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Presentation

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## Public Relations



Developing global practitioners:  
Addressing industry expectations  
of intercultural competence in  
public relations graduates in  
Singapore and Perth

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## Degree outcomes



- to develop students into socially responsible practitioners and critical thinkers who can adapt to the diverse demands of the public relations profession in an increasingly globalised world. Ideally, graduates of this degree are effective professionals who can communicate across a range of social and cultural contexts, and are informed, versatile and reflexive industry professionals.

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## Challenges



- Seven cohorts, five partners, four countries
- Industry accreditation with Public Relations Institute of Australia (PRIA)
- Context – significant for public relations practice

## Internationalisation of the Curriculum (IOC)



- This research aims to investigate industry expectations of intercultural competence in public relations employees in Perth and Singapore.
- Interviews were conducted with 17 employers of public relations graduates in April-May 2011.
- Ten participants were in Perth and seven in Singapore.
- Participants practised public relations and recruited graduates to work in a range of sectors including government, corporate, resource, agency and not-for-profit.

## Findings



- Intercultural competence as core to public relations practice: understanding difference in multicultural and regional settings.
- Procedural knowledge (of specific cultures) versus conceptual knowledge (adapts to different cultures; reflexive).
- Some resistance among Singapore participants to discussion of cultural difference within Singapore i.e. preferred to discuss it in relation to 'other' countries.
- Western influence e.g. valuing assertiveness; public relations education

## Curricular implications



- Need to embed intercultural competence as a specific learning outcome
- Students should be aware of the ideology of the dominant paradigm of public relations
- Students should be aware of different practices and different contexts

## The future



- New unit in 2012: public relations as a cultural activity, incorporating recent scholarship around globalisation and culture
- Introduction of specific cultural knowledge (Indigenous, China)
- Development of international work-integrated learning opportunities

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