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INTERNATIONAL PUBLIC RELATIONS AND THE NEW MEDIA

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ABSTRACT

This study assessed the influence of new media in occupying significant status in human communication culture. The study submits that the new media has brought about radical changes in the functioning of public relations, whether international or otherwise. Findings showed that the new media has increased interactivity in international public relations (IPR) communication thus making it a real two-way process with regards to the positive contributions of the new media. Further revealed was that tremendously reduced cost as well as eased research challenges in IPR campaign by minimizing financial and logistical hurdles inherent in the traditional IPR research channels. Also, the new media was found to represent an auspicious attempt to tackle the problem of cultural diversities in IPR by enhancing the emergence of global village of cultural mutuality. On the negative side, the new media presents for the IPR practitioner a new problem of poor Internet penetration in many developing countries making it difficult for the practitioner to reach all his publics via the new media. In the same vein, the new media poses for the International PR expert the challenge of contending with the anonymity of many of his publics hence exposing him and his organization to all sorts of mischief possibly coming from the unscrupulous ones. In addition, it was found that the new media presents to the IPR professional the challenge of managing the gamut of messages travelling at stupefying speed which the new media PR entails.

Keywords: Campaign, Communication, Culture, Organization, Internet.