



City Research Online

City, University of London Institutional Repository

Citation: Moise, R. (2015). Editor's Note. In: Moise, R. & Savoiu, A. (Eds.), Public Relations: A Revolutionary Discipline. (pp. 11-19). Bucharest, Romania: Tritonic. ISBN 978-606-749-059-6

This is the accepted version of the paper.

This version of the publication may differ from the final published version.

Permanent repository link: <https://openaccess.city.ac.uk/id/eprint/30197/>

Link to published version:

Copyright: City Research Online aims to make research outputs of City, University of London available to a wider audience. Copyright and Moral Rights remain with the author(s) and/or copyright holders. URLs from City Research Online may be freely distributed and linked to.

Reuse: Copies of full items can be used for personal research or study, educational, or not-for-profit purposes without prior permission or charge. Provided that the authors, title and full bibliographic details are credited, a hyperlink and/or URL is given for the original metadata page and the content is not changed in any way.

City Research Online:

<http://openaccess.city.ac.uk/>

publications@city.ac.uk

Professor Adela Rogojinaru, a prolific scholar¹

The present volume gathers almost all texts of professor Adela Rogojinaru's lectures that she presented with the occasion of international conferences. Some of these texts have already been published in conference proceedings, but most of them are unpublished. One notable and interesting fact that can be easily observed only by going over the volume is the substantial dimension of almost each lecture; most of the lectures are valid studies in Public Relations. We chose to publish also two lectures in presentation form, as power-point supports, because we couldn't find the narrative version and because the content is highly relevant at the level of ideas presented.

The present volume retraces her becoming as a well-known and respected academic with a command on the field and a credible theoretician in Public Relations. Yet, we didn't privilege only a diachronic perspective, even if it would have been the easiest path. We combined the diachronic criteria with the dominant research interest that Adela Rogojinaru proved in each stage of her academic trajectory. In this way, the reader of this volume can retrace himself or herself, by his / her own reading keys, not being forced by a chronological logics, to understand professor Adela Rogojinaru's development and formation as a relevant researcher and scholar.

The Ist Part, "Paradigm shifts in Public Relations. Towards a Critical Theoretical Model of Public Relations", is formed by a group of studies which reflect dominantly the in-depth metacritical and theoretical attitude, with historiographical roots. The volume begins with what we consider to be a programmatic study, written and presented in 2013 at the *International Public Relations History Conference*, Bournemouth University: "Epistemic tensions of the public relations disciplines: transgressing the paradigm". Our main argument for considering and diagnosing this study as programmatic is the author's explicit and declared intention of "Reconsidering the «public» roots of the relations, namely the power of the public man and his public history (...)" (Rogojinaru, 2013), intention which "enriches the theoretical interpretations of the public sphere as well as the fields of applications of public relations." (Ibidem)

The study develops both diachronic and synchronic perspectives of and on Public Relations as a changing and revolutionary discipline. Analyzing the theoretical and paradigmatic becoming of

¹ Published in Moise, R. and Savoiu, A. (eds) (2015) 'Public Relations: A Revolutionary Discipline', Bucharest: Tritonic.

Public Relations as a social discipline, Adela Rogojinaru identifies and structures its trajectory into three stages: the *Pre-paradigmatic stage* (between the decade of 1920s and the 1980s of the last century), the *Paradigmatic stage or the creation of the dominant paradigm* (the period of the 1984 and the 2002) and the *post-paradigmatic (de)construction* of the discipline (started probably with the Facebook year of 2004 with effects up to the present date and beyond). Each stage is thoroughly described and interpreted in a forensic way: Adela Rogojinaru highlights the main process that led to identifying the poles, being either the influence of a theory or a social phenomenon, she reconstructs, by explaining the most relevant factors of evolution, each stage, and finalizes her analysis with a national cultural thick landscape, in Romanian case.

This trajectory of Public Relations discipline is constantly marked by the epistemic tensions between the instrumental role and a broader societal value, or, as Adela Rogojinaru states, between the emphasis put on *Relations* and the relevance given to the *Public* concept. She therefore analyzes and interprets two diachronic axis of Public Relations discipline which are reconstructed in a theoretical and metacritical way. The first dominant perspective whose impact is also reconstructed links Public Relations to the business sector, more specifically in the corporate practice of the private industrial trusts or companies. At the level of its applied legitimacy, “PR always served as an instrument of the liberal economy and private business, being meant to assess the business performance in society or in particular public spheres (by means of different types of profitability: financial, social, relational etc.)” (Rogojinaru, 2013) A second perspective is brought to light, and that is the perspective of Public Relations as discipline that investigates publics, public sphere and public opinion. Rogojinaru states that the process of appropriating Public Relations as a tool for business as singular and dominant paradigm in understanding its role impoverishes the interpretation of any public event of interest for our discipline.

The synchronic analysis that the first study develops is programmatically entitled “Transgressing the organisational boundaries: from organisations back to publics” and states author’s theoretical position regarding the role of Public Relations as a discipline. Adela Rogojinaru explains, in a seductive way, this paradigmatic shift first of all from an intrinsic disciplinary perspective, retracing the relevant changes as the influence of learning theories in the organisations and the innovation theories, the impact of sociologists as Bauman, van Dijk, Castells or Ritzer who theorized the concept of *cognitive capitalism*.

These interdisciplinary influences prepared the ground for the societal impact of another phenomenon which Adela Rogojinaru considers to have shifted the theoretical emphasis from organizations to public(s): social media, more specifically Facebook. She argues this position by highlighting what she considers to be the dominant characteristics of the (New) Public Man: multiple rationalities, the incapacity of the publics to focus on specific issues, an incapacity defined by fluidity or fragmentation, or lack of cohesion. The immediate impact on reconfiguration of relations is, accordingly to the author, “The assessment of these relations is no longer related to the degree of publicness or publicity but to the level of recognition of *otherness*.” (Rogojinaru, 2013)

The archeology of the new network society leaves the place for paradigmatic questioning; Adela Rogojinaru also proposes, in the last part of the study, interdisciplinary paradigms between Public Relations and cultural disciplines (Popular Culture, Cultural Studies and Cultural History), finding legitimate theoretical linkages and new research objects. At this point also, she advances provocative ideas and theoretical positions. She opts for redefining the public sphere, long time viewed from Habermas rational perspective, under the profound influence of social media and proposes a more constant and in-depth attention given to emotions and public positions for whose analysis the dominating theories do not apply anymore. She considers necessary the shift of the research interest and theoretical emphasis from class perspective and Public Relations as a soft power or vertical instrument to cultural production, cultural practices and local histories of places and spaces.

We choose to present this study in detail in order to explain the structuring logic of the present volume. We therefore think that this study and the theoretical positions grounded and presented here irradiate in the volume as a whole. This is the reason for which we continued the first part with a lecture (“Digital Publics and Stakeholders. Theoretical Perspectives on the Notion of Publics”) that questions the role of digital publics and explains the systemic and structural transformations which impact in an essential way the Public Relations theories and practices. This particular study is completed by the ones entitled “Using benchmarking to evaluate public relations effectiveness through social media”, “From writing the memoirs to electronic biography: exposure through personalised media”, and “Risks and Crises: How to manage them in different culture, communities and democracies?”, each of one representing a particularization of Adela

Rogojinaru's theoretical position and choices: from innovative evaluation methods of social media campaign (from public's perspective), the analysis of cultural biographical writing practices to a rhetorical analysis model of crisis management.

The IInd Part of the present volume gathers studies that also reflect Adela Rogojinaru's research interest in national Public Relations historiography. Entitled "Public Relations in transition and post-transition Romanian society", this section highlights the main societal changes in Romania after the 1989, the author analyzing the nature of practice and the theory of practice in transitional public relations (Ławniczak, 2005). Adela Rogojinaru has always privileged the historiographical dimension in her studies, beginning with 2005 when she presented her first study in this field. She therefore integrated herself in a broader movement in Public Relations research, supporting a European Model of Public Relations based on cross-national comparisons and international studies. This socio-cultural turn movement, developed by Krishnamurthy and Verčič, who edited the first Global Public Relations Handbook, and Günter Bentele and Tom Watson by founding the European Public Relations History Network (EPRHN), develops analyses of public relations in different regions by identifying the contextual variables external to the organization (such as culture, political system, economic system, and media system) and the complex ways they influence public relations activities in various parts of the world.

Adela Rogojinaru adds in an original way to the current literature not only relevant analysis of national evolution of Public Relations, but she also creates a history of Public Relations institutionalization and professionalization. She therefore explores and interprets the role of media in Romania after the 1989, the main changes in the Public Relations practice and theoretical evolution, realizing in-depth and thick analysis of the way Public Relations have been perceived and constructed by different actors. This historical and contextual analysis represents at this moment the fundament for a new direction in Public Relations historiography research, as a group of researchers (coordinated by professor Tom Watson from University of Bournemouth) conduct currently an intensive and cross-cultural study on Public Relations in dictatorships.

The IIIrd Part of the present volume particularizes the research interests in the methodology of Public Relations, the author proposing to us analysis of structural changes of Public Relations changes. The "Corporate Responsibility and Sustainable Development. Policy Concepts" lecture develops the corporate altruism concept and emphasizes the relevant key-issues of the problematics. The study entitled "Communication organisationnelle et réseaux informels internes:

les effets des TIC sur la culture interne de l'entreprise" describes in an almost ethnographical way an internal communication practice, the grapevine, the author analyzing its structural and systemic changes in the electronic era of using Information & Communication Technologies (ICTs) in the organizational environment. The last study, entitled "Corporate Narrations and Brand Palimpsest" is also a unique and original approach: the poetics model used to analyze the brand discourse through common corporate books; a seductive interpretation gives the possibility to the reader to understand the complex layers of branding, such as it is being explained and understood by Adela Rogojinaru.

We therefore introduce to the great public, interested researchers, students in Public Relations, graduates and professionals an original volume where Adela Rogojinaru's personality irradiates in her writing, ideas through a deep and wide knowledge of Public Relations, her passion for scientific rigour, her forensic questioning.