

## Organisational and Strategic Communication (OSC) Section 2013 annual report

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Management Team:

Gisela Gonçalves (University of Beira Interior, Portugal)

Ian Somerville (University of Ulster, Northern Ireland)

Ana Duarte Melo (University of Minho, Portugal).

YECREA representative: Laura Olkonen (University of Jyväskylä, Finland)

The organization of the section's conference (Belfast, June 2013) and the edition of a collective book (2013) has been the main activity for the OSC Section during the last year:

### **1. OSC Section 2013 Workshop in Belfast**

On Friday 14th June 2013 the Conor Lecture Theatre, University of Ulster, Belfast, hosted a conference on the theme *Public relations and strategic communication in divided societies*. Forty delegates from politics, business, civil society and academia registered to attend the conference and participate in debates initiated by the keynote and conference panels. Conference papers were presented by communication scholars from five continents who examined the role of public relations and strategic communication in countries and regions divided by deep societal cleavages along racial, ethnic, religious or linguistic lines. In addition to the conference papers a YECREA workshop session was presented by OSC young scholar representative Laura Olkonen (University of Jyväskylä).

This Organisational and Strategic Communication (OSC) Section conference was organised by University of Ulster, School of Communication ECREA members, Dr Ian Somerville, Charis Rice, Prof Owen Hargie and Dr Pauline Irving. The conference was sponsored by the Institute for Research in the Social Sciences (IRiSS) and the HE Connected Fund of the University of Ulster.

The keynote speakers were:

- Professor Maureen Taylor, Chair of Strategic Communication, University of Oklahoma, USA whose address was entitled '*Nation building in the Former Yugoslavia: How can public relations rebuild relationships?*'
- Dr Margalit Toledano, Waikato Management School, University of Waikato, New Zealand whose address was entitled '*Dialogue with the enemy: Lessons for public relations from the Israeli-Palestinian conflict.*'

Ian Somerville (section vice-chair), Fred Morrison and Andy Purcell have won the National Communication Association of the United States of America 'Public relations and pedagogy' Award. The award was presented by Professor Maureen Taylor, keynote speaker at the Belfast ECREA conference.

## **2. New OSC Section Book: “Organisational and Strategic Communication Research: European Perspectives”**

In October 2013 the OSC Section launched a new book under the theme “Organisational and Strategic Communication Research: European Perspectives” (ISBN 978-989-654-115-6), edited by Gisela Gonçalves, Ian Somerville and Ana Melo. As with the Section’s previous 2012 book, this book was published online at LabCom Editions and can be download for free at: <http://www.livroslabcom.ubi.pt/book/104>

The 12 chapters assembled are the result of a call for papers to the ECREA members and a peer-review process. The diversity represented in this book, not only in respect to author nationality, but also in theoretical and empirical approaches, reflects one of the most salient features of the European Communication Research and Education Association:

Organisational and Strategic Communication Section’s identity. The spectrum of themes analysed in this collection – crisis communication, government communication, organisational communication and social media, corporate social responsibility, health media relations – demonstrates the range and vitality of organisational and strategic communication research in Europe.

In December 2012 the OSC Section launched a new homepage ([www.ecrea-section-strategic-communication.ubi.pt](http://www.ecrea-section-strategic-communication.ubi.pt)) which promotes the Section’s objectives and activities. The Section’s membership is invited not only to visit it, but also to contribute with content that may be of the interest of other members.