

Theory in Practice in Public Relations through to the Fully-Functioning Society: Papers in Honor of Professor Robert Heath

Barcelona, 30 June and 1 July 2015

BARCELONA PR MEETING



International PR 2015 conference

<http://www.uoc.edu/portal/en/symposia/prconference/>

Organised by

With the support of



Universitat
Pompeu Fabra
Barcelona

Department
of Communication



"la Caixa" Foundation

Conference Venue: CosmoCaixa Barcelona

Carrer Isaac Newton, 26 – 08022 Barcelona (+34 93 212 60 50)

The CosmoCaixa is located next to Avinguda Tibidabo in a modernist building designed by Josep Domènech i Estapà, between 1904-1909 to serve as an asylum for blind people. The building was renovated, retaining the original facade; recently it was expanded bringing the building to four times its original size.

How to get there?

From Plaça Catalunya: Ferrocarrils de la Generalitat de Catalunya (FGC) (railway), L7 (brown line), from Catalunya Station (Plaça Catalunya) to Avinguda Tibidabo Station (10 minutes).

Then, from Avinguda Tibidabo Station (Plaça Kennedy) (L7):

- Take the bus 196. Bus stop: Tibidabo-Josep Garí + 5 minutes walking
- Or take the bus 123. Bus stop: Quatre Camins-Teodor Roviralta (rear entrance by the CosmoCaixa's garden)
- Or walk uphill for 15 minutes
- Or Taxi Service (+34 933 03 30 33)

Restaurant

All fully-registered attendees are invited to have lunch at the CosmoCaixa Restaurant, in the -1 floor of CosmoCaixa Building.

Visit CosmoCaixa

All conference attendees have free entrance to visit the CosmoCaixa museum.

Rooms

All conference sessions will be held in one of the following CosmoCaixa conference rooms: ÀGORA (-2 floor) and TAU (-1 floor).



Presentation

Barcelona PR Meeting #5 Theory in Practice in Public Relations through to the Fully-Functioning Society: Papers in Honor of Professor Robert Heath is the fifth International Conference to be staged annually by the Open University of Catalonia, the Pompeu Fabra University and the University of Waikato. The conference will be held in Barcelona on 30 June and 1 July 2015.

Almost a decade on, although the names of the planets may vary, few would deny van Ruler's (2005) identification of a massive gap in her claim that "Professionals are from Venus, Scholars are from Mars". Yet a history of interplanetary communication can be found in Professor Bob Heath's distinguished career in consulting and the academy. This conference wish to honour those achievements not just by recognizing the work but by evaluating the legacy and by building on it.

Scientific Committee

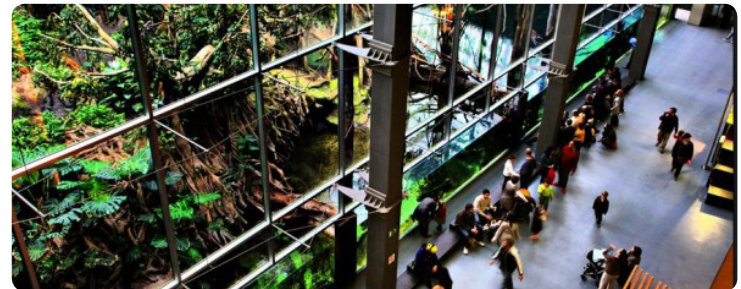
Dr. David McKie (University of Waikato)
Dr. Jordi Xifra (Universitat Pompeu Fabra)
Dr. Ferran Lalueza (Universitat Oberta de Catalunya)

Organizing Committee

Dr. David McKie (University of Waikato)
Dr. Jordi Xifra (Universitat Pompeu Fabra)
Dr. Mònika Jiménez (Universitat Pompeu Fabra)
Dr. Ferran Lalueza (Universitat Oberta de Catalunya)
Dr. Elisenda Estanyol (Open University of Catalonia)

Technical Secretary

Ms. Anna Ibañez
Ms. Núria Busquets
Mr. Jordi Prió



Programme



30th June 2015 - Tuesday

8.30h-9.00h Registration

9.00h-9.15h WELCOME SESSION (AGORA)

Josep Fernández Cavia, Head of the Department of Communication - Universitat Pompeu Fabra.
David McKie, Scientific committee president - Professor, University of Waikato.
Vice-rector [T.B.C.], - Universitat Oberta de Catalunya.

9.15h-11.00h PLENARY SESSION 1 (AGORA)

Chair: **David McKie** (University of Waikato - New Zealand)

A psycho-rhetorical analysis of the works of Robert Heath: Becoming more fully functional or moving into the fog

Michael J. Palenchar (University of Tennessee - USA)

Sherry Holladay (University of Central Florida - USA)

W. Timothy Coombs (University of Central Florida - USA)

Winni Johansen (Aarhus University - Denmark)

Finn Frandsen (Aarhus University - Denmark)

11.00h-11.30h Coffee break

11.30h-13.00h PAPERS SESSION 1

AGORA (Chair: **Scott Davidson**, University of Leicester - UK).

Charles Marsh (University of Kansas - USA). *Game theory innovations and the fully functioning society*.

Jessalynn Strauss (Elon University - USA). *Mapping an academic legacy: Tracing the influence of Heath and Ryan's 1989 article "Public Relations Role in Defining Corporate Social Responsibility"*.

Chris Galloway (Massey University - New Zealand). *Risk, rhetoric and responses: Robert Heath's agenda setting for public relations and risk communication*.

Scott Davidson (University of Leicester - UK). *Robert Heath and the Rhetorical Paradigm of PR: One step back (to the classics) required before moving (the rhetorical paradigm) two steps ahead?*

TAU (Chair: **Robert Gill**, Swinburne University of Technology - Australia).

Liz Bridgen (Sheffield Hallam University - UK). *"It's trivial, bitchy and dull" - women, the exit from public relations and the renegotiation of identities*.

Burcu Öksüz (Izmir Kâtip Çelebi University - Turkey) & **Merve Genç** (HacıHepce University - Turkey). *Why not prize rather than misprize: Reputation problem of public relations*.

Bhupesh Joshi (Communicators India, New Delhi - India). *Presenting a new framework- Community Media Relations*.

Robert Gill (Swinburne University of Technology - Australia). *The importance of reputation in sport and media*.

13.00h-14.00h Lunch at the CosmoCaixa restaurant

14.00h-15.20h PAPERS SESSION 2

AGORA (Chair: **Diana Ingenhoff**, University of Fribourg - Switzerland).

Kate Fitch (Murdoch University - Australia) *Women, experts and scholars: Investigating public relations knowledge and expertise in Australia.*

W. Timothy Coombs, Sherry J. Holladay (University of Central Florida - USA). *State of play between practice and academic: Collaborative obfuscation of intention.*

Emma Wood (Queen Margaret University - UK). *Collaborative dialogue without being Pollyanna?*

Diana Ingenhoff, Susanne Klein (University of Fribourg - Switzerland), **Candace**

White (University of Tennessee - USA). *Why relationship management matters: Impact of OPR and crisis response strategies on perceived crisis responsibility.*

15.20h-16.40h PAPERS SESSION 3

TAU (Chair: **Tom Watson**, Bournemouth University - UK).

Ralph Tench & Lucy Laville (Leeds Beckett University - UK) *Nattering or networking: closing the gap between theory and practice.*

Paul Willis (Leeds Beckett University - UK). *Confessions of a public relations practitioner: Hidden life in the open plan office.*

Erika Casajoana (Universitat Oberta de Catalunya - Spain) *Catalonia-Spain: A war of words?*

Tom Watson (Bournemouth University - UK) *What in the world is PR? Towards a new, more diverse history of public relations.*

16.40h-17.00h Coffee break

17.00h-18.00h PAPERS SESSION 4

AGORA (Chair: **Philip Young**, University of Lund - Sweden).

Bonita Dostal Neff (Indiana University Northwest - USA). *Theory provides conceptual frameworks - but which frameworks are most grounded for public relations practice?*

Margalit Toledano (University of Waikato - New Zealand). *Measuring PR ethics in the context of social media: Quantitative and qualitative methods.*

Philip Young (University of Lund - Sweden) & **W. Timothy Coombs** (University of Central Florida - USA). *Understanding the Digital Nationals: From theory into practice.*

TAU (Chair: **Burcu Öksüz**, Izmir Kâtip Çelebi University - Turkey).

Pavel Slutskiy (Chulalongkorn University - Thailand) & **Enric Ordeix** (Universitat Ramon Llull - Spain). *Leadership and agenda setting in corporate morale.*

Deniz Sezgin, Eda Sağlar, Dilec Seit (Ankara University - Turkey). *Internal public relations: Being a part of the bigger picture.*

Ana Belén Fernández Souto (Universidad de Vigo - Spain) & **Carmen Maiz Bar** (Universidad de Vigo - Spain). *Place brand image and public relations: Galicia and USA Audience.*

Burcu Öksüz (Izmir Kâtip Çelebi University - Turkey) & **Zülfıye Acar** (Gaziantep University - Turkey). *Public relations is not media relations: Is it a dream?*

AGORA (Chair: **Ashli Q. Stokes**, University of North Carolina - USA).

Roumen Dimitrov (University of New South Wales - Australia). *Off-the-record communication: Reactive tactic or proactive strategy?*

Deniz Sezgin, Eda Sağlar, Dilec Seit (Ankara University - Turkey) *Managing the gap between theory and practice: Dogadan Herbal Tea Company's Public Relations Implementations.*

Beatriz García Cortés (Universitat Pompeu Fabra - Spain). *Programmatic thoughts and childhood obesity.*

Ashli Q. Stokes (University of North Carolina - USA). *The constitutive meaning of food activism: Public relations theory and societal change.*

TAU (Chair: **Diana-Maria Cismaru**, NUPSPA Bucharest-Romania).

Pilar Buil & Pablo Medina (Universitat Internacional de Catalunya - Spain). *Targeting effective communication campaigns: Challenges and trends.*

Irina Lock & Peter Seele (University of Lugano - Switzerland). *Astroturf lobbying damages stakeholders' trust! Or maybe not? Findings from a perception measurement study.*

Diana-Maria Cismaru, Raluca Silvia Ciochină, Denisa Andreea Tudor (NUPSPA Bucharest - Romania). *Breaking down the stakeholder environment: An issue orientation approach to understanding publics' behaviour in the digital era.*

20.30h Cocktail (Hotel Duquesa de Cardona. Passeig Colom, 12. 08002, Barcelona)

1st July 2015 - Wednesday



9.00h-10.00h PAPERS SESSION 5

AGORA (Chair: **Lee Edwards**, University of Leeds - UK).

Øyvind Ihlen & Einar Lie (University of Oslo - Norway). *"Because I am Worth It" a rhetorical analysis of the debate regarding CEO compensation.*

Vincent Hazleton (Radford University - USA), **Melissa Dodd** (Central Florida University - USA) & **William Kennan** (Radford University - USA). *Moving beyond perceptions by public: Social capital theory as a framework for studying organization public relationships.*

Lee Edwards (University of Leeds - UK). *Voice, recognition, social justice and PR: Theory and practice.*

TAU (Chair: **Stéphanie Yates**, Université du Québec à Montréal - Canada).

Joon Soo Lim (Syracuse University - USA). *The impact of a vocal minority of Twitter users and visual mockery on crisis perception and boycott intentions.*

Yang Hu & Augustine Pang (Nanyang Technological University - Singapore). *The indigenization of crisis response strategies in the context of China.*

Stéphanie Yates & Nadège Broustau (Université du Québec à Montréal - Canada). *Social acceptability and the fully functioning society: A paradigm shift that is still in waiting.*

10.00h-11.30h Plenary Session 2 (AGORA)

Chair: **Jordi Xifra** (Universitat Pompeu Fabra - Spain)

From the Heath to the blue yonder: Future thinking for PR theory and practice.

Juliet Roper (University of Waikato - New Zealand)

Judy Motion (University of New South Wales - Australia)

Robert E. Brown (Salem State University - USA)

David McKie (University of Waikato - New Zealand)

Jordi Xifra (Universitat Pompeu Fabra - Spain)

11.30h-12.00h Coffee break

12.00h-13.30h Plenary Session 3 (AGORA)

Chair: **David McKie** (University of Waikato - New Zealand)

Experiences of education-practice interactions

Gloria Almirall (Weber Shandwick)

Verónica Rodríguez Mesa (Burson-Marsteller)

Mercè Balañá (Ullé & Asociados, Col·legi de Publicitaris i RP de Catalunya)

Montserrat Tarrés (Dircom)

Carlos Lareau (Dircom Catalunya)

T.B.C. (Hill + Knowlton Strategies)

Blanca Fullana (Universitat Pompeu Fabra - Spain)

Elisenda Estanyol (Universitat Oberta de Catalunya - Spain)

Paul Willis (Leeds Beckett University - UK)

Margalit Toledano (University of Waikato - New Zealand)

David McKie (University of Waikato - New Zealand)

Robert L. Heath (University of Houston - USA)

13.30h-14.30h Lunch at the CosmoCaixa restaurant

14.30h-16.00h PAPERS SESSION 6

AGORA (Chair: **Clea Bourne**, University of London - UK).

Shari R. Veil (University of Kentucky - USA). *Strategic communication for a crisis-driven world.*

Gareth Thompson (University of the Arts, London - UK). *Towards a theory of middlelessness for public relations.*

Clea Bourne (University of London - UK). *'Spinning the Economy': Central banking post-crisis communication on the global stage*

TAU (Chair: **Liz Yeomans**, Leeds Beckett University -UK).

Ai Zhang, Lin Zhu & Deepa Anagondahalli (Stockton University - USA, University of Boston - USA & University of Maryland College Park - USA). *Students' perceptions of social media pedagogy in higher education.*

Olivia Loeffen (University of Waikato - New Zealand). *Women in PR leadership.*

Eulàlia P. Abril, Glen Szczypka & Sherry L. Emery (University of Illinois at Chicago - USA). *Linking words and emotions. An application to the 2013 CDC Tips.*

Liz Yeomans (Leeds Beckett University - UK). *Revisiting the 'emotional-intelligence' model of professionalism in public relations: a case for integration.*

16.00h-16.30h Closing session

Robert L. Heath (University of Houston - USA)

Jordi Xifra (Universitat Pompeu Fabra - Spain)

Ferran Lalueza (Universitat Oberta de Catalunya - Spain)

David McKie (University of Waikato - New Zealand)

16.30h Cultural activity: guided visit to Barcelona City History Museum (Private bus from CosmoCaixa to the City Centre)



Conference Cocktail

Tuesday 30th June 2015, 20.30h

Hotel Duquesa de Cardona 4*

Passeig Colom 12

08002 Barcelona

Hotel Duquesa de Cardona 4* is located on Passeig Colom, the city center. In fact, Las Ramblas and The Cathedral of Barcelona are near to the hotel, together with other places of interest, which make Barcelona one of Europe's most cosmopolitan cities.

Celebrating a particular or Business event with impressive views over the port of Barcelona, and the Mercè Church dome is a guarantee of success. With a wide and personalized cocktail and gastronomic offer, La Terrassa del Duquesa is a special area where to enjoy a wedding, a banquet, cocktails and coffee breaks, turning it into a unique and unrepeatable experience.

Its decoration with teca floors, the white lights of the candles, the aromatic Mediterranean plants and the terrace illumination create a warm welcoming, meanwhile you observe how progressively the lights of the city and the port turn on, and how the sea converts into a mirror with resplendent flashes.

How to arrive?

Hotel Duquesa de Cardona is in a good location, near to the beach.

- Metro L4 (Yellow Line) Barceloneta Station / Metro L3 (Green Line) Drassanes Station
- Taxi (+34 933 03 30 33)

For further information <http://www.hduquesadecardona.com>



Cultural Visit: Visit to the MUHBA

Wednesday 1st July 2015, 17.00h

Plaça del Rei

08002 Barcelona

(Private bus from the CosmoCaixa, conference venue, to the Museu d'Història de Barcelona)



The Museu d'Història de Barcelona (The Museum of the History of Barcelona or MUHBA) is responsible for conserving and documenting the collections and the architecture of the city that have been entrusted to the institution. The Museum also works to spread knowledge about the city's history, from its origins to the present day – from the Roman colony of Barcino and its walls to the age of the revolution of medieval commerce and the great Gothic buildings; from the testimonies of the industrial revolution to Cerdà's Eixample district and the works of Modernisme and Gaudí, and from the turbulent, creative Barcelona of the early 20th century to the city of the Olympic Games.

The Museum officially opened on 14 April 1943, thanks to the efforts of Agustí Duran i Sanpere, who became its first director. It belongs to the Barcelona City Council, as part of the Institut de Cultura (ICUB, Culture Institute) and features several researched display spaces, located at different points in the city. The Museum's original headquarters is the monumental site of Plaça del Rei, which extends from Casa Padellàs to Palau Reial Major, and has an archaeological subsoil of the ancient and early mediaeval city.

The Museum is understood to be a mirror of Barcelona and aims to reflect the changes and continuities that have shaped the city's urban life over the course of the past 2,000 years. It encourages a more detailed understanding of its historic and artistic heritage. This work is carried out through a programme organised into multiple formats: visits and tours of museum spaces, city routes and walks, exhibitions, lectures, debates and concerts, one-day conferences and seminars, books, historical guides, new digital formats and heritage products.

The Museum has thus become a portal to help people learn about and appreciate Barcelona, a European metropolis and national capital of Catalonia. It has been designed for Barcelona residents and tourists, and focuses not only on the heritage spaces with which the institution has been entrusted, but also on the city as a whole and its history and progress in relation to other world capitals.

For further information <http://museuhistoria.bcn.cat>

List of paper contributions

(in alphabetic order)

Almirall, Gloria (Weber Shandwick) *Experiences of education-practice interactions.*

Balañá, Mercè (Ulled & Asociados, Col·legi de Publicitaris i RP de Catalunya) *Experiences of education-practice interactions.*

Bourne, Clea (University of London - UK) *'Spinning the Economy': Central banking post-crisis communication on the global stage.*

Bridgen, Liz (Sheffield Hallam University - UK) *"It's trivial, bitchy and dull" - women, the exit from public relations and the renegotiation of identities.*

Brown, Robert E. (Salem State University - USA) *From the Heath to the blue yonder: Future thinking for PR theory and practice.*

Buil, Pilar & Medina, Pablo (International University of Catalonia - Spain) *Targeting effective communication campaigns: challenges and trends.*

Casajoana, Erika (Open University of Catalonia) *Catalonia-Spain: A War of Words?*

Cismaru, Diana-Maria; Ciochină, Raluca Silvia & Tudor, Denisa Andreea (NUPSPA Bucharest - Romania) *Breaking down the stakeholder environment: an issue orientation approach to understanding publics' behaviour in the digital era.*

Coombs, W. Timothy & Holladay, Sherry (University of Central Florida - USA) *State of Play between Practice and Academic: Collaborative Obfuscation of Intention.*

Coombs, W. Timothy (University of Central Florida - USA) *A psycho-rhetorical analysis of the works of Robert Heath: Becoming more fully functional or moving into the fog.*

Davidson, Scott (University of Leicester - UK) *Robert Heath and the Rhetorical Paradigm of PR: One step back (to the classics) required before moving (the rhetorical paradigm) two steps ahead?*

Dimitrov, Roumen (University of New South Wales - Australia) *Off-the-record Communication: Reactive Tactic or Proactive Strategy?*

Edwards, Lee (University of Leeds - UK) *Voice, recognition, social justice and PR: Theory and practice.*

Estanyol, Elisenda (Universitat Oberta de Catalunya - Spain) *Experiences of education-practice interactions.*

Fernández Cavia, Josep (Head of the Department of Communication, Universitat Pompeu Fabra-Spain) *Welcome session.*

Fernandez, Ana Belén & Maiz, Carmen (University of Vigo - Spain) *Place Brand Image and Public Relations: Galicia and USA Audience.*

Fitch, Kate (Murdoch University - Australia) *Women, experts and scholars: Inversigating public relations knowledge and expertise in Australia.*

Frandsen, Finn (Aarhus University - Denmark) *A psycho-rhetorical analysis of the works of Robert Heath: Becoming more fully functional or moving into the fog.*

Galloway, Chris (Massey University - New Zealand) *Risk, rhetoric and responses: Robert Heath's agenda setting for public relations and risk communication.*

García Cortés, Beatriz (Pompeu Fabra University - Spain) *Programmatic thoughts and childhood obesity.*

Gill, Robert (Swinburne University of Technology - Australia) *The importance of Reputation in Sport and Media.*

Hazleton, Vincent; Dood, Melissa & Kennan, William (Radford University - USA & Central Florida University - USA) *Moving Beyond Perceptions By Public: Social Capital Theory as a Framework for Studying Organization Public Relationships.*

Heath, Robert L. (University of Houston - USA) *Experiences of education-practice interactions.*

Heath, Robert L. (University of Houston - USA) *Closing session.*

Holladay, Sherry (University of Central Florida - USA) *A psycho-rhetorical analysis of the works of Robert Heath: Becoming more fully functional or moving into the fog.*

Hu, Yang & Pang, Augustine (Nanyang Technological University - Singapore) *The Indigenization of Crisis Response Strategies in the Context of China.*

Ihlen, Øyvind & Lie, Einar (University of Oslo - Norway) *"Because I am Worth It" A Rhetorical Analysis of the Debate Regarding CEO Compensation.*

Ingenhoff, Diana; Klein, Susanne (University of Fribourg - Switzerland) & **White, Candace** (University of Tennessee - USA) *Why relationship management matters: Impact of OPR and crisis response strategies on perceived crisis responsibility.*

Johansen, Winni (Aarhus University - Denmark) *A psycho-rhetorical analysis of the works of Robert Heath: Becoming more fully functional or moving into the fog.*

Joshi, Bhupesh (Communicator of New Delhi - India) *Media Relations plays a crucial role in building healthy discourses and joint learning in the public health and development field.*

Lalueza, Ferran (Universitat Oberta de Catalunya - Spain) *Closing session.*

Lareau, Carlos (Dircom Catalunya) *Experiences of education-practice interactions.*

Lim, Joon Soo (Syracuse University - USA) *The impact of a vocal minority of Twitter users and visual mockery on crisis perception and boycott intentions.*

Lock, Irina & Seele, Peter (University of Lugano - Switzerland) *Astroturf lobbying damages stakeholders' trust! Or maybe not? Findings from a perception measurement study.*

Loeffen, Olivia (University of Waikato - New Zealand) *Women in PR Leadership.*

Marsh, Charles (University of Kansas - USA) *Game Theory Innovations and the Fully Functioning Society.*

McKie, David (University of Waikato - New Zealand) *Experiences of education-practice interactions.*

McKie, David (University of Waikato - New Zealand) *From the Heath to the blue yonder: Future thinking for PR theory and practice.*

McKie, David (University of Waikato - New Zealand) *Welcome session and Closing session.*

Motion, Judy (University of New South Wales - Australia) *From the Heath to the blue yonder: Future thinking for PR theory and practice.*

Neff, Bonita Dostal (Indiana University Northwest - USA) *Theory Provides Conceptual Frameworks – But Which Frameworks are Most Grounded for Public Relations Practice?*

Öksüz, Burcu & Acar, Zülfiye (İzmir Kâtip Çelebi University - Turkey & Gaziantep University - Turkey) *Public Relations is not Media Relations: Is it a Dream?*

Öksüz, Burcu & Acar, Zülfiye (İzmir Kâtip Çelebi University - Turkey & Gaziantep University - Turkey) *Why not prize rather than misprize: Reputation problem of public relations.*

Palenchar, Michael (University of Tennessee - USA) *A psycho-rhetorical analysis of the works of Robert Heath: Becoming more fully functional or moving into the fog.*

Puig Abril, Eulàlia; Szczypka, Glen & L. Emery, Sherry (University of Illinois - USA) *Linking Words and Emotions. An application to the 2013 CDC Tips.*

Rodríguez Mesa, Verónica (Burson-Marsteller) *Experiences of education-practice interactions.*

Roper, Juliet (University of Waikato - New Zealand) *From the Heath to the blue yonder: Future thinking for PR theory and practice.*

Sezgin, Deniz; Sağlar, Eda & Seit, Dilec (University of Ankara - Turkey) *Managing The Gap Between Theory and Practice: Dogadan Herbal Tea Company's Public Relations Implementations.*

Sezgin, Deniz; Sağlar, Eda & Seit, Dilec (University of Ankara - Turkey) *Internal Public Relations: Being a part of the Bigger Picture.*

Slutskiy, Pavel & Ordeix, Enric (Chulalongkorn University - Thailand & Ramon Llull University - Spain) *Leadership and agenda setting in corporate moral.*

Stokes, Ashli Q. (University of North Carolina - USA) *The Constitutive Meaning of Food Activism: Public Relations Theory and Societal Change.*

Strauss, Jessalynn (Elon University - USA) *Mapping an Academic Legacy: Tracing the Influence of Heath and Ryan's 1989 Article "Public Relations Role in Defining Corporate Social Responsibility".*

Tarres, Montserrat (Dircom) *Experiences of education-practice interactions.*

T.B.C. (Hill + Knowlton Strategies) *Experiences of education-practice interactions.*

Tench, Ralph & Laville, Lucy (Leeds Beckett University - UK) *Nattering or networking; closing the gap between theory and practice.*

Thompson, Gareth (University of the Arts London - UK) *Towards a Theory of Middlelessness for Public Relations.*

Toledano, Margalit (University of Waikato - New Zealand) *Experiences of education-practice interactions.*

Toledano, Margalit (University of Waikato - New Zealand) *Measuring PR ethics in the context of social media: quantitative and qualitative methods.*

Veil, Shari R. (University of Kentucky - USA) *Strategic Communication for a Crisis-Driven World.*

Vice-rector [TBC] (Universitat Oberta de Catalunya - Spain).

Watson, Tom (Bournemouth University - UK) *What in the world is PR? Towards a new, more diverse history of public relations.*

Willis, Paul (Leeds Beckett University - UK) *Confessions of a Public Relations Practitioner: Hidden life in the open plan office.*

Willis, Paul (Leeds Beckett University - UK) *Experiences of education-practice interactions.*

Wood, Emma (Queen Margaret University - UK) *Collaborative Dialogue without being Pollyanna?*

Xifra, Jordi (Universitat Pompeu Fabra - Spain) *From the Heath to the blue yonder: Future thinking for PR theory and practice.*

Xifra, Jordi (Universitat Pompeu Fabra - Spain) *Closing session.*

Yates, Stéphanie & Broustau, Nadège (University of Quebec in Monreal - Canada) *Public Relations in an Era of Public Participation: A missed Opportunity.*

Yeomans, Liz (Leeds Beckett University - UK) *Revisiting the 'emotional-intelligente' model of professionalism in public relations: a case for integration.*

Young, Philip & Coombs, W. Timothy (University of Lund - Sweden & University of Central Florida - USA) *Understanding the Digital Naturals: From Theory into Practice.*

Zhang, Ai; Zhu, Lin & Anagondahalli, Deepa (Stockton University - USA; University of Massachusetts - USA & University of Maryland College Park - USA) *Students' Perceptions of Social Media Pedagogy in Higher Education.*



<http://www.uoc.edu/portal/en/symposia/prconference/index.html>

prconference@uoc.edu

Wi-Fi CosmoCaixa (free)



<https://www.facebook.com/BcnMeetingPR>



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