



International Journal of Strategic Communication >

Volume 5, 2011 - [Issue 3](#)

4,552 | 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

Cite this article <https://doi.org/10.1080/1553118X.2011.537603>



Full Article

Figures & data

References

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.

People also read

Recommended articles

Cited by
14

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

  

  