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Title: Communication between organization and surprise – cultural values in professionalisation of PR

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By Univ. Prof. Dr. Thomas A. Bauer

1. Diversity of Culture – Culture of Diversity:

Public Relation is social practice of communication – and because of that at the same time: social practice of culture. Cultures generate by social practice within frames of common history, common fate, common values, and common orientations in social interaction. Cultures are the framework of observation and control of understanding, credibility, and connecting social effects. Truth has a cultural face. Understanding is a cultural practice. What is true in the framework of one culture must (can) not be the same for another cultural territory. To understand or to be understood always happens in reference to cultural programs and models of reality.

2. Observation of Culture – Culture of Observation:

Comparative reflection (critical observation) on culture of PR – in order to understand and to learn from each other - provokes (demands) to reflect on culture of observation (reflection) : points of view, points of interest – in the final analysis: to reflect on own concepts of communication of culture and of culture of communication in PR contexts.

3. Understanding (of) Communication – Communication on Understanding:

The potential of communication is constructive, is

- not only understanding (knowledge) in form of integrating new information in an already existing system of experience (organizational resource of communication) –
- but is more: building knowledge in form of creating new frames of reality (difference and surprise as a resource of communication).

To understand the potential of communication in creating social sense (social aesthetics of sharing experience and meaning) we need to communicate (an open dialogue) on cultural concepts of understanding. A change of paradigms in that question makes sense, both in theory AND in practice (professionalisation of PR)

- from transport-models to models of constructive appropriation of reality: communication as open source instead of defined flow
- from hardware to software: communication as resource of making sense through difference: uncountable / open, un-finalizable / work in progress, increasing complexity / multi-optional, uncertainty / challenge of difference)
- from technical models of success to cultural models of sharing experience.

4. PR : Organization of Communication – Communication of organization

Based on scientifically reflected analysis of communication:

- organization of difference . culture of diversity
- from workshop of tools to discourse managing (agency model)

5. Cultural comparison – From comparative learning to inter-learning development

Comparison on level of directional grade - assuming there is an independent ideal of best practice, which can be reached by advance:

- Eastern style: PR as persuasive journalism?
- Western style: PR as persuasive marketing?

Development by inter-cultural learning partnerships - regarding the challenge of topics, not the perfection of professional tools:

- transversal topics (crossing all types of organizations, companies, institutions, civil society
- cultural autonomy – culture of diversity in organizational communications.