

Call for Papers

CONFIGURING INTELLIGENCES FOR 21C PUBLIC RELATIONS

Public relations acknowledges the present as a time of rapid change, turbulence, and even transformation. This conference explores what configurations of knowledge might best fit the field to these challenges. Since at least Howard Gardner's (1993) *Multiple Intelligences*, there has been interest on what kinds of thinking and what kinds of knowledge are appropriate to changing environments -notably Gardner's (2009) own *Five Minds for the Future*. **(NB we realise that for many in PR the classic cases, responses and strategies may still be capable of being configured to meet current and coming challenges so we also invite participants to continue present that material and argue for its ongoing relevance)**. For those who particularly seek reconfigurations, or new outsourced approaches, we offer the following questions and suggestions. As usual, we stress this is NOT as any kind of definitive list- but as prompts for a spread of responses:

- What are the multiple intelligences needed for contemporary and future PR and/or for PR education?
- Risk Intelligence has been promoted as the key mindset for the present – is it already a vital part of PR?
- Gardner suggested five minds – or combinations of intelligences – for the future – how many of those remain relevant for PR, or should the field construct its own combination?
- Goleman's Emotional Intelligence had a massive impact from education to management and leadership, has it, or should it, be part of a core cluster of PR capabilities?
- Recent management thinking -especially in relation to Big Data- has focused on Competitive Intelligence – how important might that be?
- Web2.0 and crowdsourcing have activated ideas of Collective Intelligence in aspects of contemporary PR
- Other potentially-important intelligences include: Creative Intelligence, Critical Intelligence, Cultural Intelligence, Financial Intelligence, Moral Intelligence, Performing Intelligence, Spiritual Intelligence, and Social Intelligence. Are there any missing, or is there any specific cluster of intelligences particularly relevant to PR?
- Is there an already existing cluster that could be called PR Intelligence?
- Knowledge Management or Wisdom Studies offer difference ways to approach the accumulation of appropriate thinking – do they have a place (e.g., by gathering the distilled experience of senior practitioners) in PR
- Are there different clusters of intelligences for PR practitioners, students, and educators?
- Historically have the configurations of PR competencies changed and are there variations between sectors?
- Does the growth of Complexity and the “Sciences of Uncertainty” have implications for PR knowledge?
- Recent advances in neuroscience are impacting on a number of disciplines – notably marketing with Pradeep's (2010) *The Buying Brain*. What impact are they having, might they have, on PR?

As is our consistent practice as conference organizers, we invite a wide range of contributions and welcome any proposals that help explore the spectrum of concerns of contemporary PR. Please feel free to contact one of us directly if you wish to discuss the relevance of any proposal.

SCIENTIFIC COMMITTEE

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CONFERENCE DEADLINES

To submit an abstract for an individual presentation (abstracts of between 250-300 words) or a panel (3 presenters maximum and overall submission to have 250 word abstract and 3 shorter abstracts up to 200 words each): March 7, 2014

Acceptance notification (by email) will be no later than: March 15, 2014

Early bird payment: March 30, 2014

Submission of selected papers: June 3, 2014

FOR FURTHER INFORMATION

<http://symposia.uoc.edu/prconference>
prconference@uoc.edu

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