



# Public Sector Communication in the Digital Age

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(Editors)

# Public Sector Communication

**Vilma Luoma-aho, María José Canel**



## **Public Sector Communication:**

Public Sector Communication María José Canel, Vilma Luoma-aho, 2018-07-31 A comprehensive guide to future proofing public sector communication and increasing citizen satisfaction How to communicate with the citizens of the future Why does public sector communication often fail Public Sector Communication combines practical examples from around the world with the latest theoretical insights to show how communication can help bridge gaps that exist between public sector organizations and the individual citizens they serve The authors two experts in the field with experience from the public sector explain how public entities be they cities governments foundations agencies authorities municipalities regulators military or government monopolies and state owned businesses can build their intangible assets to future proof themselves in a volatile environment The book examines how the recent digitalization has increased citizen expectations and why one way communication leaves public sector organizations fragile To explain how to make public sector communication antifragile the authors map contributions from a wide variety of fields combined with illustrative examples from around the world The authors propose a research based framework of different intangible assets that can directly improve communication in the public sector This important resource Helps explain the sector specific conditions and why communication is often challenging in the public sector Summarizes all relevant literature on the topic across disciplines and includes the most popular management ideals of the recent decades Explores how public sector organizations can increase citizen satisfaction with effective communication Presents new approaches to both the study and practice of communication in the public sector Provides international examples of successful public sector communication Offers realistic guides to building intangible assets in practice Written for advanced undergraduate and graduate students as well as public managers and leaders Public Sector Communication offers an illustrative research based guide to improving communication and engaging citizens of today and the future *The Handbook of Public Sector Communication* Vilma Luoma-aho, María José Canel, 2020-02-03 A multidisciplinary collection on global public entity strategic communication Research into public sector communication investigates the interaction between public and governmental entities and citizens within their sphere of influence Today s public sector organizations are operating in environments where people receive their information from multiple sources Although modern research demonstrates the immense impact public entities have on democracy and societal welfare communication in this context is often overlooked Public sector organizations need to develop communicative intelligence in balancing their institutional agendas and aims of public engagement The Handbook of Public Sector Communication is the first comprehensive volume to explore the field This timely innovative volume examines the societal role environment goals practices and development of public sector strategic communication International in scope this handbook describes and analyzes the contexts policies issues and questions that shape public sector communication An interdisciplinary team of leading experts discusses diverse subjects of rising importance to public sector government and political communication

Topics include social exchange relationships crisis communication citizen expectations measuring and evaluating media diversity and inclusion and more Providing current research and global perspectives this important resource Addresses the questions public sector communicators face today Summarizes the current state of public sector communication worldwide Clarifies contemporary trends and practices including mediatization citizen engagement and change and expectation management Addresses global challenges and crises such as corruption and bureaucratic roadblocks Provides a framework for measuring communication effectiveness Requiring minimal prior knowledge of the field The Handbook of Public Sector Communication is a valuable tool for academics students and practitioners in areas of public administration public management political communication strategic and organizational communication and related fields such as political science sociology marketing journalism and globalization studies

Public Sector Communication Doris Appel Graber, 1992 Written by an expert in media and communications Public Sector Communication focuses on information management in government agencies by analyzing the nature of information flows and communication problems This book provides practical information for those interested in the public sector

**PUBLIC SECTOR COMMUNICATION** DORIS A. GRABER, 1991 Public Sector Communication María José Canel, Vilma Luoma-aho, 2018-07-31 A comprehensive guide to future proofing public sector communication and increasing citizen satisfaction How to communicate with the citizens of the future Why does public sector communication often fail Public Sector Communication combines practical examples from around the world with the latest theoretical insights to show how communication can help bridge gaps that exist between public sector organizations and the individual citizens they serve The authors two experts in the field with experience from the public sector explain how public entities be they cities governments foundations agencies authorities municipalities regulators military or government monopolies and state owned businesses can build their intangible assets to future proof themselves in a volatile environment The book examines how the recent digitalization has increased citizen expectations and why one way communication leaves public sector organizations fragile To explain how to make public sector communication antifragile the authors map contributions from a wide variety of fields combined with illustrative examples from around the world The authors propose a research based framework of different intangible assets that can directly improve communication in the public sector This important resource Helps explain the sector specific conditions and why communication is often challenging in the public sector Summarizes all relevant literature on the topic across disciplines and includes the most popular management ideals of the recent decades Explores how public sector organizations can increase citizen satisfaction with effective communication Presents new approaches to both the study and practice of communication in the public sector Provides international examples of successful public sector communication Offers realistic guides to building intangible assets in practice Written for advanced undergraduate and graduate students as well as public managers and leaders Public Sector Communication offers an illustrative research based guide to improving communication and engaging citizens of today and the future

**The Handbook of Public Sector Communication** Vilma Luoma-aho, María José Canel, 2020-02-07 A multidisciplinary collection on global public entity strategic communication Research into public sector communication investigates the interaction between public and governmental entities and citizens within their sphere of influence Today s public sector organizations are operating in environments where people receive their information from multiple sources Although modern research demonstrates the immense impact public entities have on democracy and societal welfare communication in this context is often overlooked Public sector organizations need to develop communicative intelligence in balancing their institutional agendas and aims of public engagement The Handbook of Public Sector Communication is the first comprehensive volume to explore the field This timely innovative volume examines the societal role environment goals practices and development of public sector strategic communication International in scope this handbook describes and analyzes the contexts policies issues and questions that shape public sector communication An interdisciplinary team of leading experts discusses diverse subjects of rising importance to public sector government and political communication Topics include social exchange relationships crisis communication citizen expectations measuring and evaluating media diversity and inclusion and more Providing current research and global perspectives this important resource Addresses the questions public sector communicators face today Summarizes the current state of public sector communication worldwide Clarifies contemporary trends and practices including mediatization citizen engagement and change and expectation management Addresses global challenges and crises such as corruption and bureaucratic roadblocks Provides a framework for measuring communication effectiveness Requiring minimal prior knowledge of the field The Handbook of Public Sector Communication is a valuable tool for academics students and practitioners in areas of public administration public management political communication strategic and organizational communication and related fields such as political science sociology marketing journalism and globalization studies

**Marketing Management and Communications in the Public Sector** Martial Pasquier, Jean-Patrick Villeneuve, 2012-03-12 The fields of marketing and communication have become increasingly important for modern public administrations in recent years but the focus on these subjects has been geared mainly towards the generation of outputs leaving somewhat behind the analysis and deeper reflections on the impact they make and their limitations This book provides a thorough overview of the major concepts in marketing and communication which is done by utilizing an exclusive and decisive public sector approach with an unambiguous international outlook The possibilities and limits of the application of marketing and communication from strategic aspects to the more concrete questions of instruments and implementation are discussed and if the realities of the public sector are the key to any understanding of marketing and communication the international scene is the only possible ground to do this in Aided by a multitude of pedagogical features Marketing Management and Communications in the Public Sector is a key read for all students practitioners and scholars working or studying in this field

**Social Sector Communication** Jaishri

Jethwaney,2024-07-22 Communication advocacy and outreach are germane to the success of any organization working in the social sector This book provides a robust conceptual framework that is required for understanding the demands of the sector suggests strategies and tools and provides hands on skills to those engaged in social sector communication including the government which invests heavily into the sector This book not only highlights the theoretical underpinnings practice and skill of social sector communications in India but also provides an understanding of various tools and strategies required in the development of communication encompassing social marketing media advocacy social mobilization grassroots communication and corporate social responsibility CSR With the aid of case studies it offers tips on how to plan campaigns write a concept note field report and press release and effectively use social media to achieve developmental program goals The book discusses the different perspectives of NGOs and program implementers and helps in understanding the corporate NGO interface vis vis CSR projects This book will be useful to students of social work business and management preparing for roles in social enterprises It will also be of use to working professionals in the social sector     The Handbook of Communication Rights, Law, and Ethics Loreto Corredoira,Ignacio Bel Mallen,Rodrigo Cetina Presuel,2021-05-11 Discover how modern technological realities shape freedoms of expression and opinion with this comprehensive resource The Handbook of Communication Rights Law and Ethics delivers an extensive review of the challenges facing modern communication rights It offers readers an examination of the interplay between communication law and ethics and the role played by communication professionals in protecting individuals rights to communication Distinguished authors Loreto Corredoira Ignacio Bel Mall n and Rodrigo Cetina Presuel walk readers through the fundamental ideas and concepts that represent universal common ground regarding communication rights They compare communication rights theories developed in Europe the United States Latin America Australia and East Asia to describe how communication related freedoms and rights are formulated and applied around the world Finally the meaning of the phrases freedom of expression and freedom of the press are examined in the context of national constitutions and international human rights instruments The Handbook of Communication Rights Law and Ethics provides readers with A diverse global perspective on how communication rights are protected and challenged around the world A universal vision of communication rights that encourages dialogue rather than confrontation A comparison of the American First Amendment of the Constitution with European communication rights theories and other legal traditions around the world An exploration of the frontiers of communication rights concepts terminology jurisdiction and territoriality Perfect for professors graduate students doctoral students and postdoctoral researchers studying communication rights and freedom of expression around the world The Handbook of Communication Rights Law and Ethics also belongs on the bookshelves of researchers studying issues surrounding freedom of the press in North America Europe and Latin America     **Government Communication** Karen Sanders,Maria Jose Canel,2013-06-20 Government communication is a curiously neglected area of discursive analysis No

considered examination of the subject exists which provides either an account of the contemporary governmental landscape or an explanation of the common and divergent themes on both a domestic and international basis This volume aims to fill that gap providing a concise and illuminating case study based review of government communication It will be divided into three sections to reflect differences in both geography and political allegiances scrutinizing continental Europe Anglo American traditions and newly emerging democracies Offering a global and thematic account it is an indispensable resource for all students of political communication

**Handbook on Digital Corporate Communication** Vilma Luoma-aho, Mark Badham, 2023-05-09 This comprehensive Handbook offers an extensive overview of current knowledge of corporate communication from a digital perspective It provides a state of the art view of the ubiquitous impact both positive and negative of digital technologies and digitalisation processes on corporate communication

**Infodemic Disorder** Gevisa La Rocca, Marie-Eve Carignan, Giovanni Boccia Artieri, 2023-02-15 This contributed volume identifies how the information processes of public institutions and citizens have changed throughout the COVID 19 pandemic within a new context that emerged the infodemic disorder Public debate is largely characterized today by a crisis of the legitimacy of institutions accompanied by a crisis of authority in public communication leading to the emergency of a state of information disorder due specifically to the need to find information related to the coping of the pandemic This condition is characterized by growing attention to issues related to fake news misinformation and media manipulation that are intertwined in digital platform ecosystems and the effects of which on democracy public communication and research and the sharing of information in the civic sphere are broad and far reaching This volume analyzes the links between communication strategies of public institutions and the resulting citizen communication in an attempt to tease out how communication processes have changed during the pandemic It was decided to investigate this infodemic disorder as it appeared in three different geographical contexts Europe Canada and Mexico and at the same time to bring out the formal and informal coping strategies implemented by public institutions and citizens Beginning with an introduction to the crisis of information created by the pandemic the contributors build a theoretical framework provide contagion data and subsequently for each of the geographical contexts analyzed explore the public communication strategies and those activated by citizens seeking to share information

Internal Crisis Communication Mats Heide, Charlotte Simonsson, 2019-06-06 We live in a crisis society with traditional media responding on a minute by minute basis on daily seemingly inevitable organizational crises Whether crises have become more prevalent or we re simply more aware of them they are now of great concern to organizations and crisis management and communication is a priority Most organizations have a crisis response plan many have dedicated crisis and security management staff Yet much of the emphasis has been on action outside of the organization Neglecting communication between managers and employees they risk poor inconsistent crisis management and the very real possibility of crisis escalation Crisis management like charity begins in the home Internal Crisis Communication is one of the first

guides to communication inside organizations before during and after a crisis not just on the acute crisis phase to provide a complete and holistic guide for managers that will help them manage and contain crises It includes an in depth real life case study referred to throughout from the author s own experience which makes practical application explicit and the methodology clear Strengthened by rigorous academic research and tested in real life crisis situations the methods included in this book will be invaluable for communication professionals security officers and crisis managers as well as valuable reading for students and researchers interested in crisis and risk management

*The Handbook of Crisis Communication* W. Timothy Coombs, Sherry J. Holladay, 2012-01-10 Written as a tool for both researchers and communication managers the Handbook of Crisis Communication is a comprehensive examination of the latest research methods and critical issues in crisis communication Includes in depth analyses of well known case studies in crisis communication from terrorist attacks to Hurricane Katrina Explores the key emerging areas of new technology and global crisis communication Provides a starting point for developing crisis communication as a distinctive field research rather than as a sub discipline of public relations or corporate communication

*The Routledge Handbook of Nonprofit Communication* Gisela Gonçalves, Evandro Oliveira, 2022-10-12 This handbook brings together multidisciplinary and internationally diverse contributors to provide an overview of theory research and practice in the nonprofit and nongovernmental organization NGO communication field It is structured in four main parts the first introduces metatheoretical and multidisciplinary approaches to the nonprofit sector the second offers distinctive structural approaches to communication and their models of reputation marketing and communication management the third focuses on nonprofit organizations strategic communications strategies and discourses and the fourth assembles campaigns and case studies of different areas of practice causes and geographies The handbook is essential reading for scholars educators and advanced students in nonprofit and NGO communication within public relations and strategic communication organizational communication sociology management economics marketing and political science as well as a useful reference for leaders and communication professionals in the nonprofit sector

*Crisis Communication* Finn Frandsen, Winni Johansen, 2020-08-24 Finn Frandsen and Winni Johansen have won the 2019 Danish communication prize KOM pris for their world class research in organisational crises crisis management and crisis communication This prize is awarded by The Danish Union of Journalists Dansk Journalistforbund and Kforum <http://mgmt.au.dk/nyheder/nyheder/news/item/artikel/finn-frandsen-and-winni-johansen-win-the-kom-pris-2019> The aim of this handbook is to provide an up to date introduction to the discipline of crisis communication Based on the most recent international research and through a series of levels from the textual to the inter societal level this handbook introduces the reader to the most important concepts models theories and debates within the field of crisis communication Crisis communication is a young and very vibrant field of research and practice It is therefore crucial that researchers students and practitioners have access to presentations and discussions of the most recent research Like the other handbooks in the HOCS series this handbook



contains a general introduction a chapter on the history of crisis communication research a series of thematic chapters on crisis communication research at various levels a chapter perspectives a glossary of key terms and lists of further reading for each chapter with references to publications in English German and French Overview Section I Introducing the field General introduction A brief history of crisis management and crisis communication From organizational practice to academic discipline Reframing the field Public crisis management political crisis management and corporate crisis management Section II Between text and context Image repair theory Situational crisis communication theory Influences provenance evolution and prospects Contingency theory Evolution from a public relations theory to a theory of strategic conflict management Discourse of renewal Understanding the theory s implications for the field of crisis communication Making sense of crisis sensemaking theory Weick s contributions to the study of crisis communication Arenas and voices in organizational crisis communication How far have we come Visual crisis communication Section III Organizational level To minimize or mobilize The trade offs associated with the crisis communication process Internal crisis communication On current and future research Whistleblowing in organizations Employee reactions to negative media coverage Crisis communication and organizational resilience Section IV Interorganizational level Fixing the broken link Communication strategies for supply chain crises Reputational interdependence and spillover Exploring the contextual challenges of spillover crisis response Crisis management consulting An emerging field of study Section V Societal level Crisis and emergency risk communication Past present and future Crisis communication in public organizations Communicating and managing crisis in the world of politics Crisis communication and the political scandal Crisis communication and social media Short history of the evolution of social media in crisis communication Mass media and their symbiotic relationship with crisis Section VI Intersocietal level Should CEOs of multinationals be spokespersons during an overseas product harm crisis Intercultural and multicultural approaches to crisis communication Section VII Critical approaches Ethics in crisis communication Section VIII The future The future of organizational crises crisis management and crisis communication For a detailed table of contents please see here

**Media and Crisis Communication** W. Timothy Coombs, 2024-12-27 This volume centers on the relationship between media and crisis communication the need to address which has only been heightened by the recent experience of COVID 19 and the needs for public health crisis communication With multiple voices and multiple fields engaging simultaneously with crisis communication this book illuminates the role of media in crisis communication within this complex environment Both traditional and digital media including social media platforms respond to an array of crisis contexts including political crises public health crises disasters and organizational crises The book presents original research that approaches the effects of media in any of the possible crisis contexts This collection will interest scholars and students of crisis communication public relations risk communication digital media and political communication

**Governance Reform Under Real-World Conditions** Sina Odugbemi, Thomas Jacobson, 2008-06-13 Although necessary and often first

rate technocratic solutions alone have been ineffective in delivering real change or lasting results in governance reforms This is primarily because reform programs are delivered not in controlled environments but under complex diverse sociopolitical and economic conditions Real world conditions In political societies ownership of reform programs by the entire country cannot be assumed public opinion will not necessarily be benign and coalitions of support may be scarce or nonexistent even when intended reforms really will benefit those who need them most While the development community has the technical tools to address governance challenges experience shows that technical solutions are often insufficient Difficulties arise when attempts are made to apply what are often excellent technical solutions Human beings either acting alone or in groups small and large are not as amenable as are pure numbers and they cannot be ignored In the real world reforms will not succeed and they will certainly not be sustained without the correct alignment of citizens stakeholders and voice Governance Reform under Real World Conditions Citizens Stakeholders and Voice is a contribution to efforts to improve governance systems around the world particularly in developing countries The contributors who are academics and development practitioners provide a range of theoretical frameworks and innovative approaches and techniques for dealing with the most important nontechnical or adaptive challenges that impede the success and sustainability of reform efforts The editors and contributors hope that this book will be a useful guide for governments think tanks civil society organizations and development agencies working to improve the ways in which governance reforms are implemented around the world

*Research Handbook on Strategic Communication* Jesper Falkheimer, Mats Heide, 2022-12-13 Strategic communication as a research field and a professional practice is becoming increasingly relevant for organizations Bringing together contributions from almost 60 leading international scholars this dynamic Research Handbook on Strategic Communication is a timely contribution to a vivid and developing academic field *The Handbook of International Crisis and Risk Communication Research* Andreas Schwarz, Matthew W. Seeger, Sora Kim, 2025-04-22 Global Insights on Navigating Today's Complex Crises Now in its second edition The Handbook of International Crisis and Risk Communication Research offers a timely and comprehensive exploration of the methods challenges and innovations in managing present day global crises and risks Bringing together expert insights from across the fields of communication public relations and social sciences this interdisciplinary volume examines crisis and risk communication through an international lens Each chapter presents unique cultural theoretical and methodological perspectives for managing risk mitigating crises and fostering resilience Amid growing transnational issues such as public health emergencies climate induced disasters and political upheavals the Handbook emphasizes the role of communication in crisis awareness recovery and renewal Contributions by leading scholars and practitioners investigate vital issues such as the impact of misinformation digital technologies and media dynamics in shaping public perception and policy response This revised and expanded edition also reflects recent global threats including climate change the COVID 19 pandemic the war in Ukraine and other cross border crises Equipping readers with the

knowledge and frameworks necessary to navigate an increasingly complex and interconnected world The Handbook of International Crisis and Risk Communication Research is perfect for advanced graduate courses and PhD programs in crisis and risk communication as well as crisis managers public relations consultants communication officers and scholars in risk management and communication

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