Practice Fields in Public Relations: The Panorama of Turkey

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Strategic Communication Management in Turkey

Introduction

Humankind has been in the communication environment since its existence. Every individual is in the position of establishing relationships with the people they live together and with their environment. The factor determining the extent of this relationship is communication. The understanding of oneself and one's environment happens because of interaction with others and social relations specify the individual's interaction level.

Individuals who have advanced communication skills have improved themselves in matters such as establishing social relationships, gaining respect, being ascendant and creating awareness. They manage all this by face-to-face interaction, which is the first form of communication. At first, communication was only face-to-face, but with the invention of communication devices it broke free of monotony; it became more efficient and started playing an active role not only in relationships between individuals, but in relationships between society and the individual and societies with other societies. With the awareness of communication influence, new professional fields arose. Thereby many occupations like journalism, radio programming, broadcasting, public relations and advertising were born. Communication based on technology was no longer a job that any non-professional could do; it became an operation that only experts in the matter could perform.

However, when the developments of communication technologies gained momentum and when one-way communication structures gave way to two-way communication structures like web 2.0 and web 3.0, the extent of communication management was altered. One-way interaction, which is called traditional interaction, gave its place to two-way interaction, also known as strategic interaction. Thus, communication retired from its traditional form, which was linear, limited

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