

e-news 09/08

Dear EUPRERA Member:

A September round up for you: ... *focus on conferences ... call for papers ... focus on research...focus on education ... member news ...*

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Editorial

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Dear Member

We are on the brink of change and there is great excitement but without the involvement of members we will not have enough momentum to push us right up to the edge, where an innovative and energetic organisation like Euprera needs to be!

There is more than one way to help with the push:

1. Come to the General assembly in Milan on the 18th October and vote
2. Use your proxy now, as sent to you by Anne Marie, on the 10th July - this must be returned by the 1st October

If you do neither then you are not really interested, which is a great shame because many of us are determined to equal or even exceed the best PR people and really make a difference. We know that students, teachers, researchers and practitioners need the stimulation of challenging ideas, not just to aspire to but also to adapt, adopt and improve. The energy behind the new structure has put been there to create an organisation that is lighter on its feet but with a wider reach to involve far more members in working on projects, many of which, it is hoped, will keep pushing beyond the boundaries of current thinking. Please join in and vote for the plan!

Sue Wolstenholm
President

Focus on Conferences, Calls for Papers, and Events

Euprera 2008 Congress Open for Registration

Dear Colleagues,

The deadline for the 'early bird' fee (168 euros instead of 228) for the Euprera 2008 Milano Congress is the end of September. If you plan on attending the Congress don't forget to register by September 30th through the website www.euprera2008.com (and don't forget to book at once the hotel since October is a very busy month in Milano).

The complete programme of the Milano Congress is now available on the website www.euprera2008.com. You will find all the papers presented in each parallel session, and the guest speakers in the plenary sessions.

The winners of the Euprera *Jos Willems* awards are:

Bachelor Award to Kayleigh Brennan, "Managing the Rumour Mill: Exploring the Potential for Utilisation of Informal Communication in SMEs from an Internal Communications Perspective", from Leeds Metropolitan University. Tutor: Ryan Bowd.

Masters Award to Stephen Smith, with a work titled "Postmodern public relations and the rise of the corporate blog", from CIPR Diploma at Cambridge Marketing College. Tutor: Heather Yaxley.

Kind regards,

Emanuele Invernizzi, IULM University, & Toni Muzi Falconi, Ferpi

Call For Papers

The 1st International Conference on the Status & Role of Women in PR July 2009- Tehran, Iran

Women's influence on public relations has grown rapidly in recent years. Increasingly, women pr practitioners enter the field or assume leadership and management of public and private companies. This growing trend throughout the world is a manifestation of women's efficiency and their crucial role in pr area.

Public Relations Global Consulting Company (PRGCC) in cooperation with professional association holds "the 1st International Conference on Women's Status and Role in PR" in July 2009 in Tehran.

Purposes of Conference:

- Contribution to studies and clarification of women's character and status in public relations
- Contribution to studies and description of women's achievements and how to use their talents and capabilities in this field
- Contribution to development and promotion of knowledge of public relations and encouraging women pr practitioners in modern standards and methods
- Paving the way for exchanging experience and knowledge in pr industry

- Establishing scientific relations and exchanging ideas among women pr practitioners
- Collecting information and introducing the latest achievements of women in pr
- Holding special meeting and promoting necessary skills for women pr practitioners
- Exchanging successful executive experience and the way for making pr women's achievements practical
- Discussing the problems and challenges of women's active involvement in pr

Conference Programs

- Submitting articles in general and special meetings
- Public and private organizations and companies share their experience in public relations as case studies
- Holding forums for senior managers and experts of organizations and economy entities
- Holding educational workshops on public relations
- Holding exhibitions on companies and organizations' achievements, scientific books and publications, multimedia educational programs, introducing consulting, educational, and research pr institutes
- Holding a clinic on advancing the profession of pr during conference days
- Paying homage to the successful women pr practitioners
- Establishing a data bank for women pr practitioners

The Subject matters

- The status of women in public relations; approaches and achievements
- Women professional law; a survey of women activities in public relations field
- Code of women's rights and responsibilities in public relations
- Women management in public relations; a strategic approach
- Strategic planning of women's issues in public relations
- Characteristics of proper public relations for women
- An introduction of key elements in women involvement in public relations
- Clarification of women's multiple roles in public relations
- Gender-specific behaviors in public relations field
- The role of women in the economy of public relations
- The role of IT in women involvement in public relations
- Public relations and feminine creativity
- Women in the Internet and PR 2.0
- Woman, public relations, and globalization
- Woman, public relations, and entrepreneurship
- Men's trust in women's management in public relations
- Evaluating the status of women in public relations
- Legal and professional hindrance to women involvement in public relations
- Strategies for effective involvement of women in public relations field

Conference Schedule

1	Deadline for submitting abstract and summary description of experience	6 Dec. 2008
2	Notification of abstract acceptance	22 Dec. 2008
3	Deadline for submitting the article and description of experience	21 Jan. 2009
4	Deadline for registration in conference	30 Jan. 2009
5	Deadline for registration in educational workshop	30 Jan. 2009
6	Deadline for registration in exhibition	31 Dec. 2008
7	Deadline for appearance in abstract book	31 Dec. 2008
8	Holding the Conference	July 2009

Any cooperation is welcomed

Considering the importance of public relations and its role in realization of goals of public and private organizations and companies, and its results and consequences, the conference organizers would welcome any advice or suggestion with open arms.

People interested in attending the different committees of conference or special meetings, seminars, and workshops contact us at conference address.

Iran 5th International Conference on Public Relations

"Kargozar Public Relations" institute is going to hold the 5th international conference on Public Relations in coming November. For more info please visit: www.icpr.ir.

Best regards,

[Mehdi Bagherian](#)

Director of Kargozar Public Relations institute

Conference Secretary General

IPRA 2008 World Congress: November 13-15, 2008 - Beijing, China

Building Relationships in the Era of Globalization Transforming International Public Relations; Finding Solutions in Our Interconnected World

Meet leaders in our profession in China and from 50 other countries
The IPRA Public Relations World Congress is the "must-attend" event in international public relations in 2008!

Meet leaders in our profession in China and from 50 other countries. Acquire fresh perspectives, new professional skills and solutions that enable you to adapt and thrive in a world transformed by technology, a global economy and society's new expectations. Register online here <<http://ipra.cmail1.com/l/480269/l/y>>

World Congress Program Highlights

Panellists explore communication with the next generation

Great Hall of the People on Tiananmen Square

-- Venue for the Nov. 14 opening plenary session

The Beijing Olympics

-- The Chinese Olympic Committee chairman on the impact of PR

CEOs of Seven Multinational Agencies

-- Identify trends and strategies for the global marketplace

The Chairman of the Lenovo Group

-- On the role of public relations in his company's global expansion

Academics from Four Continents

-- Developing new talent to meet the demand for professionals

Youth and Global Brands

-- Panellists explore communication with the next generation

Proving Value

-- Get resources that help public relations professionals measure up

Network

-- With colleagues from 50 countries at a dozen different social events and gala dinners

See the entire World Congress Schedule <<http://ipra.cmail1.com/l/480269/l/6>>

Book Directly with the Beijing Friendship Hotel:

The Beijing Friendship Hotel, one of the largest garden-style hotels in Asia, is the venue for the IPRA World Congress. Located in the Zhongguancun Hi-Tech Zone and landscaped in traditional Chinese garden style, the Beijing Friendship Hotel is near many famous tourist sites including the Summer Palace.

Book accommodations online <<http://ipra.cmail1.com/l/480269/l/4>>

For more information, visit www.ipraworldcongress.org

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7th Biennial PACA Conference 2009
International Conference of Pacific and Asian Communication Association (PACA)
10-12 January 2009, Kuala Lumpur, Malaysia

“Communication encounters Across Cultures”

For details and the call for papers please visit the PACA 2009 website:

<http://www.fbmk.upm.edu.my/paca2009/>

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Call For Papers

The UNESCO Chair “Communication and Public Relations” of the Faculty of Journalism and Mass Communication (FJMC) of Sofia University “St. Kliment Ohridski” has the pleasure to invite you for participation in the XI-th International scientific conference **“Dialog with the other : Balkan’s dimensions of the European Identity”**, which is to be held on the 14th and 15th of November 2008 in Sofia, Bulgaria.

The conference will be dedicated to the 120 anniversary of the Sofia University and to the European year of intercultural dialogue 2008 . The UNESCO Chair “Communication and Public Relations” of the Faculty of Journalism and Mass Communication organizes the conference in cooperation with the Bulgarian National Commission of UNESCO..

Your paper will be taken in following sessions and panel discussions:

1. New approaches to the European cultural diversity;
2. The Balkans as a crossroads of identities;
3. Europe’s and Balkan’s Images in Media, PR and Advertising;
4. Communication strategies for promotion of the Balkan’s cultural heritage.

Please, send your paper till 10 of October 2008 to the address fzmk@abv.bg

The official languages of the conference will be Bulgarian and English.

In the frame of the conference, at 14 of November 2008 will take place the second working meeting for establishing of BALKANCOM – a net of departments and chairs on communication in Balkan countries as a future part of world net of UNESCO chairs on communication and PR ORBICOM (www.orbicom.uqam.ca).

Please, take with you the official document as a representative of your chair/department if it will join to BALKANCOM as “institutional member”.

We are very sorry but due to the limited budgetary resources of the Faculty of Journalism and Mass Communication, we would not be in a position to cover any travelling, accommodation and daily expenses of the participants.

We hope to have the pleasure to meet you in November 2008 in Bulgaria.

Yours sincerely:

Assoc. Prof. Dr. Totka Monova,
Dean of the FJMC

Assoc. Prof. Dr. Minka Zlateva,
Board's member of ORBICOM,
Chairwoman of the Executive committee



Call For Articles



Dear All,

This spring a new mini-journal "Discourse Pi" in English was launched. There has been a successful variant of this journal that is published in Russian, published for some time beforehand. I am the editor of the English-language journal.

The journal, which is published in Ekaterinburg, Russia, covers various actual topics in the mass media sphere, the inaugural publication covers the issue of how identity is covered in and through the mass media. In the next issue, it shall cover the subject of how mass media and modern warfare interact. It is anticipated that this issue will be published in the late autumn.

Each journal is made up of seven short articles, which are written by journalists, academics and people from various NGOs that work in the field. It is the endeavour of the journal to provide a wide a number of viewpoints as possible on each issue covered.

This journal is a well-rounded publication, which is not only highly suited to students due to compact nature and rich information, but is equally useful to a much wider readership.

Any potential contributors to the next issue are most welcome to write to me at greg.simons@eurasia.uu.se or greg.simons@fhs.se.

If you would like a copy of the journal, each journal is set at the equivalent of 6 euro. This includes postage and handling.

Best regards,
Greg Simons

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Appel à proposition d'articles

Études de communication numéro 32, été 2009.

L'activité aux prises avec des systèmes ou dispositifs d'information

Coordination : Brigitte Guyot

L'activité professionnelle tourne autour du « dire » et du « faire », les façons de faire et des façons de dire ce qu'on fait étant étroitement imbriquées : avec soi-même (pour se représenter son action, la nommer ou l'organiser) et avec les autres, pour qu'ils comprennent ce qu'on fait. Une telle dialectique met en œuvre, conjointement, des grammaires d'action et des « actes d'énonciation des savoirs » (Pene), ceux qu'on possède et ceux qu'on utilise ou qu'on va chercher. Aujourd'hui, ce « capital

immatériel » fait l'objet d'une attention accrue de la part des décideurs, qui le considèrent comme un facteur d'innovation organisationnelle et un atout économique. Cette « vie avec l'information » concerne l'organisation du travail, la socialisation technique et la connaissance des systèmes, en lien avec les stratégies d'acteurs. La sociologie du travail et les sciences de gestion ont surtout abordé ces questions sous l'angle de l'usage d'outils ; l'approche communicationnelle approfondit plus spécifiquement le rapport des individus aux dispositifs et leurs rapports lorsqu'ils sont outillés. Nous pensons que se focaliser sur l'activité dans et autour de systèmes d'information, permet d'étudier des espaces en re-déploiement, des recompositions, des tensions entre acteurs, qui reconfigurent de nouvelles proximités et modes d'échanges. D'une certaine façon nous cherchons à travailler un des ponts entre sciences de l'information et de la communication.

Les contributions attendues pour ce numéro devraient mettre en relation les façons de travailler ou de s'agencer aux autres lorsque des dispositifs ou systèmes d'information sont mobilisés ; il s'agit d'éclairer ce qui se passe lorsqu'on entre, qu'on circule ou qu'on sort de ces espaces de travail plus ou moins partagés et censés faire circuler l'information qu'on possède, qu'on prête, qu'on organise ou qu'on est sommé de structurer pour la rendre exploitable par des personnes éloignées.

Ce numéro souhaite voir approfondir plusieurs pistes :

- comment s'effectue l'encadrement des façons d'être aux autres lorsque des dispositifs tendent à les formaliser ou normaliser ? En quoi l'activité et les relations de travail sont-elles transformées ? On attend des exemples de ce qu'il advient quand les individus sont incités à publier sur une plate-forme collective, à faire circuler l'information dont ils sont porteurs, à être désignés (parfois à leur corps défendant) comme experts à partir des traces qu'ils ont laissées en consultant une banque de données ou l'Intranet...
- la transformation des rapports de force ou de l'exercice du pouvoir, au sein de ces espaces jusque là largement informels : quelle marge d'auto-contrôle, voire d'auto-censure se développent dans ces procédures d'échanges et de production d'informations ? à l'inverse, comment reconnaît-on et valorise-t-on cette activité invisible, dont le poids ne cesse de grandir, longtemps laissée à l'initiative de chacun mais en passe de devenir prescrite ?
- quelles sont les nouvelles compétences informationnelles exigées, que ce soit pour écrire, rechercher ou gérer des données de tout ordre, produites en tout point de l'organisation et rendues disponibles par des dispositifs de plus en plus conséquents dont il s'agit alors de connaître les règles (de production, de validation, d'usage) pour une exploitation optimale ?
- que peut-on dire de la charge cognitive mobilisée pour exploiter des dispositifs d'assistance, de reporting, ou d'extractions de données ? comment s'effectuent ces réécritures individuelles lorsqu'elles deviennent de plus en plus collectivement assumées ?

C'est prendre en compte ces actes de langages discrets et multiformes qui s'expriment au sein de ces nouveaux systèmes d'écriture et de communication, dans des modes d'exploitation, de personnalisation en situation ; c'est alors l'occasion de réinterroger des concepts comme l'appropriation, la production documentaire professionnelle, l'interfaçage, dans un souci d'élargir la notion de système d'information pouvant alors être entendu comme un cadrage de situation.

Mots clés : système d'écriture, construction de sens, exploitation de données, actes de langage, normalisation, espaces de travail, activité professionnelle, système d'information.

Propositions attendues pour fin octobre 2008 : proposition de 3000 signes environ à envoyer à brigitte.guyot@cnam.fr.

Réponse du comité de rédaction mi-novembre 2008.

Articles définitifs soumis au comité de lecture fin mars 2009. Publication été 2009.

Focus on Education

Burson-Marsteller steps up corporate partnership with University of Lugano's MScom

Lugano, Switzerland, September 8, 2008 - Burson-Marsteller has stepped up its corporate partnership with the University of Lugano's Executive Master of Science in Communication Management (MScom) Program. Under the expanded partnership agreement, Burson-Marsteller will provide general support to the Executive MScom Program and its Alumni Association. The agreement becomes effective as of January 2009.

Since 1999, Burson-Marsteller has sponsored the Burson-Marsteller Award for Academic Excellence, a CHF 10,000 prize conferred to the MScom diploma project team with the highest grade for its project. In addition, the company has supported the MScom Excellence-in-communications Lecture Series in Zurich and the MScom Geneva Communications Forum.

"This is an important moment for MScom and the MScom Alumni Association," said Nina Volles, Managing Director of MScom. "Our alumni association is an integral part of the MScom experience, both during the program and after graduation, providing our participants the long-term benefit of a broad and active professional network."

"Having the support of Burson-Marsteller will provide the MScom Alumni Association with the financial resources to enhance our offerings to the members," said Martin Fricker, President of the MScom Alumni Association.

Further, Volles said, Burson-Marsteller's expanded support for the Executive MScom Program will strengthen the program's link to the corporate world and agencies. "Burson-Marsteller is one of the world's leading public relations agencies and there is no question that our program benefits from the association with such an esteemed agency," she said. "Over the past 10 years, MScom has benefited from Burson-Marsteller's support, from building our professional development events in Zurich and Geneva to strengthening the overall profile of MScom."

Roman Geiser, CEO of Burson-Marsteller Switzerland said, the expanded partnership agreement becomes effective in 2009 and is evidence of his company's confidence in MScom. "The Executive MScom Program truly has contributed not only to bringing the latest knowledge in communications management to the field, but also to driving the agenda in educating PR professionals in the area of strategic communications, which we consider to be a core competency".

"We are proud to strengthen our link with MScom," Geiser said. "In fact, a couple of MScom graduates now work in key positions within our company."

About the MScom Program at University of Lugano

The Executive Master of Science in Communications Management (MScM) is a part-time, postgraduate program for experienced communications professionals. Courses are conducted in English over a 21-month period. Classes are held every other month for seven consecutive days. Based at the University of Lugano in Switzerland, the MScM Program cooperates with Copenhagen Business School on program content and joint sessions, including a summer session at the UCLA Anderson School of Management, Los Angeles, one of the leading business schools in the US. An international faculty of more than 30 professors from renowned institutions around the world ensures the program's academic excellence and its multinational orientation.

Contacts:

Università della Svizzera italiana

Executive MScM Program

Nina Volles Bird, Managing Director

Phone +41 (0)58 666 46 02

E-Mail nina.volles@lu.unisi.ch - Website www.mscom.unisi.ch

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Focus on Research

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Leeds Metropolitan University Proposal for diversity research in the UK PR profession wins ESRC funding

A proposal for exploratory research on the experiences of Black and ethnic minority PR practitioners in the UK profession has won significant funding from the UK's Economic and Social Research Council (ESRC). The research will be conducted by Dr Lee Edwards, Senior Lecturer in Leeds Metropolitan University's PR and Communications department. She explained the background to the project: "The level of diversity in public relations in the UK is currently very low and little is known about the lives and experiences of PR practitioners from minority ethnic groups or other diverse backgrounds. Recent research has found that the main body of practitioners themselves may be very homogenous – they have very similar class and educational backgrounds, similar tastes in cultural and social activities and are positioned among the more elite groups in society. The project will investigate what life as a PR professional might be like for someone who is 'different' from this norm and how those experiences might affect entry, career progression and/or retention among these individuals."

The project will commence on 1 December this year and run for 12 months. "Public funding for significant studies on the PR profession is badly needed, because of the social and cultural impact of the profession on the world around us," argued Lee. "We're delighted that the quality of this proposal has been recognised by the ESRC; it will make it possible to carry out work that we hope will break new ground in this area of scholarship."

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Echo Research Sustainability Survey – please participate!

Echo Research invites you to take part in the 2008 Echo Sustainability Survey - a very brief on-line poll designed to gauge the climate of opinion among some top influencers, such as yourselves.

The Survey should take no more than five minutes of your time. The findings will be announced at the 2008 Echo Summit on 8th October and subsequently via our website. All your responses will remain strictly confidential.

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As a 'thank you' for your participation, we will donate £1 for every completed survey to WaterAid, an international charity enabling the world's poorest people to gain access to safe water, sanitation and hygiene education.

Please take a few minutes to complete it. Simply use the following link (and if it doesn't work simply copy and past the internet address into your browser):

<http://www2.echoresearch.com/surveys/sustain/sustain.htm>

We really appreciate your time. With thanks and best wishes
Echo Research

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Latest instalment from the Swedish 'Business Effective Communication' research project

The 13th reflection from the research project 'Business Effective Communication' is now available: The Value-Creating Brand Strategy – by Frans Melin, Brand Strategy AB, and Sven Hamrefors, Stockholm School of Economics / Mälardalen University.

To find out more about this research project and to access the research report please go to: <http://www.informationsforeningen.se/in-english/research-statistics/business-effective-communication.aspx>

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Focus on Members

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Request from Spain:

We are looking for a highly recommended public relations consultancy which can manage pan-European communication for a new Circle and Flamenco dance company - please forward any suggestions to Angeles Moreno at gmorenofdez@yahoo.es .

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News from France

Chères Collègues, Chers Collègues,

Pour faire suite à notre mail du 20 juillet dernier, nous vous confirmons la tenue de notre première journée de travail à Paris, le JEUDI 09 OCTOBRE prochain. La réunion se tiendra à la MAISON DE SCIENCES DE L'HOMME DE PARIS NORD (salle communiquée ultérieurement). De 10H00 à 16H30.

Le principe reste le même que celui adopté jusqu'à présent : nous accueillons le matin un invité qui présente un ouvrage, et l'après-midi un autre invité intervient, cette fois sur le thème de notre séminaire en cours consacré à la thématique du "Sujet, individu" dans nos recherches.

Pour le séminaire du 9 octobre, nous avons le plaisir d'accueillir :

-le matin, 10h00 12H30, Stéphane Olivesi, Pr à l'Université de Lyon 2, qui interviendra autour de son ouvrage réédité en 2006 aux PUG "La communication au travail". Il s'agira pour lui non pas de résumer le contenu de son ouvrage mais de reprendre, d'explicitier sa problématique de départ, les postulats théoriques qui la sous-

tendent, et de dégager à la fois des axes de recherche et des thématiques de réflexion qui lui paraissent toujours actuels et pertinents.

-l'après-midi, 14H15 16H30, Michel Durampart, de l'Université de Paris 13, qui interviendra sur notre thématique actuelle de travail : "Sujet, Individu, en lien avec les organisations". En écho avec les autres interventions qui ont pu avoir lieu déjà dans le groupe org&co sur ce thème, il travaillera sur : "L'acteur/sujet dans les organisations face à la coopération liée aux TIC : une dichotomie constante entre individualisation et implication dans un collectif".

Nous les remercions d'avoir accepté notre invitation à débattre ensemble.
Bien amicalement
Catherine Loneux et Bertrand Parent

Nous vous prions de bien vouloir noter les dates de réunion de notre groupe :

JEUDI 09 OCTOBRE, Paris
JEUDI 11 DECEMBRE, Paris
JEUDI 05 FEVRIER, Paris
JEUDI 02 AVRIL, Paris
JEUDI 11 et VENDREDI 12 JUIN: Colloque Jeunes chercheurs, Rennes

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Up date on Liz Yeomans, Leeds Metropolitan University

Liz Yeomans, Principal Lecturer in Public Relations and Communications, at Leeds Business School, Leeds Metropolitan University has been appointed Subject Group Leader. She takes over responsibility for the Group from Professor Ralph Tench who will continue to be an active member of the Subject Group while concentrating on his professorial, research focused role. Ralph has led the Public Relations and Communications Subject Group for ten years since 1998 and in that time has overseen the course portfolio expansion along with the development of research and consultancy interests. The Public Relations and Communications group now has one of the largest teaching faculties in Europe and a course portfolio which includes professional courses, undergraduate, postgraduate and doctoral programmes (www.leedsmet.ac.uk/lbs/research/themes/public_relations/index.htm).

Liz joined Leeds Business School in 1994 when there were 160 bachelors students in public relations. Since then she has contributed towards the development and management of the area, especially post-experience and postgraduate courses, including a part-time MSc in Corporate Communications. Liz's management experience was broadened recently when she took on a temporary role managing the Economics and International Business subject group within Leeds Business School. Liz continues to pursue her diverse research and writing interests and is currently working on the 2nd edition of *Exploring Public Relations* with Ralph Tench. Liz said:

"I look forward to the challenge of moving the subject group forward, continuing our reputation for teaching excellence and innovation, while further developing individual research and consultancy expertise."

In addition to the new role for Liz, the Centre for Public Relations Studies, which works alongside the Public Relations Subject Group and delivers research and training for the UK government and other organisations, has recently appointed a new director, Paul Willis. Paul, who was Deputy Managing Director of Ptarmigan Consultants in Leeds,

joins Professor Anne Gregory in the Centre. Both the Public Relations and Communications Subject Group and the Centre for Public Relations Studies will be relocating to a new purpose built Business School, The Rose Bowl, in September 2009 (<http://www.leedsmet.ac.uk/lbs/rosebowl.htm>)

Focus on New Books

La mise en culture des territoires Nouvelles formes de culture événementielle et initiatives des collectivités locales

Ouvrage coordonné par : Violaine Appel, Cécile Bando, Hélène Boulanger, Gaëlle Crenn, Valérie Croissant, Bénédicte Toullec

Les collectivités locales développent désormais de nouvelles stratégies dans le domaine culturel qui mobilisent des acteurs divers (institutions, organismes, groupes sociaux...) et sont marquées notamment par la création d'événements culturels d'ampleur aux temporalités variables. Ces institutions sont ainsi initiatrices d'un processus de culturalisation des territoires qui engage à la fois de nouveaux modes de mobilisation des acteurs territoriaux, initie des rapports d'organisation et de coopération différents, et donne naissance à des manifestations culturelles atypiques. Les formes d'attachement aux territoires sont ainsi redéfinies par les initiateurs et appropriées par les populations. Quelles transformations apportent ces manifestations culturelles événementielles dans l'organisation et la gestion des politiques culturelles locales? Leur multiplication ces dernières années modifie-t-elle en profondeur le paysage culturel? Quel rôle jouent-elles dans la (re)construction d'un territoire? Quelles sont leurs limites esthétiques, politiques et économiques? Les éclairages apportés dans cet ouvrage permettent de mieux comprendre et d'analyser ces formes contemporaines de culture événementielle. Il est coordonné par des chercheuses qui depuis plusieurs années sont fédérées autour d'un objet de recherche commun : les années culturelles thématiques. Nancy: Presses universitaires de Nancy, août 2008, 276 pages

ISBN-10 2-86480-898-6 ISBN-13 978-2-86480-898-5

€20.00

Achat sur le site <http://www.lcdpu.fr>

Best wishes

Violaine APPEL

Exploring Public Relations is translated into Dutch!

Exploring Public Relations is edited by Professor Ralph Tench and Liz Yeomans from Leeds Business School and was first published in 2006 by FT Pearson Education. The book has established itself as one of the leading public relations textbooks with significant sales in Europe, Asia, Africa, Australia and North America, particularly Canada.

Reflecting this popularity and success the book has recently been edited and translated into Dutch. The new book 'Organisatie Communicatie' was published in June 2008 by Pearson Education Benelux and translated by academics Kees Van Den Brink and Arno Van Doorn.

Complimenting the original book and describing why they wanted a translation and edited version for their own education system the two Dutch academics said in their introduction:

“When the book (*Exploring Public Relations*) came out, it was hailed as an important contribution to the existing literature for a variety of reasons. First, the editors Tench and Yeomans succeeded in providing high level, consistent insight into the field of public relations and communication management. Second, the authors cleverly kept a fine balance in the level of knowledge. Third, the reader is familiarised with the international forums available in this field. Fourth, the authors have succeeded in forging the link to case studies, which are always concerned with the practical application of strategic communication management. All in all, this book offers an up-to-date view and enrichment of the specialised literature.

“Thanks to the consistent editorial line, the somewhat abstract concepts at management level, which are often difficult at the outset, become ever clearer in the course of the chapters. The result is that the subject becomes increasingly understandable, so the book enables everyone gradually to master the field at management level.”

As well as developing on line resources in the past few months, Ralph Tench and Liz Yeomans are currently working with members of the Public Relations and Communications Subject team to update the book for a second edition which is due out in 2009.

For further information contact:

Professor Ralph Tench

**Leeds Business School - Leeds Metropolitan University
Leeds LS6 3QS**

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Fax: + 44 (0)113 812 7507

Email: r.tench@leedsmet.ac.uk - **Web:** www.leedsmet.ac.uk/lbs

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Thank you for sharing your news items.

The December issue will be the last e-newsletter as the Euprera website is already up and running ready for your direct posts regarding news, education, research, etc!

Also, as of the 29th September I am joining the University of Stirling’s Department of Film, Media & Journalism – until I have my Stirling email address sorted out you can reach me on Julia.Jahansoozi@googlemail.com

Best wishes,

Julia Jahansoozi

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