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Public Relations has long aspired to be seen as a strategic management function, given the same respect in the board room as marketing and human resources. However, in 2011 US scholar James Grunig argued that rather than being seen as strategic

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management, public relations has been institutionalized as a symbolic-interpretive activity that organizations use to exert their power over publics and to disguise the consequences of their behaviors from publics, governments, and the media.

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