

"Global Public Relations as a Communication Subfield"

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The need exists within 21st Century global society for specialists who have particular knowledge and skills to practice public relations in a range of social, political, economic and cultural environments, while adhering to universal professional values and best practices. Specialists in global public relations must have the strategic, tactical and technical knowledge and skills that are required of all public relations practitioners. However, specialists in global public relations must have additional education and experience that increase the breadth and depth of their worldview to enable them to better understand, appreciate and respect the range of social, political, economic and cultural environments worldwide. Practitioners of global public relations must be capable of performing strategically as interpreters, ethicists and social policy makers in guiding organizational behavior, and must be able to take strategic responsibility for influencing and reconciling public perceptions of their organizations within a global context.