Kirk Hallahan

Publications and Other Scholarly Activity (Updated May 2017)

Refereed Journal Articles; Refereed/Invited Book Chapters


Translated and reprinted in Turkish:

**Books**


**Editorships/Editorial Board Service**


Advertising, 1:10-13 (1: 11-14)
Analytics, 1:26-27 (new in 2013)
App, 1:38-39 (new in 2013)
Black/dark sites, 1:73-79 (new in 2013)
Boulwarism, 1:75-78 (1: 91-94)
Colorado Coal Strike, 1:143-145 (1: 150-152)
Communication Management, 1:153-158 (1: 161-164)
Communication Technologies, 1:158-161 (1: 164-168)*
Community/Community Building, 1:166-169 (1: 171-174)
Cutlip, Scott M., 1:243-244 (1:235-236)
Diffusion Theory, 1:260-262 (1: 253-254)
Education, History of Public Relations 2: 730-732
Endorsement, 1:292-293 (1: 281-283)
Framing Theory, 1:360-363 (1: 340-345)
Integrated Marketing Communication, 1:457-461 (1:
426-428)*
Involvement, 1:486-491 (1: 452-457)
Media Calls, 2:548-549 (2: 520-521)
Online Public Relations, 2:622-625 (2: 587-592)*
Pat Penney, 2:1001-1002 (original entry combined into
Appendix A; 2: 610-611)
(With C.T. Christen), Psychological Processing, 2:705-
709 (2: 660-665)
Publicity 2:755-758 (new in 2013)
Third Party Endorsement, 2:924-926 (2: 854-856)
Virtual World Site, 2:963-964 (new in 2013)
*indicates extensive revision


Editorial Review Board Service

International Journal of Strategic Communication (quarterly, Routledge)
Journal of Public Relations Research (quarterly, Routledge)
Public Relations Review (quarterly, Elsevier Science)

Non-Refereed Professional Articles/Book Chapters/Encyclopedia Entries

Encyclopedia of Communication (Vol. 10, pp. 4855-4860). Oxford UK and Malden,


Consumer behavior: Implications for marketing strategies (pp. 88-103): Punjagutta,
Hyderabad, India: ICFAI University Press.


**Book Reviews**


**Online Postings/Journals**


**Refereed and Invited Conference Papers (Not published or in press elsewhere)**


Hallahan, K. (1972, April). Licensure of public relations practitioners and the doctrine of compelling state interest. Midwest Public Relations Conference, Madison, WI.