



ICA PRECONFERENCE

Diverse Voices: Authentic Communication, Trust, Dialogue, and Society

**Department of Marketing Communication and Public Relations
Charles University, Prague, Czech Republic**

8 am to 5 pm, 24 May, 2018

CALL FOR PAPERS

(abstract submission deadline: 1 December, 2017)

Division Affiliation:

Public Relations Division (Sponsor),
Global Communication and Social Change (co-sponsor),
Organizational Communication Division (co-sponsor)

Organizers: this preconference is organized by the Public Relations Society of China (PRSC), the European Public Relations Education and Research Association (EUPRERA), and the Department of Marketing Communication and Public Relations at Charles University, Prague, Czech Republic.

Chun-Ju Flora Hung-Baesecke, PRSC, Massey University, New Zealand
Xianhong Chen, President of PRSC; Huazhong University of Science and Technology, China
Øyvind Ihlen, EUPRERA, University of Oslo, Norway
Ralph Tench, EUPRERA, Leeds Beckett University, UK
Yi-Ru Regina Chen, PRSC, Hong Kong Baptist University
Denisa Hejlová, Charles University, Prague, Czech Republic

Venue: Department of Marketing Communication and Public Relations, Charles University, Prague, Czech Republic

Theme: Diverse Voices: Authentic Communication, Trust, Dialogue, and Society

This is an era of distrust and diverse voices. Globalization, government and corporate corruption, and the rise of populism have resulted in a great decline of trust among the public (Edelman, 2017). Modern communication technology and social media give every entity a voice in the contemporary public communication arena. For organizations, the question is not “if” but “how” and “when” to best use various communication platforms to engage in dialogue with publics (Kent & Taylor, 2002). We saw the dialogic approach

emerge in a new theoretical shift in public relations research. However, much research to date has not yet clearly defined dialogue as a concept for examination, to analyze dialogue in multiple online or offline platforms, and to further develop the approach beyond the present state. The changing societal context in our time affects the practice of dialogue. One is led to ponder the role of dialogue in contemporary, digital society and its intended effects (or limits), principles, and pre-conditions (e.g., public trust and organization's honesty and authenticity).

This proposed preconference invites discussions on topics including, but are not limited to: What is (constructive) dialogue in the organization-public context? What are the processes, principles, and conditions of dialogue in the East and the West? What are the strategies to develop dialogue with diverse voices? Why do we need to have dialogue when one party does not listen and does not encourage a participative decision making process? What is the role and impact of authenticity in dialogue? Can dialogue build trust in a divided society? Whether social media and communication technology undermine or facilitate dialogue and trust? Whether true dialogue can take place in an organizational setting where it is typically turned into an instrument for other organizational goals?

This full-day event will feature a keynote roundtable discussion with international scholars and papers from public relations scholars in China and around the world.

Papers on the preconference theme will be selected in a special issue in *Public Relations Review*.

Abstract Submissions

Deadline: All abstract submissions must be completed online no later than **1 December, 2017** (UTC time) at prsc_prad@qq.com. For inquiries, please contact: Vincent Huang (vincenthuanglei@gmail.com)

Authors should send a two-page Word document.

The first page should include the following information only:

1. Paper title.
2. Abstract (300 – 400 words in English).
3. Citations should be listed in a footnote. Citations containing author identity should be avoided.

On the second page, please include the following:

1. Paper title.
2. All author names, affiliations, and short bios (100 words in English maximum) listed in the order of authorship.
3. Corresponding author and email address.

Abstract Acceptance Announcements

Acceptance notification will be sent out on 15 December 2017.

Submitting an abstract commits at least one author of any accepted submission to register for the preconference, attend and present the research in person.

Paper Submissions

Full papers of accepted abstracts that the author(s) wishes to be considered for publication should be submitted **by 30 April, 2018** at: prsc_prad@qq.com. Paper submission details will be provided at a later date.

Timeline

Deadline for abstract submission	1, December, 2017
Acceptance provided	15, December, 2017
Deadline for full paper and presentations	30, April, 2018
Preconference	24, May, 2018
Deadline for revised full papers	31 July, 2018

Registration Fee (including tea breaks and a lunch) *

Faculty participants (presenting papers or not): US\$70.
Graduate students (presenting papers or not): US\$35.

To register to this preconference, participants need to register online at the ICA conference registration website.

Organizing Institutes:

Public Relations Society of China

The pre-conference is sponsored by the Public Relations Society of China (PRSC). The PRSC was founded in August 2015. The first president of the PRSC is Professor Chen Xianhong from the School of Journalism and Communication at Huazhong University of Science and Technology. The PRSC aims to advance public relations theories and practices in China. As the only national-level academic organization in the field of public relations, the PRSC not only serves as a think tank that fosters dialogue and interactions among the academia, industry and society, but also provides an important platform for academic exchange between Chinese and international public relations scholars. “Open, Diversity, Inclusion and Dialogue” are the core values of the PRSC. Its mission is to build an academic community of public relations with research inspiration, international vision, and commitment to the public. The PRSC also strives for the discipline development and industrial advancement of public relations in China. In 2017, the PRSC was awarded as an excellent secondary national-level academic association.

The European Public Relations Education and Research Association (EUPRERA)

EUPRERA is an autonomous not-for-profit organisation with nearly 500 members from 40 countries interested in advancing academic research and knowledge in public relations and strategic communication. Several cross-national and comparative research and education projects are organised by affiliated universities through the Association such as the largest transnational project of the public relations field, the European Communication Monitor

(ECM) now in its 12th year. In order to spread new methodologies and research results, EUPRERA organises a highly regarded annual congress each autumn in collaboration with a selected university in Europe. The congress each year publishes an edited book of selected papers from the conference and has a dedicated special Congress issue of *the Journal of Communication Management*.

The Charles University in Prague ranks among the oldest and most traditional universities in the world. It was established in 1348 by Charles IV, King of Bohemia and King of the Romans, who himself was very well educated and truly international persona. **The Department of Marketing Communication and Public Relations** is one of the youngest university bodies, and it exists within the Institute of Communication Studies and Journalism at the Faculty of Social Sciences. Nevertheless, during its relatively short presence, the department has contributed to academic background and pioneering research in the Czech Republic, namely in the fields of public relations, public affairs or marketing communication. Today, it offers most prestigious (and most wanted) undergraduate programme of Marketing Communications and Public Relations in the Czech Republic. It also publishes online news and trends from the field, which are written and edited solely by the students and graduates, called Marketing.cz. Among our main research fields are marketing communication, public relations, political communication and public affairs, history of persuasive communication and psychology of communication.