

Negrine the political communication reader Workbook

Negrine the Political Communication Reader: A Comprehensive Guide to Its Significance and Content

In the realm of political communication studies, **Negrine the political communication reader** stands out as a foundational resource for students, scholars, and practitioners alike. This carefully curated compilation offers a comprehensive overview of the theories, concepts, and case studies that shape contemporary understanding of how politics and communication intertwine. Whether you are new to the field or an experienced researcher, this reader provides valuable insights into the dynamics of political messaging, media influence, and public engagement, making it an essential tool for academic and professional pursuits.

Overview of Negrine the Political Communication Reader

What is the Political Communication Reader?

The *Political Communication Reader* is an anthology that brings together seminal and contemporary writings on how political messages are crafted, disseminated, and received. Edited by renowned scholars, it aims to foster critical understanding of the communication processes underpinning political life. The reader typically includes:

- Key theoretical frameworks
- Historical case studies
- Analyses of media strategies
- Discussions on new digital platforms
- Ethical considerations in political messaging

Why Is Negrine's Version Unique?

Negrine's edition distinguishes itself through:

- Its broad chronological scope, covering foundational theories to current trends
- Integration of diverse perspectives from different cultural and political contexts
- Focus on the evolution of media technologies and their impact on politics

- Inclusion of interdisciplinary approaches, blending communication studies, political science, and media studies

Core Themes in Negrine's Political Communication Reader

1. Theories of Political Communication

Understanding the theoretical underpinnings is crucial for analyzing how political messages function. The reader covers:

- **Agenda-Setting Theory:** How media influence what issues are considered important
- **Framing Theory:** How media present issues to shape public perception
- **Priming:** Media's role in preparing the public to evaluate political figures and policies
- **Spiral of Silence:** The phenomenon where minority opinions go unspoken due to fear of isolation
- **Political Economy:** The influence of economic interests and media ownership on political messaging

2. Media and Political Campaigns

Campaign strategies have evolved dramatically, and the reader explores:

- Traditional media's role in candidate promotion
- Television debates and their impact on voter behavior
- Advertising techniques and message framing
- Use of social media platforms for grassroots mobilization
- Case studies of successful and failed campaigns

3. Media Ethics and Regulation

Ethical considerations are central to responsible political communication. Topics include:

- Fairness and accuracy in reporting
- Manipulation and misinformation
- Regulatory frameworks and their effectiveness
- Role of fact-checking organizations
- Ethical dilemmas faced by political communicators

4. Digital and Social Media in Politics

The digital revolution has transformed political engagement. The reader discusses:

- Emergence of social media as a campaign tool
- Virality and meme culture in political discourse
- Data analytics and targeted advertising
- Challenges of misinformation and fake news
- Privacy concerns and surveillance

5. Public Opinion and Political Engagement

Understanding how citizens form opinions is vital. The reader examines:

- Public opinion polls and their reliability
- Citizen participation in digital spaces
- Factors influencing political engagement
- Role of activism and social movements
- Impact of political communication on democratic processes

Key Benefits of Using Negrine's Political Communication Reader

1. Extensive Coverage of Topics

The reader covers a wide spectrum—from classical theories to cutting-edge digital trends—making it suitable for varied academic needs.

2. Critical Analytical Framework

Readers are encouraged to think critically about media messages, their purposes, and their effects on society.

3. Diverse Perspectives

Inclusion of international case studies and perspectives fosters a global understanding of political communication.

4. Up-to-Date Content

The edition incorporates recent developments, ensuring relevance in a rapidly changing media landscape.

5. Academic Rigor and Accessibility

The material balances scholarly depth with readability, catering to students and professionals alike.

How to Maximize the Use of Negrine?s Political Communication Reader

1. For Academic Study

- Use as a core textbook for courses in political communication, media studies, or political science.
- Supplement with case studies and current events for practical understanding.
- Engage with discussion questions and critical essays included in the chapters.

2. For Professional Practice

- Reference theories to design effective political campaigns.
- Analyze media strategies used by political entities.
- Stay informed on ethical standards and emerging digital trends.

3. For Research Purposes

- Identify gaps in existing literature.
- Use case studies as a basis for comparative analysis.
- Explore interdisciplinary approaches for comprehensive insights.

Conclusion: The Significance of Negrine?s Political Communication Reader

In sum, **Negrine the political communication reader** remains an invaluable resource for anyone interested in understanding the complex relationship between politics and media. Its comprehensive coverage, diverse perspectives, and critical approach equip readers with the tools needed to analyze, evaluate, and craft effective political messages. As media landscapes continue to evolve, staying informed through such foundational texts ensures that scholars and practitioners can adapt and innovate in their respective fields. Whether for academic pursuits, professional development, or

personal interest, this reader offers a thorough grounding in the principles and practices of political communication, making it a must-have in the toolkit of contemporary political analysis.

Negrine the Political Communication Reader: An In-Depth Review and Critical Analysis

In the rapidly evolving landscape of political discourse, understanding the mechanisms, strategies, and theories behind effective communication has become more vital than ever. Among the seminal texts that have shaped academic and practical approaches to this field, Negrine the Political Communication Reader stands out as a comprehensive and influential resource. This long-form review aims to dissect the significance, structure, and scholarly contributions of this pivotal publication, providing insights for academics, students, and practitioners alike.

Introduction: The Significance of Negrine the Political Communication Reader

The realm of political communication has witnessed dramatic shifts over the past few decades, driven by technological advances, changing media landscapes, and evolving voter behaviors. As such, scholars and practitioners require a robust compendium that encapsulates critical theories, case studies, and methodological approaches. Negrine the Political Communication Reader serves this purpose, acting as both a foundational textbook and a reference guide.

Edited by Chris Negrine, a respected figure in the field, the reader consolidates a diverse array of scholarly contributions, offering a panoramic view of political communication's complexities. Its importance lies not only in its breadth but also in its capacity to bridge theoretical insights with real-world applications.

Overview of the Book's Structure and Content

Negrine the Political Communication Reader is organized into thematic sections, each addressing key dimensions of the discipline. These sections are designed to guide readers through the historical development, core theories, contemporary issues, and future challenges of political communication.

Part I: Foundations and Historical Contexts

This initial section provides an overview of the origins of political communication, tracing its evolution from early propaganda to modern media strategies. It includes seminal essays on:

- The rise of mass media and its impact on political processes
- The development of political advertising

- The role of political campaigns in shaping public opinion

Part II: Theoretical Frameworks and Methodologies

Here, the reader delves into the core theories underpinning political communication, such as:

- Agenda-setting theory
- Framing and priming
- Spiral of silence
- Audience reception theories

It also discusses methodological approaches, including content analysis, discourse analysis, and ethnographic studies, equipping readers with tools to critically assess political messages.

Part III: Media and Politics in Contemporary Society

This section focuses on the transformation of political communication in the digital age, covering topics such as:

- Social media and citizen engagement
- Fake news and misinformation
- Digital campaigning and micro-targeting
- The role of traditional vs. new media

Part IV: Case Studies and Applied Perspectives

The final part offers real-world examples illustrating theoretical concepts, including analyses of recent elections, political scandals, and social movements. It emphasizes the practical implications of communication strategies and the ethical considerations involved.

Critical Appraisal of Content and Scholarly Rigor

Negrine the Political Communication Reader is distinguished by its scholarly depth and balanced presentation. The editors have curated contributions from leading academics, ensuring that each chapter provides both a solid theoretical foundation and critical analysis.

Strengths include:

- **Diverse Perspectives:** The book features international case studies and a variety of theoretical viewpoints, fostering a comprehensive understanding.
- **Timeliness:** The inclusion of recent developments, especially in digital media, makes it relevant for current debates.
- **Interdisciplinary Approach:** It integrates insights from political science, media studies, sociology, and communication theory.

However, some critics argue that certain sections could benefit from more depth in emerging areas like artificial intelligence in political messaging or the impact of algorithms on public discourse. Additionally, while the breadth is impressive, the density of material may be challenging for newcomers.

Impact on Academic and Practical Fields

Since its publication, *Negrine the Political Communication Reader* has served as a foundational text in university courses worldwide. Its comprehensive nature makes it suitable for both undergraduate and postgraduate levels, often forming the core reading in courses on political communication, media studies, and related disciplines.

Practitioners, including political strategists and campaign managers, have also drawn upon its insights to refine messaging strategies and understand media dynamics. The case studies, in particular, have been cited in professional training and seminars as illustrative examples of effective and ineffective communication.

Critical Perspectives and Limitations

While the book is widely praised, no scholarly work is without limitations. Some points of critique include:

- **Eurocentric Bias:** A significant portion of the case studies and theoretical frameworks are rooted in Western political contexts, potentially limiting applicability in non-Western settings.
- **Rapid Technological Changes:** Given the pace of digital innovation, some content may quickly become outdated, necessitating continual updates.
- **Overemphasis on Traditional Media:** Despite sections on digital media, some critics feel the coverage does not fully capture the disruptive potential of emerging technologies like AI-driven content creation.

These critiques underscore the need for future editions to incorporate more diverse perspectives and emerging trends.

Conclusion: The Enduring Relevance of Negrine the Political Communication Reader

Negrine the Political Communication Reader remains a cornerstone reference in the field, offering an invaluable synthesis of theory, practice, and case-based analysis. Its comprehensive scope makes it an indispensable resource for anyone seeking to understand the intricacies of political messaging, media influence, and public engagement.

As political landscapes continue to evolve amidst technological upheavals and societal shifts, the foundational insights provided by this reader serve as a critical guide. For scholars and practitioners committed to deciphering the complexities of modern political communication, Negrine provides both a rigorous academic framework and a practical toolkit.

In sum, the reader's enduring relevance lies in its ability to contextualize contemporary challenges within a rich historical and theoretical framework, fostering a nuanced understanding that is essential for navigating the future of political communication.

Final Verdict:

Negrine the Political Communication Reader is an authoritative, well-curated, and scholarly essential for those aiming to deepen their understanding of political communication. Its balanced approach and comprehensive coverage make it a must-have in academic libraries and a valuable guide for practitioners seeking to adapt to an ever-changing media environment.

Question What is 'Negrine the Political Communication Reader' primarily about? 'Negrine the Political Communication Reader' is a comprehensive compilation that explores key theories, concepts, and debates in the field of political communication, providing students and scholars with foundational and contemporary perspectives. **Answer** Who is the author of 'Negrine the Political Communication Reader'? The book is edited by Chris Negrine, a renowned scholar in political communication, who curates and oversees the compilation of essential texts and research in the field. How does 'Negrine the Political Communication Reader' contribute to understanding current political debates? The reader offers critical insights into how media, technology, and rhetoric influence political processes, helping readers analyze contemporary issues like populism, digital campaigning, and media polarization. Is 'Negrine the Political Communication Reader' suitable for beginners or advanced students? The book is suitable for both; it provides foundational theories for newcomers and includes advanced discussions and case studies for experienced students and scholars. What are some key themes covered in 'Negrine the Political Communication Reader'? Key themes include political discourse, media influence, propaganda, electoral communication, digital politics, and the role of social media in shaping public opinion. Can 'Negrine the Political Communication Reader' be used as a textbook for academic courses? Yes, it is widely used as a core textbook in university courses on political communication, media studies, and related

disciplines. Does the reader include recent research and case studies relevant to today's political landscape? Yes, the latest editions incorporate contemporary case studies and recent research, reflecting current trends such as online misinformation, political bots, and social media activism. Where can I access 'Negrine the Political Communication Reader'? The book is available through academic publishers, university libraries, and online bookstores. Some editions may also be accessible via digital academic platforms and e-books.

Related keywords: political communication, media studies, political science, rhetoric, public opinion, political discourse, communication theory, media literacy, political campaigns, persuasive communication

Organizational Communication Katherine Miller

organizational communication Katherine Miller is a pivotal topic in the realm of management and communication studies, exploring how organizations facilitate and manage information flow among members to achieve strategic goals. Katherine Miller, a renowned scholar in the field, has significantly contributed to understanding the complexities of organizational communication, emphasizing its importance in fostering effective teamwork, leadership, and organizational culture. This article provides a comprehensive overview of organizational communication according to Katherine Miller's perspectives, including key concepts, models, and practical applications.

Understanding Organizational Communication

Organizational communication refers to the exchange of information within an organization, encompassing formal and informal channels. It plays a vital role in establishing a cohesive work environment, promoting transparency, and enhancing productivity.

Definition and Significance

- Definition: Organizational communication involves the transmission of messages among members of an organization to coordinate activities, share information, and build relationships.
- Significance: Effective communication is linked to improved decision-making, employee satisfaction, and organizational success.

Components of Organizational Communication

- Formal Communication: Official channels such as memos, reports, meetings, and policies.
- Informal Communication: Casual interactions like water-cooler talks and social media exchanges.
- Downward Communication: From management to employees.
- Upward Communication: From employees to management.
- Horizontal Communication: Among peers or departments.

Katherine Miller's Perspective on Organizational Communication

Katherine Miller's work emphasizes the dynamic and multifaceted nature of organizational communication. Her approach integrates theoretical frameworks with practical insights to understand how communication shapes organizational life.

Theoretical Foundations

Miller draws upon several communication theories, including:

- Systems Theory: Viewing organizations as interconnected systems where communication links various parts.
- Symbolic Convergence Theory: How shared narratives and stories create a unified organizational culture.
- Network Theory: Understanding communication flow through social network analysis.

Key Concepts in Miller's Framework

- Communication Climate: The overall emotional tone of communication within the organization.
- Organizational Culture: Shared values, beliefs, and norms influencing communication behaviors.
- Power and Politics: How authority and influence affect message dissemination.
- Leadership Communication: The role of leaders in shaping organizational narratives and motivating employees.

Models of Organizational Communication in Katherine Miller's Work

Miller discusses various models that explain how communication operates within organizations.

Classical Models

- Linear Model: Focuses on one-way communication, such as directives from managers.

- Transmission Model: Emphasizes message delivery from sender to receiver.

Contemporary Models

- Transactional Model: Recognizes communication as a two-way process involving feedback.
- Network Model: Highlights the importance of social networks and informal channels.

Interactive and Systemic Models

- These models account for context, culture, and multiple channels influencing communication flow.

Effective Organizational Communication Strategies

Implementing effective communication strategies is essential for organizational success. Katherine Miller advocates for approaches that foster clarity, openness, and engagement.

Strategies for Enhancing Communication

- Promote Transparency: Share information openly to build trust.
- Encourage Feedback: Create channels for employees to voice opinions and concerns.
- Utilize Multiple Channels: Combine face-to-face, digital, and written communication.
- Tailor Messages: Customize communication based on audience needs.
- Develop Leadership Skills: Train managers in effective communication and active listening.
- Foster a Positive Climate: Cultivate an environment where open and respectful dialogue is encouraged.

Technological Tools in Organizational Communication

Modern organizations leverage technology to facilitate communication:

- Email and Instant Messaging: For quick information sharing.
- Intranet Portals: Centralized platforms for resources and announcements.
- Video Conferencing: For remote team collaboration.
- Social Media: To engage with stakeholders and promote transparency.

The Role of Leadership in Organizational Communication

Leadership significantly influences organizational communication patterns and effectiveness.

Leadership Styles and Communication

- Transformational Leadership: Inspires and motivates through visionary communication.
- Transactional Leadership: Focuses on exchanges and clear expectations.
- Servant Leadership: Prioritizes listening and serving team needs.

Effective Leadership Communication Practices

- Active Listening: Demonstrating genuine interest and understanding.
- Clarity and Transparency: Ensuring messages are understandable and honest.
- Empathy: Recognizing and addressing employee concerns.
- Consistency: Maintaining message coherence across different channels.

Challenges in Organizational Communication

Despite best efforts, organizations face various challenges that hinder effective communication.

Common Barriers

- Language and Cultural Differences: Leading to misunderstandings.
- Information Overload: Excessive information can overwhelm employees.
- Hierarchical Barriers: Rigid structures may restrict open dialogue.
- Technological Issues: Technical difficulties can disrupt communication flow.
- Resistance to Change: Employees may be hesitant to adopt new communication methods.

Overcoming Communication Barriers

- Provide cultural competence training.
- Streamline information channels to prevent overload.
- Promote an inclusive culture that encourages participation.
- Invest in reliable communication technology.
- Engage employees in change management processes.

Practical Applications of Katherine Miller's Organizational Communication Theories

Applying Miller's theories can enhance organizational effectiveness in real-world settings.

Case Study: Enhancing Organizational Culture

- Conduct regular communication audits to assess the climate.
- Use storytelling to reinforce core values.
- Encourage peer-to-peer communication to build trust.

Implementing Change Management

- Communicate the vision clearly and consistently.
- Involve employees in planning and decision-making.
- Provide training and support throughout transitions.

Building Effective Teams

- Promote open dialogue and feedback.
- Establish clear roles and expectations.
- Recognize and celebrate team achievements.

Conclusion

Organizational communication, as explored through Katherine Miller's work, remains a fundamental component of organizational success. By understanding the theoretical frameworks, models, and practical strategies she advocates, organizations can foster a communicative environment that enhances collaboration, innovation, and overall performance. Effective communication not only bridges gaps but also serves as a catalyst for organizational growth and resilience in an ever-changing business landscape.

Further Resources

- Katherine Miller's Publications on Organizational Communication
- Books on Communication Theories and Models
- Workshops and Training Programs in Organizational Communication
- Professional Associations such as the International Communication Association (ICA)

Keywords: organizational communication, Katherine Miller, communication models, organizational

culture, leadership communication, communication strategies, organizational success, communication barriers, effective communication, management communication

Organizational Communication Katherine Miller: An In-Depth Examination

In the complex landscape of organizational communication, Katherine Miller emerges as a significant figure whose contributions have shaped contemporary understanding of how messages flow within and across organizations. Her work provides critical insights into the dynamics of communication processes, organizational structures, and the social interactions that underpin organizational life. This article offers a comprehensive review of Katherine Miller's approach to organizational communication, exploring her theoretical frameworks, key concepts, and the impact of her scholarship on both academic inquiry and practical application.

Introduction to Katherine Miller and Organizational Communication

Organizational communication, as a field, investigates how individuals and groups transmit information, create shared meanings, and coordinate actions within organizational contexts. Katherine Miller has been instrumental in advancing this discipline through her scholarly work, emphasizing the importance of understanding communication as a social process that shapes organizational culture, power relations, and identity.

Miller's contributions are characterized by a focus on the interpretive and critical dimensions of communication, challenging purely technical or managerial views. Her work encourages scholars and practitioners alike to consider the nuanced ways communication constructs organizational realities and influences organizational change.

Foundational Theories and Concepts in Katherine Miller's Work

Katherine Miller's scholarship draws from a rich tapestry of theoretical perspectives, integrating classical and contemporary theories to provide a comprehensive understanding of organizational communication.

Symbolic Convergence Theory

One of Miller's notable areas of focus involves Symbolic Convergence Theory (SCT), originally developed by Ernest Bormann. Miller emphasizes the role of shared narratives, fantasies, and symbols in creating cohesive organizational cultures. She argues that through shared stories and symbols, members develop a collective consciousness that binds them together, fostering a sense of identity and purpose.

Key aspects of SCT in organizational contexts include:

- The creation of shared stories that reinforce organizational values.
- The development of group fantasies that serve as collective visions.
- The use of symbols and language to foster cohesion and loyalty.

Organizational Culture and Identity

Miller underscores the importance of communication in constructing organizational culture and identity. Her work explores how narratives, rituals, and symbols serve as mediums for transmitting cultural values and shaping how members perceive their roles and relationships.

Core ideas include:

- Culture as a communicative construct that evolves through ongoing interactions.
- Identity formation as a social process influenced by organizational discourse.
- The role of storytelling in maintaining and transforming organizational culture.

Power, Resistance, and Critical Perspectives

In addition to interpretive approaches, Miller engages with critical perspectives that examine power dynamics within organizations. Her analysis often considers how communication can be a tool for both empowerment and domination.

Highlights of her critical stance:

- Power relations are embedded in language and discourse.
- Resistance emerges through alternative narratives and counter-communication.
- Critical communication practices can challenge organizational hegemony.

Methodological Approaches in Miller's Research

Katherine Miller's work employs diverse methodological strategies, blending qualitative and quantitative methods to explore organizational communication phenomena.

Qualitative Analysis

- Ethnographic studies examining organizational narratives and rituals.
- Discourse analysis of organizational texts and conversations.
- Case studies illustrating communication patterns in specific contexts.

Quantitative Methods

- Surveys measuring perceptions of organizational culture.
- Statistical analysis of communication networks and information flows.

Her methodological versatility allows for a nuanced understanding that captures both the depth and breadth of organizational communication processes.

Major Publications and Contributions

Katherine Miller's prolific publication record includes influential books, scholarly articles, and book chapters that have shaped the field.

Key Publications

- Communication Theories: Perspectives, Processes, and Contexts (2014) ? A comprehensive textbook that synthesizes major communication theories, including her perspectives on organizational communication.
- Organizational Communication: Approaches and Processes (various editions) ? A foundational text that explores the core processes and approaches in organizational communication research.
- Articles on narrative and storytelling in organizations, emphasizing their role in cultural maintenance and change.

Impact and Recognition

Miller's work has been widely cited and has influenced both academic scholarship and practical management strategies. Her insights into the symbolic and critical dimensions of communication offer valuable frameworks for understanding organizational dynamics.

Notable impacts include:

- Providing tools for analyzing organizational culture through communication.
- Highlighting the importance of storytelling in leadership and change management.
- Advancing critical approaches that empower employees and stakeholder voices.

Practical Implications for Organizations

Miller's scholarship offers tangible benefits for organizational practitioners seeking to improve

communication effectiveness.

Strategies for Enhancing Organizational Culture

- Cultivating shared narratives that reinforce core values.
- Using symbols and rituals to foster a sense of community.
- Encouraging storytelling as a means to facilitate change and innovation.

Managing Power and Resistance

- Recognizing how language can perpetuate power imbalances.
- Creating spaces for dialogue and alternative narratives.
- Employing critical communication practices to promote transparency and inclusiveness.

Leadership and Communication

- Leaders can leverage storytelling to inspire and motivate.
- Transparent and authentic communication builds trust.
- Understanding cultural symbols aids in aligning organizational goals with employee identities.

Critiques and Future Directions in Katherine Miller's Work

While Katherine Miller's contributions are widely regarded, some critiques point to the need for broader empirical validation and the integration of more diverse organizational contexts.

Critiques include:

- The need for longitudinal studies to assess the impact of communication strategies over time.
- Greater inclusion of non-Western organizational cultures and communication styles.
- The challenge of translating interpretive insights into measurable outcomes.

Future research directions inspired by Miller's work involve:

- Exploring digital communication and virtual organizational spaces.
- Investigating intercultural communication within multinational organizations.
- Developing interventions based on narrative and symbolic analysis to foster organizational

change.

Conclusion: The Significance of Katherine Miller in Organizational Communication

Katherine Miller's extensive body of work has profoundly influenced how scholars and practitioners perceive the role of communication in organizational life. Her emphasis on symbols, narratives, power dynamics, and cultural construction invites a deeper appreciation of communication as a social and transformative force.

By integrating interpretive and critical lenses, Miller provides a nuanced framework that underscores the complexity of organizational communication. Her contributions continue to inspire ongoing research and practical applications aimed at fostering more authentic, inclusive, and effective organizational environments.

As organizations navigate rapid technological changes, globalization, and evolving workforce expectations, Miller's insights remain vital. They remind us that understanding and intentionally shaping communication processes are essential for organizational resilience and success in the modern era.

Question What are the key principles of organizational communication according to Katherine Miller? Katherine Miller emphasizes principles such as clarity, consistency, openness, and feedback in organizational communication, highlighting their importance for effective information flow and organizational success. How does Katherine Miller describe the role of culture in organizational communication? Miller discusses how organizational culture shapes communication patterns, influences employee interactions, and impacts overall organizational effectiveness by establishing shared values and norms. What are common challenges in organizational communication highlighted by Katherine Miller? Miller points out challenges like miscommunication, information overload, cultural differences, and hierarchical barriers that can hinder effective communication within organizations. According to Katherine Miller, what strategies can improve organizational communication? Miller recommends strategies such as promoting transparency, active listening, utilizing multiple communication channels, and encouraging feedback to enhance organizational communication. How does Katherine Miller address the impact of technology on organizational communication? Miller explores how technological advancements facilitate faster and more diverse communication methods but also require organizations to manage digital literacy and information security effectively. What role does organizational communication play in organizational change, as explained by Katherine Miller? Miller explains that effective communication is crucial during change processes to reduce resistance, clarify objectives, and align stakeholders towards common goals. How can understanding Katherine Miller's perspective on organizational communication benefit modern workplaces? Understanding Miller's insights helps organizations foster better communication practices, improve employee engagement, and adapt to evolving communication

technologies for enhanced productivity.

Related keywords: organizational communication, Katherine Miller, communication theories, workplace communication, organizational behavior, corporate communication, communication research, management communication, business communication, academic publications

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