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Feminization and Harassment sexed Feminine Profession: A Challenge of Public Relations Practitioners

Abstract

This article discusses the professional harassment often experienced by female-dominated profession. Public Relations, as it grows to be one of the most wanted ‘feminine professions’ in the communication industry, is said to be experiencing this kind of harassment as well. Public Relations experiences professional harassment in terms of its downgraded status despite its growing popularity, its notorious reputation as being less ethical and less trustworthy, and several gender discrimination practices still found in the Public Relations industry. This article proposed solutions to the problems are: the continuous efforts are needed to eradicate the subtle systemic barriers exist in the workplace, promoting and informing future public relations professionals about other areas of Public Relations industry which seldom considered as the favourite choice for those who wants to expand career in Public Relations, and finally the application of professional code of ethics in Public Relations needs to be enhanced.

Keyword : Public, Relations, profession, harassment, woman,

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