

The Global Public Relations Handbook: Theory, Research & Practice



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AGENDA

1. Welcome: Krishnamurthy Sriramesh and Dejan Vercic
2. A brief overview of the book: Krishnamurthy Sriramesh
3. Synopsis of each chapter (about 4 – 5 minutes): Authors of each chapter
4. Discussion of the status of Global Public Relations scholarship and the future: All participants
5. Summation

Section I: Conceptual Foundations of Global Public Relations

- + Comparative Political Systems and Public Relations: An Overview
Laura D. Young, James McCann
- + Economic and Development Context and Public Relations
Sandra Duhe and Krishnamurthy Sriramesh
- + Cultural context and public relations
Krishnamurthy Sriramesh & Kara Alaimo
- + Media context and public relations
Dejan Verčič & Krishnamurthy Sriramesh
- + Activist context and public relations
David Dozier & Krishnamurthy Sriramesh

Section II: Current Key Global Players

- + Global Public Sector and Political Communication
Vilama Luoma-Aho, Maria-Jose Canel, Karen Sanders
- + Exploring the complexity of Global Strategic Communication Practice in Government: The Case of the Canadian Federal Government
Fraser Likely
- + The European Union and Its Public Relations: Context, Actions, and Challenges of a Supranational Polity
Chiara Valentini
- + NATO and its Communication in the 21st Century
Barbora Maronkova

Section II: Current Key Global Players

- + A New Public Relations for Corporations in the World of Hyper-globalization
Takashi Inoue
- + Powerful families, powerful influences: Family-owned enterprises and public relations in Asia
Ganga Dhanesh, Flora Hung-Baesecke
- + The Development and Challenges of Global Public Relations Agencies
Donald K. Wright
- + Leading an Ethical Industry: Local and Global Professional Public Relations Associations
David McKie, Margaret Toledano

Section II: Current Key Global Players

- + State Capture and Demise of Bell Pottinger: Ill-using Public Relations to Shape Future Kakistocracies?
Ronel Rensburg
- + Terrorism and Global Public Relations
Jesper Falkheimer
- + The Global Public Relations of Failed States
Greg Simon
- + The Global Public Relations of the 'Hactivist' Group Anonymous
Kara Alaimo

Section III: Current Issues Relevant to Global Public Relations

- + Global Interdependence and Risks: Management and Communication
Robert L. Heath
- + Global Crisis Communication
Timothy Coombs
- + Crowdfunding: From Global Financial Crisis to Global Financial Communication
Mai Anh Doan, David McKie
- + The Management and Practice of Public Affairs in a Global Context
Craig S. Fleisher

Section III: Current Issues Relevant to Global Public Relations

- + Character Assassination and Reputation Management in the Context of Mediated Complexity
Sergei Semoilenko
- + Climate Change Imperatives for Global Public Relations: Who Pays and Who Cares?
Judy Motion
- + The Role of Public Relations in the Global Battle for Hearts and Minds: From (Liberal) 'Democracy Promotion' to the Promotion of 'Illiberal Democracy'
Ryszard Lawniczak
- + Public Relations, Political Communication, and Agenda Setting – The Rise of the Micro-propaganda Machine
Thomas Stoeckle, Jonathan Albright

Section III: Current Issues Relevant to Global Public Relations

+ Internal Communication with a Global Perspective

Ana Tkalac Verčić

+ Public Relations and Public Diplomacy in a Multi-cultural, Multi-stakeholder, Multi-Platform World: Creating A New Cadre of Public and Corporate Diplomats

Roger Hayes

+ John Adams' "Militia Diplomacy" – Public Diplomacy Avant la Lettre

James Snyder

+ Epilogue: State of global public relations scholarship and education

Krishnamurthy Sriramesh