

## STRATEGIC COMMUNICATION SOCIAL MEDIA AND DEMOCRACY THE CHALLENGE OF THE DIGITAL NATURALS ROUTLEDGE NEW DIRECTIONS IN PUBLIC RELATIONS COMMUNICATION RESEARCH

Dec 02, 2020



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Social media currently have great influence on how information is obtained and exchanged. Thus, companies need to develop new approaches in organizational communication, while social media can ...

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Marja Åkerström is a PhD in Media and Communication Studies and associate professor at Department for Strategic Communication (ISK) at Campus Helsingborg, Lund University, Sweden. Her main research fields are within strategic communication, political communication, digital media and democracy, organizational communication and crisis communication.

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But it also shows the power that closely networked social media users have to insert information and opinion into discussions and force "false PR friends" to be less so. This timely, challenging, and fascinating book will be of interest to all students, researchers, and practitioners in Public Relations, Media, and Communication Studies.

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The digital age arrives with a set of big communication challenges for traditional mainstream media: new relations with audiences (interactivity), new languages (multimedia) and a new grammar...

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