

ICA PUBLIC RELATIONS DIVISION PH.D STUDENT WORKSHOP

OVERVIEW

This workshop is relevant for PhD students at different stages of their dissertation process within the research field of Public Relations and Strategic Communication. The aim of the workshop is to provide doctoral students with an opportunity to discuss their dissertation research in a constructive atmosphere. Students receive feedback and advice on their projects, theoretical frameworks, methodologies and research designs from senior scholars and other students, who review the proposals.

The workshop also serves as a platform for students working in these areas to establish a valuable network to examine issues that are important for their future careers. It provides a basis for general discussions of a variety of other issues. Senior scholars in the field will give insight on questions and the specific areas of public relations research that are discussed in the PhD projects with a focus on:

- Theoretical developments: Emerging perspectives, models and theories in the field of Public Relations and Strategic Communication will be discussed (e.g., institutional theory, CCO, etc.) and in specific fields (e.g., crisis communication, CSR, new media).
- Methodological developments: Methodologies, empirical challenges and solutions are discussed and evaluated with regard to the field of PR.
- Publication strategies: By reviewing other students' papers and taking part in the discussions, students learn also more about the reviewing process as well as improving their skills on how to write, submit and revise papers for top journals.



PUBLIC RELATIONS DIVISION

Public Relations is concerned with the theory and practice of communication between organizations and specific publics. Members of the Public Relations Division are concerned with developing a greater understanding of the theoretical basis for effective communication through both theory and practice of communication between organizations and specified publics. Members have research interests in such issues as target group analysis, internal/external communication integration, systems analysis and channel effectiveness. At the same time, the Division is concerned with the application of theoretical advances for the solution of pragmatic public relations problems.

Members share communication techniques to accomplish specific Public Relations goals of consultant clients and corporate employers. The Division goals include the development of a consulting network, a long range research program and investigation into the issues of public relations education accreditation and curriculum development.

The Public Relations Division offers opportunities for networking, research collaboration, recognition for graduate research contributions, opportunities for presentation of one's ideas and many more collegial experiences.

To become a member of the ICA PR Division, you have to join the International Communication Association.

2018 ICA Public Relations Division Business Meeting:

Friday May 25, 17:00-18:15 in Hilton Prague,
M, Hercovka.

2018 ICA Public Relations Division Reception (together with Organizational Communication and Global Communication and Social Change Divisions):

Saturday, May 26, 17:30-19:30 in U Supa, the
oldest brewery with restaurant in Prague,
established in the 15th century.



PUBLIC RELATIONS DIVISION HALF-DAY ICA PRE-CONFERENCE PHD WORKSHOP IN PUBLIC RELATIONS AND STRATEGIC COMMUNICATION

ROOM 115, HOLLAR BUILDING

CHARLES UNIVERSITY, SMETANOVO NABR. 6, 110 01, PRAGUE 1

24 MAY, 2018 9:00 – 13:00

ORGANIZERS

DR. DEAN KRUCKEBERG
UNC CHARLOTTE, USA
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DR. ERICH SOMMERFELDT
UNIVERSITY OF MARYLAND, USA
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DR. KATERINA TSETSTURA
CHAIR, ICA PR DIVISION
UNIVERSITY OF OKLAHOMA, USA
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PH.D WORKSHOP SCHEDULE

MAY 24, 2018

9:00 - 9:15 - INTRODUCTION AND INSTRUCTIONS BY WORKSHOP ORGANIZERS

9:15 - 10:30 - SESSION 1 PRESENTERS AND DISCUSSANTS:

In these 10- to 15-minute presentations, students will focus on the core aspects that they want discussed about their research. Immediately after each presentation, each student will receive formal feedback from a student discussant, who will critique the proposal's theoretical framework, methodology and research strategy.

Petra Audyova, PhD candidate, Media Studies, Charles University, Czech Republic—*Lurking phenomenon on social media brand communities*. Reviewer/discussant: Mari-Liis Tikerperi

Luke Capizzo, PhD student, Communication, University of Maryland, College Park, USA—*Cross-national issues management: Tracing transnational corporate social issue engagement*. Reviewer/discussant: Petra Audyova

Marketa Hrabankova, PhD student, Media Studies, Charles University, Czech Republic—*Marketing and media communication of natural science institutions in the Czech Republic*. Reviewer/discussant: Sarah Marschlich

10:30 - 10:45 - BREAK AND CONVERSATION WITH STUDENTS

10:45 - 12:00 - SESSION 2 PRESENTERS AND DISCUSSANTS:

Anna Kochigina, Integrated Communications, Higher School of Economics, Moscow, Russia—*Crisis communication on behalf of publics: Why do we take a stand in the crisis?* Reviewer/discussant: Luke Capizzo

Sarah Marschlich, Media and Comm.

Research, University of Fribourg, Switzerland—*Corporate diplomacy and its effects on corporate legitimacy*. Reviewer/discussant: Marketa Hrabankova

Mari-Liis Tikerperi, Media and Communication Studies, University of Tartu, Estonia—*Educational communication and schools' communication management in Estonia*. Reviewer/discussant: Anna Kochigina

12:00 - 12:45 - BREAK-OUT SESSIONS WITH MENTORS

Participants will be able to visit with each student to provide individual advice and coaching. These discussions may include, but are not limited to, helping students address methodological challenges and informing them about emerging theoretical perspectives, models and theories in public relations and strategic communication.

12:45 - 13:00 - PROGRAM CONCLUSION: LESSONS LEARNED

After the program, many of us will be going to a nearby restaurant for lunch at the café Smetana or another nearby eatery. Lunch for student participants will be covered by the ICA PR Division.

TRANSPORTATION:

The workshop will be at Charles University, which is a 14-minute Metro and Tram ride from the ICA Conference hotel.

NATURE OF THE WORKSHOP:

The classroom is small, and we want to keep the event informal; thus, we are inviting only a few public relations scholars who, we believe, represent a diversity of research methodologies, theoretical perspectives and worldviews. After last year's successful PhD workshop in San Diego, which had four mentors, we had wanted to further increase and diversify our resource base for these students who will be presenting their doctoral dissertation proposals to the audience.

COSTS:

There is no cost for this program, either for the students or for invited participants. The Workshop will be in Room 115, Hollar building, Charles University, Smetanovo nábř. 6, 110 01, Prague 1.

MENTORS

Dean Kruckeberg, PhD, APR, fellow PRSA, is a Professor at the University of North Carolina at Charlotte. He is co-author of *Transparency, Public Relations, and the Mass Media* (together with Dr. Katerina Tsetsura); *This Is PR: The Realities of Public Relations*; and *Public Relations and Community: A Reconstructed Theory*. His honors include the PRSA Atlas Award for Lifetime Achievement in International Public Relations, the PRSA Outstanding Educator Award, the Pathfinder Award of the Institute for Public Relations, Jackson Jackson & Wagner Behavioral Research Prize and the NCA Public Relations Division's "PRIDE Award for Outstanding Contribution/Achievement in Public Relations Education." He has lectured and performed research worldwide.

Erich Sommerfeldt, PhD, is an Associate Professor in the Department of Communication at the University of Maryland. His research emphases include activist group communication, civil society and development communication, social capital and social network analysis. He is a two-time winner of the Best Article of the Year Award from the Public Relations Division of the National Communication Association. Dr. Sommerfeldt has participated in applied civil society research projects in developing nations around the world, including Haiti, Jordan, Ukraine, China, Indonesia, and Pakistan. His doctoral dissertation, based on field research conducted in Peru, was given the 2010-2011 James E. and Larissa A. Grunig Outstanding Dissertation Award from the Public Relations Division of the International Communication Association.

Katerina Tsetsura, PhD, is Gaylord Family Professor of Public Relations and Strategic Communication at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma in the USA. Dr. Tsetsura is internationally known for her work in global public relations and media transparency. She is the author and co-author of two books, over 70 peer-reviewed publications and more than 100 conference proceedings and papers. Her research areas include global public relations development, ethics, media transparency, social construction of public relations, women in the field of strategic communication and public diplomacy.