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Collana	Advances in public relations and communication management, , 2398-3914 ; ; v. 2
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Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Prelims -- Educating society's future PR practitioners: an exploration of 'preparedness' as a qualitative indicator of higher education performance -- Contextualising change in public sector organisations -- When a nation's leader is under siege: managing personal reputation and engaging in public diplomacy -- Towards a societal discourse with the government? A comparative content analysis on the development of social media communication by the British, French and German National Governments 2011 - 2015 -- Lessons learned: communication studies in transition -- Secrets of public affairs -- Social media: the dialogue myth? How organizations use social media for stakeholder dialogue -- Clarifying skills and competencies in organisational decision making - perceptions of Finnish communication professionals -- Reputation: a cross-disciplinary study of key concepts in public relations, business administration, and public administration -- About the Contributors -- Index.
Sommario/riassunto	Communication is developed in our relation to others and in relation to

what happens in the social context. It is therefore not neutral but mediates people's relationships and practices. Technological transitions, economical changes, medical advancements, environmental turbulence, political movements and other evolving circumstances influence public values that shape societies. It is important to analyse the situated meaning of these societal themes in everyday life, and the influence of public relations and strategic communication in this regard. Let's Talk Society - and the society we're talking about is in transition to a green and sustainable society, to an inclusive society, to an innovative and reflective society. What is our role as communication professionals in all of this? How can we foster public debate? This book addresses these challenges and offers some answers. The chapters from primarily European countries were selected from a large number of peer-reviewed contributions for the 2016 congress of the European Public Relations Education and Research Association hosted by Hanze University of Applied Sciences in Groningen.

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