



RESOURCE

Toward a Dialogic Theory of Public Relations

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Description / Abstract

This essay clarifies the concept of dialogue in public relations. As public relations theory and research move toward a two-way relational communication model, many scholars and practitioners are increasingly using the terms “dialogic” and “dialogue” to describe ethical and practical approaches to public relations. The concept of dialogue is deeply rooted in philosophy and relational communication theory. Its inclusion in the public relations vocabulary is an important step toward understanding how organizations can build relationships that serve both organizational and public interests. This essay traces the roots of dialogue, identifies several over-arching tenets, and provides three ways that organizations can incorporate dialogue into their communication with publics.

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