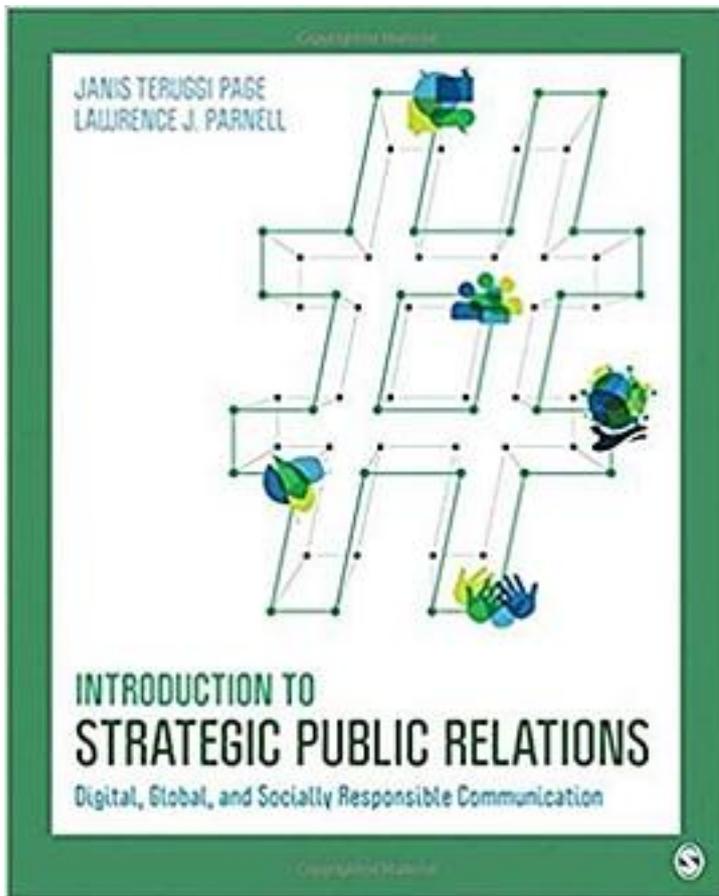


# Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication



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How can public relations play a more active role in the betterment of society?

Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication prepares you for success in today's fast-changing PR environment. Recognizing that developments in technology, business, and culture require a fresh approach, Janis T. Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built. Because the practice of public relations is rooted in credibility, the authors believe that you must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content. The authors balance this approach with a focus on communication theory, history, process, and practice and on understanding how these apply to strategic public relations planning, as well as on learning how to create a believable and persuasive message.

#### 作者介绍:

Janis Teruggi Page draws from 20 years of executive experience managing strategic communications for regional and national media companies. She managed corporate, consumer, and media relations, creating programming partnerships with major TV networks, directing PR for national industry trade show events, and supervising new product launches. She is a member of PRSA and IABC and continues to serve clients through her consultancy, MediawerksPR.

Since earning a Ph.D. from Missouri School of Journalism in 2005, her faculty appointments have included the University of Florida, American University, and The George Washington University, where she is on the Strategic Public Relations faculty in the Graduate School of Political Management. In 2016 she was named Professor of the Year in GW's College of Professional Studies. She has developed and taught both undergraduate and graduate-level PR courses such as principles, writing, cases, campaigns, corporate advocacy, issues management, sustainability, theory, and visual communication.

An active and award-winning scholar, she has produced more than 50 conference papers, book chapters, and refereed articles. Her work appears in the Journal of Political Management, the Handbook of Strategic Communication, and in edited volumes on PR and visual persuasion ethics. She has presented research at many national and global conferences.

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