitioners should



Source: Web of Science accessed, 2022

**Figure 1 Mapping result of “public relations” and “journalism” keywords research**

use social media effectively, professional and proportionate.

Based on the contents of several articles that represent the topics in each cluster, this study elaborates on the inter-cluster relationships, as seen in Figure 1.

Based on Figure 1, it is known that the size of the public relations node (represented by cyan color) is larger than the journalism node (represented by blue color). The difference in the number of nodes shows that in each cluster, there are more themes discussed from a public relations perspective than journalism. When compared with the list in Table 1, it can be seen that public relations themes exist in almost all clusters. Advertising and marketing themes can be considered a part of public relations as well.

Only one cluster speaks more in the field of media and journalism, namely the fifth cluster. This is understandable because the fifth cluster talks about the management of news media.

This view is supported by further search results that show a comparison of the number between the two terms that are keywords in some of the articles analyzed. The following table shows the comparison of the size and strength of the relationship between the keywords “public relations” and “journalism.”

Based on the results of data processing, this study discloses the number of keywords that contains “public relations” is more than “journalism.” This is a natural trend considering that all data were obtained from a journal that has the subject of “public relations.” The

“journalism” in every article published in this journal has a position as a related concept. In other words, the discussion of journalism is seen more from the side of public relations, where the content of the discussion may weaken the position of journalism in scientific studies.

Talking about the relationship between journalism and public relations, one reference mentions an increasing decline in professional journalism. One of the factors used to describe the decline in journalism is the interaction and collaboration between journalists and public relations practitioners in the production of mass media news content (Simons & Strovsky, 2019).

In relation to the heated issue, a number of studies have shown that the reciprocal relationship between journalism and public relations contains elements of tension, paradox, negative perceptions of public relations among journalists, and demonization of public relations. This finding is contradictory to the symbiotic relationship and the fact that media content is significantly influenced by public relations (Macnamara, 2014).

In principle, journalism as an organized profession is not too far in an age when compared to public relations. Journalism sometimes relies on public relations, even when they have a negative perception of it. That dependence has not diminished to this day. In fact, in some cases, it has become even greater (Lloyd & Toogood,

**Table 2** Comparison of the size and strength of the relationship between "public relations" and "journalism" keywords

Keyword	Occurrence	Total link strength
Public relations	27	107
Journalism	17	73

Source: Web of Science accessed, 2022

2015). Therefore, to harmonize each function in the corridor of coordination, a research result suggests the existence of protocol journalism which is a guiding metaphor for explaining and criticizing public relations media (Taylor, 2009). Based on this explanation, it is known that an understanding of the relationship between public relations practitioners and journalists is very important to produce an effective media relationship (Supa, 2008).

The next step in this study is to find the most cited references by the 118 articles that become research data. The step taken is to use an analysis method based on *co-citation*. This study determines the unit of analysis in the form of cited references, with a full counting method. Furthermore, it determines the minimum number of citations of cited references, that is, seven of the 3271 cited references. As many as five references meet the threshold, with one anonymous reference. The results can be learned in Table 3.

Managing Public Relations is literature in the form of a book published in 1982 by the publisher's Holt, Rinehart, and Winston with ISBN: 0-03-058337-3. The book *Managing Public Relations* was written by Grunig, J. E., and his colleague, Todd Hunt, a professor at the Rutgers School of Communication and Information, USA. The two of them also published another book that was written together, entitled *Public Relations Techniques*, in 1997. The book *Managing Public Relations* is a classic textbook in the science of public relations. This book discusses various theoretical and managerial approaches for practitioners and academics in the field of public relations. Based on data from *ResearchGate*, this book has cited as many as 1,428 citations.

*Beyond Agenda-Setting: Information Subsidies and Public Policy* is a book of literature written by Oscar H. Gandy and published in 1982 in Norwood, New Jersey, USA. Gandy is a Professor Emeritus of Communication at The Annenberg School. He studies a lot about political economy, strategic communication, and media effects. Based on data from *Google Scholar*, this book has been cited 1643 times.

The third most cited reference is *Toward a Dialogic Theory of Public Relations*, published by publisher Elsevier in the journal *Public Relations Review*, volume 28, number 1, 2002 on pages 21–37 (doi:10.1016/s0363-

**Table 3 The most cited references**

References	Cited	Total link strength
Grunig, J. E. & Hunt, Todd. (1982) <i>Managing public relations</i> .	20	16
Gandy Jr., O. H. (1982). <i>Beyond agenda-setting: Information subsidies and public policy</i> .	14	735
Kent, M. L., & Taylor, M. (2002). <i>Toward a dialogic theory of public relations</i> .	7	15
Lewis, J., Williams, A., & Franklin, B. (2008). <i>A compromised fourth estate?</i>	7	7

Source: Web of Science accessed, 2022

8111(02)00108-x). It was written by Michael L. Kent and Maureen Taylor. Based on data on *ScienceDirect*, this article has been cited 1,760 times. This article is an essay that explains the concept of dialogue in public relations and contributes ideas on how organizations incorporate dialogue into their communications with the public (Kent & Taylor, 2002).

Lastly, the most cited references are articles by Justin Lewis, Andrew Williams, and Bob Franklin. The article entitled “A Compromised Fourth Estate?” was published in 2008 in a journal called *Journalism Studies*, volume 9, number 1, pages 1–20 (doi:10.1080/14616700701767974). This article, published by Routledge, discusses the dependence of



journalists on news sources and its dialectic with the role of news media and journalists as the fourth estate (Lewis, Williams, & Franklin, 2008).

The composition above shows the number of references based on public relations and journalism fields of study. Referring to the data above, it seems that the most cited references show the balance of sources from the two fields, that is 2:2. This balanced figure shows that in terms of objective scientific writing, the authors of scientific articles in the fields of journalism and public relations seem to have tried not to be biased. The data and documentation collected seem to be drawn in a balanced way from both fields of study. This finding can be interpreted that scientific writers in these two fields having been quite objective in conducting their research.

The following discussion relates to the most cited authors. At this stage, this study determines the method of co-citation analysis, the unit of analysis cited by the authors, with a full counting method. The researcher also uses the thesaurus to avoid writing incomplete author names.

By setting the minimum number of citations of an author at 17, this research found as many as six names from 2327 authors who met the threshold. Table 4 shows the findings of the most cited authors.

James E. Grunig is a professor emeritus from the University of Maryland, College Park, USA. He and his wife, Larissa Grunig, are actively and productively publishing books and articles in the field of public relations. Meanwhile, Michael L. Kent is also a professor in the field of public relations. He received a Doctorate from Purdue University, a Master's degree from the University of Oregon, and a Bachelor's degree from the University of Alaska Fairbanks. Now he works at the University of New South Wales, Sydney, Australia.

Another most cited author is Scott Munson Cutlip. He is an expert in journalism as well as in public relations. He was dean of the school of journalism and the University of Georgia, USA. His book with the Allen H. Center and Glen M. Broom entitled *Effective Public Relations* is widely used as a reference by practitioners and academics in Indonesia. Robert L. Heath is the author of best-selling books, such as *The SAGE Handbook of Public Relations* (2010) and *the Handbook of Risk and Crisis Communication* (2009). He is a professor emeritus of communications at the University of Houston. He is also the editor of the *Encyclopedia of Public Relations* published by Sage Publications Inc.

Following the list is Glen M. Broom, a professor who teaches at San Diego State University, USA. He had the honor of naming



**Table 4 The most cited authors**

Authors	Cited	Total link strength
Grunig, J. E.	87	116
Kent, M. L.	39	121
Cutlip, S. M	20	22
Heath	19	105
Broom, G. M.	17	46
MacNamara, J	17	44

Source: Web of Science accessed, 2022

a study center in his name. This award was given in honor of his work in the field of public relations.

The sixth most cited author is Jim MacNamara. He is a professor at the School of Communication, University of Technology Sydney, Australia. He has written more than 80 academic journal articles and books. One of his works, which was published in the Asia Pacific public relations journal in 2005, is a widely cited paper by researchers. Based on *Google Scholar* data as of September 16, 2022, his article entitled “Media content analysis: Its uses, benefits and best practice methodology” has been cited 1146 times.

The final element of this study is related to the country of origin, which is the location of the author’s affiliations. Of the 118 documents studied, there are 18 countries of authors found. It should be understood beforehand that the development of the field of journalism and

public relations studies cannot be separated from technological developments. Therefore, we could find several previous studies that reveal the potential of digital dialogical communication (Morehouse & Saffer, 2018) in various fields, including the field of public relations.

The news media is the main channel for public relations practitioners to convey messages to the public (S. T. Sinaga & Wu, 2007). Based on this statement, there is an interrelated relationship between one field and another. Some countries consider this as a benchmark for the development of digital communication. However, in the context of the development of journalism and public relations studies using both traditional and digital media, Americans remain the pioneer in research related to journalism and public relations.

At this stage, the study uses the co-authorship analysis method, with the unit of analysis “country” and the counting method in the form of full counting. The findings from the journal public relations review are presented in

Based on these results, it is revealed that from the 118 documents studied, there are 51 authors affiliated with institutions originating from the USA, followed by authors from Australia. As for the most cited references, of the four most cited references, three of them are articles written by authors affiliated with

**Table 5 Most cited author-affiliation countries**

Cont	Country	Q	Cont	Country	Q
Europe	Germany	4	America	USA	51
	Slovenia	3		Chile	1
	Croatia	2	Australia	Australia	9
	Belgium	2		China	4
	Austria	2	Asia	SEA	3
	Netherland	2		Singapore	2
	Norway	1		Israel	1
	Spain	1		S. Korea	1
	Sweden	1			
	Switzerland	1			

Source: Web of Science accessed, 2022

institutions originating in the USA, and one of the four references is affiliated with institutions originating from Australia. Furthermore, there are six most cited authors, four of which are from the USA, and the other two are from Australia. This is in line with the main findings of a previous study which showed that references from American regions became the dominant literature in the field of research related to public relations (Santa Soriano, Lorenzo Álvarez, & Torres Valdés, 2018).

This data emphasizes the dominance of Western literature, especially American, in the study of communications. From the findings, it must be admitted that developed countries in the west greatly influenced the development of communication science, including studies on journalism and public relations. This raises concerns about the bias of knowledge spread

from the west. Therefore, countries in the eastern region, such as Indonesia, have challenges in balancing these scientific theories, models, and concepts with local cultural perceptions of the community, which will certainly be different in each context. Assumptions and knowledge from the west may not be fully applicable to Asian culture (Wu, 2005) due to differences in the realm of politics, culture, and media.

Previous studies show that Asian countries, including Indonesia, have unique ways of dealing with the practice of journalism and public relations. The research about this uniqueness would be a treasure for the development of communication studies around the world. People in the west would be interested to see how practices that grew from western countries are developing on the other side of the planet. Consequently, there is an opportunity to foster

research growth in the Asian context so that the research is not an Asian version of the western study. On the contrary, it has implications that are in accordance with Asian conditions (Xu & Huang, 2016).

## CONCLUSION

This study has resulted in findings that could lead to several conclusions. The first conclusion is the number of keywords that contain “public relations” and the number of keywords that contain “public relations” in the *Public Relations Review* articles that raise the topic of journalism and public relations is counted more than “journalism.” This shows that scientific research in the fields of journalism and public relations has a fairly high interconnectivity but is dominated by discussions about public relations practices. Several studies that have been carried out, but it does not mean that there are fewer practices of journalism in the field than in public relations. The case is just that scientific studies on journalism are seen more from the perspective of public relations than journalistic studies.

Furthermore, the researchers found six main themes relate to journalism and public relations in the journal *Public Relations Review*. They are crisis communication management, ethics, and professional education, public relations

practitioners-journalist relationships, the scope of media relations and publicity, management of news media, and public relations and media. From the mapping carried out, it can be seen that there are fewer studies of journalism in each cluster than discussions of practices related to public relations. The themes related to public relations exist in almost all clusters. Only one cluster discusses more media and journalists, namely the fifth cluster, which discusses the management of news media. This once again shows that scientific studies of these two interrelated fields are dominated by public relations studies.

The next conclusion relates to the most cited reference, the most cited author, and the most common author-affiliation countries. The result, based on the composition, shows a balance between references from the field of public relations and journalism, which is 2:2 or equal. Of the four most cited references, three of them are articles written by authors affiliated with institutions originating from the USA, and the other one is affiliated with institutions originating from Australia. This finding explains that researchers in the fields of journalism and public relations have used references from both fields of study equally. That is, in terms of data search, scientific articles that have been published can be said to be objective. But further, than that, the mapping results show that

scientific articles in the world are dominated by Western references, which generally come from America and Australia. This is an alarm for researchers in the field of journalism and public relations in Indonesia because their scientific contributions in these two fields have not been used globally.

Moreover, there are six most cited authors, four of which are from the USA, and the other two are from Australia. The most cited authors are dominated by experts who have worked in the field of public relations, although some of them also had early careers in journalism. Finally, from the 118 documents studied, there are 51 authors affiliated with institutions from the USA, followed by authors from Australia. From the results of this mapping, it can be reaffirmed that apart from the dominance of America and Australia, there are more studies from the perspective of public relations than journalism. This is because the authors of scientific articles are mostly scientists and practitioners in the field of public relations.

The conclusions above show that Western researchers are still at the forefront of developing public relations studies and that journalism studies should be more active in publishing academic research in international journals or publications. This fact becomes a challenge, especially for Eastern researchers such as Indonesians, to develop in increase

their study - especially in journalism studies - at the international level. In fact, there are many cases and situations in Indonesia that are significant as research objects, as portrayed in several previous studies. Indonesia has its uniqueness in dealing with current journalism and public relations phenomena, which would be interesting to be explored by scholars from around the world. Therefore, it is possible for Indonesian scholars in the field of journalism and public relations to contribute more to global studies on the two subjects.

Generally, the results of this study indicate that there is interconnectivity in the study of journalism and public relations, mainly due to the blurring of the differences between the two in today's professional practice. This is an important discovery that contributed to the development of the two social sciences so that in the future, issues of information dissemination and image building are not only seen from one side of the profession.

Apart from this, there are limitations in this study, where the findings are only based on bibliography studies from one example of scientific publications. More in-depth results will certainly be obtained with a wider sample and more comprehensive methods. Therefore, it can be suggested in future studies to take more samples and use quantitative studies in addition to qualitative analysis with the help

of systematic research modules, such as the PRISMA 2020 module, for example.

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