

Strategic Public Relations. Public Values and Cultural Identity



EUPRERA 2013 CONGRESS

Blanquerna School of Communication
Ramon Llull University
Barcelona
3-5th October, 2013



Blanquerna School of Communication
Ramon Llull University



grup de recerca
en **estratègia**
i **creativitat**
publicitàries



EUPRERA 2013 Congress Call for Papers

Euprera

The European Public Relations Education and Research Association (Euprera) is an autonomous organisation that aims at stimulating and promoting innovative knowledge and practices of public relations education and research in Europe.

Founded in 1959 as "CERP Education & Research", in 2000 it turned to Euprera: a network where members, both academics and practitioners, attract, convey, disseminate and create innovations in public relations and communication.

In collaboration with selected universities in Europe, Euprera has been organizing its highly regarded academic Annual Congress for 14 years. Recent research results regarding the chosen theme are presented by researchers and professionals and discussed during the Congress.

Ramon Llull University

The Ramon Llull University encompasses a series of federated higher education centres with a long history in Catalonia. In the years since it first opened its doors, the Ramon Llull University has extended its activities and, at present, comprise the following federated institutions: the Chemical Institute, the Blanquerna Foundation, La Salle Engineering and Architecture, the Faculty of Philosophy, the Ebro Observatory, ESADE (Higher School of Business Management and Administration), the Pere Tarrés Faculty School of Social Education and Social Work, the Vidal i Barraquer Mental Health Institute, the Borja Bioethics Institute and the ESDI Higher School of Design (as an affiliated centre).

The URL's federal structure boosts the personality of its Centres and allows it the high degree of agility, flexibility and adaptability. It is a university option in tune with the demands of an increasingly dynamic and demanding society.

Blanquerna School of Communication and International Relations

Within Ramon Llull University we provide education in the arts, sciences and technical studies alongside professional training and research. The main function of the university is to educate and train journalists, publicists, public relations professionals and professionals in the fields of cinema and television. The degrees awarded by our university are official and recognized by other official bodies.

Theme

Strategic Public Relations. Public Values and Cultural Identity

More and more Public Relations is considered a growing professional field in communication. In a more interactive society organizations need to align their actions with social demands and values. Public Relations' main role is to seek legitimacy to act and influence opinion makers and public, media and political agenda. In this congress we want to analyse strategies and tools, as well as procedures and indicators for the analysis.

We know we are at a crossroad for our profession as it is facing crucial changes: the existence of new organizational structures better aligned with the social demands; the birth of new techniques to explain the organizations in a more trustworthy manner; the growing pressure by social groups that act as opinion leader against and for values, ideas and identities; and the coexistence of different agendas (public, media and political) depending on the means, fields or types of publics.

All in all we'll have to rethink our roles and functions, as well as principals of the new plans and procedures.



Sub-themes

1. Strategic Public Relations. Organisational roles and functions

- New challenges. Strategic versus Tactical PR
- New opportunities. Increasing PR Strategies as a key strategy for organisational development
- Development of integrated communication strategies by agencies and consultancies

2. Organizational policies and public values

- Trends and challenges of public relations roles in society organizations
- Governances, Corporate Culture and Social engagement
- Leadership and Change Management

3. Cultural, National and Global issues

- Social Analysis research and public opinion
- General interest and Corporate Social Responsibility
- National versus global; brands, companies, institutions and countries

4. Public opinion and Networks, Public Sphere and Agenda Building

- Value of Relationships with Strategic Publics of Organizations
- Scenario Building in crisis and issues management
- Spin doctoring and persuasion. Speech writing and delivery

5. Grass Roots influence and Community Engagement

- Social media and dialogue
- Public representation and opinion leadership
- Measurement and Monitoring of communicative processes

Call for contributions

Academics and practitioners are invited to submit papers relating to the general theme and to one or more of the sub-themes. All relevant academic and interdisciplinary approaches are welcomed, such as sociology, psychology, business theory, organizational theory, media sciences and communication sciences. Papers from PhD students about the conference theme are welcomed, as well. Panel proposals are also possible (see below).

Awards

The congress scientific committee will select the three best papers, which will be awarded at the congress.

More details on <http://www.euprera.org/>

Publication of papers

All papers presented during the congress will be uploaded in a reserved area of the congress website. Authors also have the possibility to be selected for submission to the Journal of Communication Management or the Euprera congress book. Each publication will have strict editing criteria to be applied to the paper and a further selection process by a dedicated editorial team will follow.

Abstract and paper submission

All who are interested in presenting a paper on the above and related topics are invited to submit an abstract for consideration. All abstracts will undergo a two-person double-blind reviewing process by representatives from Euprera and the local organizers.

A few panel sessions are also possible. Proposals can be submitted in the web platform and will be evaluated by the Board. Proposals have to include:

- Title and rationale/abstract for the panel, linking it to the overall topic of the conference and the body of knowledge of PR research.



- Title and short description for each contribution.
- Name and affiliation of each contributor with a two-line bio which shows his or her specific profile regarding the panel topics. Each panel should be designed for a 60 minutes session with at least 15 minutes included for discussion with the audience. A panel should consist of 1 chairperson, 3 presenters, and (mandatory) 1 respondent. Nobody should take two roles. Panellists should represent various organizations and countries/cultures, if possible.

For the submission please go to www.euprera.org/congress2013

Relevant dates to be considered

- a. Deadline for abstracts and panel proposals: February 28, 2013
- b. Feedback on abstracts: March 18, 2013
- c. Deadline for full papers: July 8, 2013
- d. Feedback on full papers: August 4, 2013
- e. Deadline for final version: August 31, 2013

Authors who receive positive feedback on their abstract will immediately be able to plan their travel, book the hotel and register for the congress.

Length and details

Abstracts should be 800 words, excluding tables and figures. The scientific committee will accept full papers from 30.000 to 40.000 characters (including blanks; excluding pictures and tables). Papers selected for the Journal of Communication Management will have to be 40.000 characters long (including blanks; excluding pictures and tables). Papers selected for the Euprera congress book may have to be reduced to 30.000 characters (including blanks; excluding pictures and tables). Only those papers fulfilling the attached format requirements will be considered for publication. Language for both abstracts and full papers: English.

Address for both abstract and full paper submission
: www.euprera.org/congress2013

Reviewers list:

Peggy Bronn, Prof. Dr., BI Norwegian School of Management
Antonio Castillo, Prof. Dr., Málaga University; President AIRP
Timothy Coombs, Prof. Ph.D., University of Central Florida
Joan Cuenca, Assoc. Prof. Dr., Ramon Llull University
Wim Elving, Assoc. Prof. Ph.D., University of Amsterdam
Jesper Falkheimer, Prof. Ph.D., Lund University
Alex Frame, PhD., University of Burgundy
Finn Frandsen, Prof. Dr., Aarhus University
Susanne Holmstrom, Prof. Dr., Roskilde University
Oyvind Ihlen, Prof. Dr., University of Oslo
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Tom Watson, Prof. Ph.D., Bournemouth University
Paul Willis, Leeds Metropolitan University
Jordi Xifra, Prof. Dr., Pompeu Fabra University
Liz Yeomans, Leeds Metropolitan University



More information

Congress website: www.euprera.org/congress2013

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EUPRERA Publications¹: GENERAL RULES FOR THE UNIFORMISATION OF YOUR TEXT

The following guidelines provide instructions on how to harmonise your manuscript.

I. Body of the Text

Quotations

- Short quotations must be placed between inverted commas.
- Please use English quotation marks: "xxx". Single ones can be used only inside quotes: 'x'. The quotation marks must be placed before the punctuation.
- Quotations in another language than English need not appear in italics.
- A quotation of more than five lines must be placed in an indented paragraph (use the "PIE PL quotation" style and delete the quotation marks). Always show the omitted words by [...]: "The book presents a critical [...] reading of the ongoing societal developments in Europe".

Italics/Capitals

- To emphasise, please use italics (no underlining nor bold).
- Foreign words must be typed in italics: *A priori, vis-à-vis, raison d'être.*
- Titles of newspapers, books etc. must be capitalised and typed in italics: *Times, Much Ado about Nothing*, etc.
- All your titles and subtitles must be capitalised.
- Family names, companies' names etc. must be typed in lower-case: P.I.E.-Peter Lang, Coca-Cola cy.

UK/US Spelling

- Please apply consistently UK spelling (e.g. *organisation, defence, behaviour, centre, programme, dialogue, travelled*) or US spelling (e.g. *organization, defense, behavior, center, program, dialog, traveled*).

Figures/Numbers

- The correct abbreviation of first is 1st, of second is 2nd.
- Figures should be spelled in full, except for ages, long numbers, quantity, enumerations etc.: 25 year old, \$650,000, but five countries.
- Please write twentieth century, not 20th or Xth.
- Please write 1990s, not 90's, 1990's or nineties.b

Typographic symbols

- Use an en dash (ctl + - (minus) in the numbers section of the keyboard) whenever necessary, to express tangential comments. Hyphens are only used within words: [...] *especially the press – and in particular the tabloid press – as an index of oppositional democracy.*
- No space should be inserted before the following signs: ; : ? ! " %)]. No blank should be inserted after the following signs: " ([.

II. Footnotes and References

General Remarks

- Please use the "MLA style" of referencing (references in short in the text between parentheses and one consolidated bibliography).
Example: [...] even before they have begun to generate dynamics (Block, 1990: 218).
- Footnotes must be inserted automatically. Check insert Menu – Notes – Footnotes – OK. When typing the text of the footnote, please insert a tab between the number and the text.

¹Using Peter Lang guidelines



- Footnotes numbers – always Arabic numerals – are placed after punctuation or quotation marks.
Example: [...], as he explains in his famous *Why I did what I did*.¹
- Footnotes begin with a capital letter and end with a period. When several references follow each other, a semicolon separates them.
- In titles, remember to always capitalise nouns, verbs and adjectives.
- **Avoid using cross references to another page (ex.: see p. 218) or footnote number**, because they may change in the editorial process. Cross references to a chapter (title) or another subdivision is preferable.

Works

Author's name (if there are more than three authors, quote the first one followed by *et al.*) First name Initial only (not complete first name), Title of the publication in italic, no quotations marks, City of the publication, Publisher's name, Year, Page (p. 3 or pp. 9-11).

Example: Schulz-Forberg, H. (ed.), *Unravelling Civilisation. European Travel and Travel Writing*, Brussels, P.I.E.-Peter Lang, 2005, p. 194 and pp. 200-201.

Articles in Newspapers and Journals or Contributions in Books

Similar rules apply.

Title of the article/contribution between inverted commas and followed by ("in" plus comma) the title of the publication in italics.

Example: Shaw G., "Industrialization, Urban Growth and the City Economy", in R. Lawton (ed.), *The Rise and Fall of Great Cities. Aspects of Urbanization in the Western World*, London, Belhaven, 1989, pp. 55-79.

Official Reports, Documents and Texts

Example: Council of ECC – General Secretariat, *Conclusions of the Meetings of the Ministers Responsible for Immigration*, 10518/92, London, 30 Nov. 1992, 152 p.

Cases

Example: ECJ. (European Court of Justice), case C-300/89, *Commission v. Italy*, ECR, 1991, I-2685.



EUPRERA PUBLICATIONS : INSTRUCTIONS FOR USE OF OUR PRE-FORMATTED FILE

We thank you for using our pre-formatted file which will significantly facilitate and accelerate the editorial process. The following guidelines provide instructions on how to use it.

To get started, open a copy of the file "Several authors blank". Please type (or copy-paste) your text in the pre-formatted file.

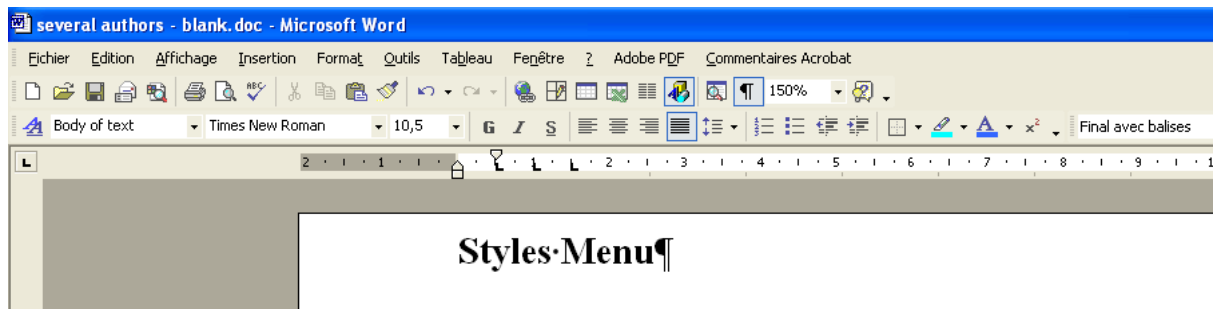
I. Book size

The usual book size is 1522 cm. Margins are pre-defined in the disk file. Please do not modify them. Thus, as you type in your text, the layout on the screen matches the final layout of the book exactly.

II. How to Apply an Automatic Style?

Automatic styles are pre-defined (names and examples are provided in the table below).

You have to assign a style to each paragraph (line(s) before a return ¶). Please note that there should never be two returns in sequence as the device even allows for necessary spaces before and after the paragraph. Place the mouse anywhere within a paragraph. Then select the correct style in the menu appearing on the toolbar.



1. Check that the toolbar actually provides a window for styles. Check the first window left on the format toolbar. If the window fails to appear, make sure the needed toolbar is activated (go to the View Menu – Toolbars – activate Format toolbar).
2. Review the list of proposed styles. Click on the arrow-sign. Explanations for the possible styles are given in the table below.
3. If you have never used this style option in Word before, click on the different formatted elements appearing in the blank file; you will be able to observe how styles names change in the window.
4. Each paragraph needs a specific style:
 - If your text was already typed and pasted in our pre-formatted file, click anywhere within a paragraph. You can select the appropriate style in the toolbar menu just by clicking on it. The paragraph is automatically reformatted.
 - If you are typing your text directly in our preformatted file, choose the correct style in the style window before starting a paragraph. Click on the arrow-sign to inspect the various styles. You can select the appropriate style just by clicking on it.

FORMATTING

III. Titles and Subtitles – Structure

Titles hierarchy

The *names of our styles* correspond to the *different levels of hierarchy*. Please strictly adhere to this structure. You do not need to use each of the possibilities (e.g. it is possible that you will not wish to divide your work into parts; if you do not need all the subtitle levels, use the first and the second



ones only).

Special recommendations

- Please remember to **always** insert a **tab** between the title number and title text.
- No full stop is required after titles and subtitles.
- Titles should run a maximum of two lines.

Names of the styles

Please note that our “titles and structures” styles are named “PIE PL xxx” to avoid possible confusion with their Word namesakes, which we cannot delete.

Collection of essays

PART

PART-TITLE

Contribution-Title

Author-first name AUTHOR-NAME

Author-function

I. (tab) Subtitle 1

A. (tab) Subtitle 2

1. (tab) Subtitle 3

a. (tab) Subtitle 4

Body of text

IV. Body of text and hyphenations

- The **body of the text** has to be formatted in the “PIE PL body of text” style.
- If you insert a **quotation of more than five lines**, use the “PIE PL quotation” style.
- The file accepts automatic word cuts. Yet, never cut names or the last word of a paragraph.

V. Footnotes

- Add only **automatic** custom **footnote** references. Place the insertion (mouse) point to the right of the word you wish to annotate (**after** punctuation or quotation marks). Go to the Insert menu – Footnote – OK.
- For the sake of uniformity, please always insert a **tab** in the footnote between the number and the text.

VI. Graphs, Figures, Tables and Pictures

- Graphs, tables, figures and pictures should be inserted in the Word file.
 - We ask a minimum of 300 dpi and their dimensions cannot exceed 10.8 cm on 17.6 cm.
 - The **tables, graphs and figures** must be in **black and white**. Their width cannot exceed 10.8 cm. Their content must read easily. If necessary, these elements can be scanned in “greyscale” with a minimum resolution of 300 dpi.
- If necessary, we shall ask you to provide the originals.