







Q

Home ► All Journals ► Humanities ► International Journal of Strategic Communication ► List of Issues ► Volume 5, Issue 3 ► Horizons in Strategic Communication: The ....

## International Journal of Strategic Communication >

Volume 5, 2011 - <u>Issue 3</u>

**4,521 14** Views CrossRef citations to date Altmetric

**Articles** 

## Horizons in Strategic Communication: Theorising a Paradigm Shift

James Mahoney

Pages 143-153 | Published online: 04 Jul 2011

Sample our
Economics, Finance,
Business & Industry Journals

>> Sign in here to start your access
to the latest two volumes for 14 days

Full Article

Figures & data

References

**66** Citations

Metrics

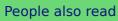
Reprints & Permissions

Read this article

Share

## **Abstract**

This article examines a possible future for strategic communication in the context of an emerging recovery from the global economic crisis of 2008–2009. It explores the role of strategic communication in building and protecting corporate reputations, promoting organisational values, and in employee communication during structural change. The article uses these roles to support the view of scholars that in its best-practice role assisting organisations to re-build reputations after the global economic crisis, strategic communication can consolidate its value to senior management. The article theorises that the economic recovery presents an opportunity for a paradigm shift that would explicitly re-align strategic communication with the second and third management horizons to consolidate its value to dominant coalitions.



Information for

**Authors** 

**R&D** professionals

**Editors** 

Librarians

Societies

**Opportunities** 

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

**Open Select** 

**Dove Medical Press** 

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

## Keep up to date

Register to receive personalised research and resources by email



Sign me up











Accessibility



Copyright © 2025 Informa UK Limited Privacy policy Cookies Terms & conditions

Taylor and Francis Group

Registered in England & Wales No. 01072954 5 Howick Place | London | SW1P 1WG