

1. Record Nr.	UNINA9911031579203321
Titolo	AI and strategic communication // edited by Yang Cheng, Dejan Vercic
Pubbl/distr/stampa	Newark : , : John Wiley & Sons, Incorporated, , [2026] ©2026
ISBN	1394275412 9781394275410 1394275420 9781394275427 1394275439 9781394275434 1394275404 9781394275403
Descrizione fisica	1 online resource (xxvii, 324 pages)
Soggetti	Artificial intelligence - Social aspects Artificial intelligence - Moral and ethical aspects Public relations - Technological innovations Communication and traffic
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Staying human in a smart machine world / Anne Gregory, Swati Virmani -- AI and privacy : privacy concerns in the public sphere / Tugce Ertem-Eray, Eyun-Jung Ki -- AI, activism, and strategic communication : grappling with evolving power dynamics / Dean Kruckeberg, Marina Vujnovic, Chris Galloway, Lukasz Swiatek -- Anxiety and education : how not to become obsolete / Cheng Chen, Qian Xu -- AI strategies and tools for public relations practitioners / Stephen Waddington -- Linking AI with internal communication : a systematic review / Yi Luo, Dongdong Yang, Hua Jiang -- Does AI democratize commercial content creation? : changes to the strategic communication profession / Jukka Niittymaa, Joel Mero, Vilma Luoma-aho -- Collaborating with AI : the next frontier of crisis communication / Elise Karinshak, Wenqing Zhao,

Philippe Borremans, Yan Jin -- Human-robot communication and organizational public relationships / Jeyoung Oh, Eyun-Jung Ki -- Democracy and public deliberations in an AI-mediated world / Anca Anton -- Deepfakes in subversive strategic communication : challenges and responses / Sergei Samoilenko, Inna Suvorova -- AI, biases, and cultures : values in a machine world / Shannon Bowen, Evgeny N. Pashentsev -- Strategic communication for AI : how strategic communication makes AI socially accepted / Yangzhi (Nicole) Jiang, Yang Cheng, Yuan Wang.

Sommario/riassunto

Provides an essential guide to AI's impact on PR practices, ethics, and societal implications As AI technologies continue to evolve, communication professionals must understand their profound effects on media relations, activism, and digital engagement.
