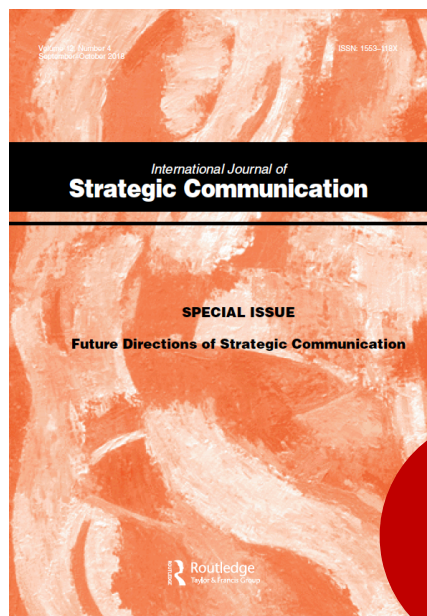


# International Journal of Strategic Communication

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## FUTURE DIRECTIONS OF STRATEGIC COMMUNICATION

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### THEME AND RATIONALE

Strategic communication has emerged as a global field of communication research during the last decade. Scholars from public relations, corporate communications, organizational and internal communication, public diplomacy, political communication, advertising, marketing, health, and intercultural communication have merged efforts to build a body of knowledge that focuses on the purposive use of communication to support organizations and other entities in the achievement of goals. Universities have introduced programs that combine insights from some of these fields with specific knowledge on strategic thinking, planning, and alignment. Large-scale surveys like the Global Communication Monitor series across more than 80 countries in Asia-Pacific, Europe, Latin America, and North America, as well as numerous other studies, have provided empirical insights. Academic conferences have been arranged around the world, handbooks and textbooks published, and the International Journal of Strategic Communication (IJSC) serves as a platform for debate.

Despite these forms of institutionalization, there is still no universal understanding of the pillars on which strategic communication rests. Rather, many fundamental questions have emerged that deserve the attention of scholars. What are the core perspectives and benefits of strategic communication? How does it differ from traditional disciplines? What is the extra value of an integrated view? Are we using appropriate conceptualizations of communication and strategy? What can we learn from recent debates in strategic management and strategic alignment?

This special issue of the IJSC addresses these questions. It examines the state of the discipline and how it has emerged as a unique area of scholarship over the past decade. Most importantly, this work seeks to provide a foundation for further development of the body of knowledge in strategic communication. The special issue emerged from scholarship presented at the International Communication Association 67th Annual Conference in San Diego, CA, as part of a day-long preconference. The manuscripts selected for inclusion in this issue provide unique insights and make compelling arguments. The final article offers a new and more precise definition of strategic communication, centered on a focal entity and strategic actor. Overall, the special issue contributes to understanding of strategic communication in meaningful and novel ways. It presents the latest research in the field and is a must-read for everybody interested in strategic communication.

## FUTURE DIRECTIONS OF STRATEGIC COMMUNICATION

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