

Beyond the Cultural Turn:

A Critical Perspective on Culture-Discourse within Public Relations

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Culture(s) and Creativity in Public Relations

Cultural mediation: creatively resonating with target audiences

Need to work with existing cultural frames of reference

Challenge to remain creative: motor for cultural change

Curtin, P. A., & Gaither, T. K. (2007). *International public relations: Negotiating culture, identity, and power*. Thousand Oaks, CA: Sage.

Edwards, L. (2012). Exploring the Role of Public Relations as a Cultural Intermediary Occupation. *Cultural Sociology*, 6(4), 438-454.

L'Etang, J. (2012). Thinking about Public Relations and Culture: Anthropological Insights and Ethnographic Futures. In K. Sriramesh & D. Vercic (Eds.), *Culture and Public Relations* (pp. 218–236). New York, NY: Routledge.

Sriramesh, K. (2012). Culture and Public Relations. Formulating the Relationship and its relevance to the Practice. In K. Sriramesh & D. Verčič (Eds.), *Culture and Public Relations* (pp. 9–24). New York, NY: Routledge.

Creative Provocation in Public Relations

Ideological and epistemological basis of the culture concept in public relations

Playing with/on cultural stereotypes of nationality, gender, race, etc.

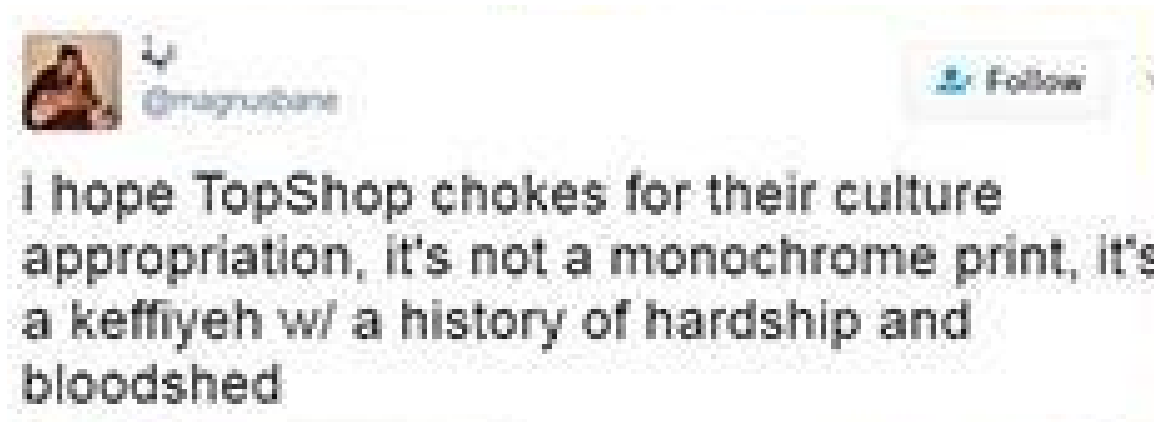


Cultural Appropriation and Public Relations

Cultural appropriation: allegedly illegitimate use, by non-members of a minority or underprivileged social group, of the cultural codes or traditions associated with this group, notably for commercial profit.



Cultural Appropriation and Public Relations



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Atiya Hasan, MD
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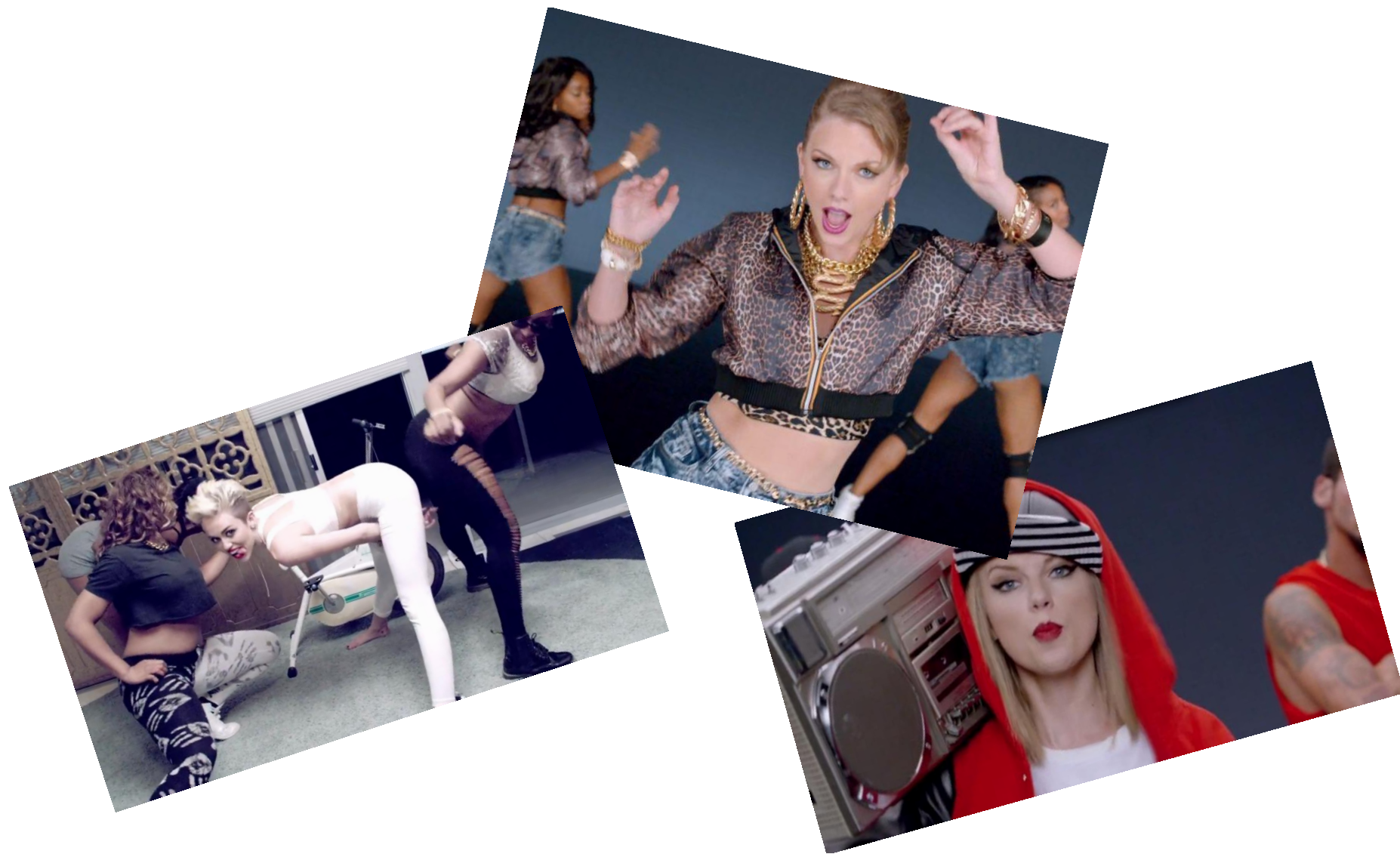
 Follow

So upset by @coldplay using my culture as a prop for their music video. India isn't just street kids and exotic women.
#HymnForTheWeekend

12:20 PM - 29 Jan 2016

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Cultural Appropriation and Public Relations



Cultural Appropriation and Public Relations

"I respect and honor every kind of race, background and culture. I am genuinely sorry."

Pharrell Williams, 2014



Representations of Cultures

Creativity vs. borrowing vs. cultural appropriation?

Perceived power inequality

Essentialising vision of cultures

“Liquid interculturality rejects the quasi systematic equation between [...] internal and external descriptions of ‘cultures’ and their ‘members’ as truth-conditional evidence or arguments.”

Dervin, F. (2011). A plea for change in research on intercultural discourses. *Journal of Multicultural Discourses*, 6(1), p.41.

Representations of Cultures

“While culture may not be real in the solid, essentialist sense, it is real in the way in which it is used and as an excuse, and very often real in the minds of those who use it”

Holliday, A. (2015). Afterword. In F. Dervin & R. Machart (Eds.), *Cultural Essentialism in Intercultural Relations* (pp. 198–202). London: Palgrave Macmillan, p.199.

Consequences for Public Relations Practice

Need to develop awareness of clients' "cultural self-identity"

Politically correct = culturally neutral



Conclusion

Just as creativity drives evolutions in cultural representations, cultural representations both limit and inspire the creative process.

Cultural traits as manifestations of opposing identities.

Can creativity in public relations help to bridge the social divides?

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