

ABSTRACT

Thesis Title: The Impact of A Growing Number of Female Public Relations Agency Owners on Public Relations Practice in Macau

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A study has been conducted to investigate the impact of a growing number of female public relations agency owners on public relations practice in Macau and how radical feminism affects public relations practices and the future public relations industry in Macau. As defined in the thesis, radical feminism encourages restructuring and to transform the system or the working culture itself and the researcher believes that this would extend to the transformation of practices or the culture in the entire industry of public relations. This phenomenon is especially notable when female public relations practitioners quit the agencies that they were working for and set up their own business due to the dissatisfaction they encountered. The researcher also believes that when there are more female owned public relations agencies, empowerment for female practitioners in the field would be higher.

The researcher interviewed the owners and staff members in four women owned public relations agencies in Macau. Findings showed that only one participant's reason is directly related the radical tactics, and female practitioners did not intend to empower themselves by creating a new working system (setting up their own public relations agencies). However, empowerment of female is the ultimate outcome of the increased female owned public relations agencies, which a continuous trend in Macau. With the combination of the female bosses' managing system, preference for female practitioners, the female domination in Macau, communication style and support, female practitioners are very likely to be empowered. Aside from advantageous impacts, a disadvantageous impact such as lack of diversification was also found. This study contributes to the body of knowledge of public relations in Macau, in which what is good could be kept and what could be changed to improve. In addition, the positive impacts and negative impacts of the growing number of female owned public relations agencies and female practitioners could alert the future directions of public relations industry in Macau.