

CFP – Special Issue PR Review

Configuring Intelligences for 21C Public Relations



Many in public relations acknowledge the present as a time of rapid change, turbulence, and even transformation. This special issue explores what configurations of knowledge might best prepare the field to meet 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 – most notably Gardner's (2009) own *Five Minds for the Future*. For those who seek reconfigurations or new approaches, we offer the following questions and suggestions – not as any kind of definitive list – but as prompts for a spread of responses:

- 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 the core PR cluster of competencies?
- Other notable intelligences include Competitive Intelligence, Cultural Intelligence, Moral Intelligence, Performing Intelligence, Spiritual Intelligence, Social Intelligence, and Visual Intelligence – are any relevant or essential to contemporary PR?

The editors are keen to invite a wide range of contributions and welcome any proposals that help explore the spectrum of concerns raised by such questions. Proposals addressing – or linked to – the overall theme are warmly invited. Please feel free to contact one of us directly if you wish to discuss the relevance of any proposal.

1. Please let me know if you are interested in making this issue open access or if you would like any information at this stage about discounted bulk orders or any other sponsorship arrangements. We can then prepare a quote for you accordingly.

Timelines

The deadlines associated with your proposed SI will be as follows:

- The submission deadline (the date by which all new papers should be submitted to the editorial system for review): **31st December, 2014**
- The acceptance deadline (the date by which all manuscripts should be fully reviewed and final decisions made on all manuscripts; and those failing to meet the deadline may be excluded): **1 May, 2015**