

# *Технології соціальних комунікацій в Internet та World Wide Web*

## **The role of new social communication technologies in changing public sphere and PR**

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*Abstract – The author discusses the importance of new communication technologies from two aspects: at the development of pluralistic public sphere as a local and global sphere and public relations as a special type of communication action. The author highlights the important effects of new communication technologies on public relations, and its ability to manipulate and reshape global public sphere, as well as, possibility of new public sphere to change PR.*

Keywords – PR, public sphere, social communication technologies, new media, internet, manipulation, education.

### I. Introduction

In the general social context, where the media have lost their primary meaning – supporting the development of pluralistic public sphere, communication of the public and preservation of core values of representative democracy, where media became a commodity in the relations between markets and politics, there is a need for the existence of independent and free communication systems. In this situation, new communication technologies, primarily the spread of the Internet, opening the possibility of developing a new communication of the public.

### II. New social communication technologies as a public sphere

Social media are the new forms of public communication, where citizens have equal opportunity to participate in the public sphere, where communication becomes a re-exchange of opinions, and network has the potential of public debate as the foundation of democracy. This new concept of public action is approaching Habermas's conception of public sphere in its primary form, which serves the public sphere for rational critical debate among individuals. New media therefore assume the role of local and global discussion forums and interested audience interaction, which in its extreme form has the potential of real action.

In terms of public relations, every company, government institution or an NGO become a medium which can directly interact with its publics by web sites, social networks, videos, photos, blogs and other channels. At the same time, each medium is becoming multimedia and can manage multiple channels of communication.

### III. Meaning of use of new media in PR

New media are particularly important in the field of public relations, because they enhance communication and create social change in society leading to new dimensions of communication. It is no coincidence that just in time of the development of new media, public relations industry recorded its biggest increase. Organizations are faced with many choices, tools and communication channels, and because of that they are forced to reshape its relations with the public in terms of new methods and techniques of operation based on symmetrical, two-way interactive, personalised communication.

From the aspect of public relations new media have a particularly important role because it opened up unimagined possibilities of flexible, specific communication formats.

Interactive PR enable technically mediated dialogue with community referent groups, distribution of prepared targeted information, analysis of feedback, and other activities. However, new communication technologies gave 'in the hands' of PR tools which provide immense opportunities to manipulate the public.

### Conclusions

In contemporary world still exist the same mutual dependence of PR's and public sphere's transformation, as it always was. PR organizations had, and still have the same influence on public sphere, but under the influence of new media, their activities, techniques and methods have changed. Because of that new media public sphere is exposed to the danger of being guided by the secret interests of big corporative capital of multinational companies. Therefore, it is important to educate new media public not only about use of new technologies, but also in the sense of use and production of new media content.

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