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# Horizons in Strategic Communication: Theorising a Paradigm Shift

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## Abstract

This article examines the possible future for strategic communication in the context of an emerging digital landscape. It explores the role of digital technologies in promoting strategic communication and the role of digital technologies in promoting organisational change. The article discusses the role of digital technologies in promoting organisational change, strategic communication, and the role of digital technologies in promoting organisational change. The article discusses the role of digital technologies in promoting organisational change, strategic communication, and the role of digital technologies in promoting organisational change. The article discusses the role of digital technologies in promoting organisational change, strategic communication, and the role of digital technologies in promoting organisational change.

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