

Dossier Editorial

Organizational Communication, Strategic Communication and Public Relations in Latin America: convergences and divergences

Comunicación organizacional, estratégica y relaciones públicas en América Latina: convergencias y divergencias

Comunicação organizacional, estratégica e relações públicas na América Latina: convergências e divergências

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In 2023, a group of Latin American researchers who had joined forces in the Organizational Communication Researchers Network -Redlaco.org- decided to organize the first pre-conference on Public Relations and Organizational Communication with a focus on Latin America as part of the International Communication Association (ICA) conference in Toronto, Canada. Some members of the same group of researchers had already made history by organizing the first panels with exclusively Latin American participation at the conference and publishing a special issue of the journal *Public Relations Inquiry* (Waymer, 2022).

This *Cuadernos.info* dossier is another attempt to contribute to the development of the disciplines of organizational and strategic communication and public relations in Latin America.

As several authors point out (Dhanesh & Sriramesh, 2017; Labarca & Mujica, 2022; Molleda et al, 2017; Sriramesh & Verčič, 2002), the paradigms and models from European and North American knowledge centers cannot and should not be the only north of studies and research in this field. Latin America and Hispanic America have a voice that needs to be shared, explained and contextualized (Labarca & Sadi, 2022). We invite you to read this special issue, which helps to reflect this voice and make visible the dynamic and interesting research that is being conducted in our region.

We thank all the authors who submitted their articles and for their willingness to accept suggestions from their peer reviewers. Twenty-eight articles were received in response to the call for papers, which we as editors of this special issue were very pleased to receive. Unfortunately, due to limited space in our journal, we had to omit outstanding contributions.

This special issue contains eight articles. The first –*Public relations from a Latin American perspective*, by Francisco José Pradana– describes the phenomenon of public relations in the region, addressing key issues such as sociocultural and economic differences, the historical development of the profession and other aspects of the discipline. Based on an overview of the relevant local literature, the article focuses on the specific characteristics of public relations in order to distinguish it from the dominant North American and European models.

From the same perspective of identifying fundamental aspects of organizational communication and public relations in the region, Javier Alejandro Martínez-Ortiz, Álvaro Patricio Andrés Elgueta-Ruiz and Vanusa Helena Correia Rocha approach the Latin American reality from the point of view of research in the main journals in the field. The authors analyze 39 articles between 2000 and 2023 and conclude that the presence of Latin America in the leading journals in the field is low and that there are even fewer academics leading such publications.

The third article, by Larissa Conceição dos Santos, analyzes and reflects on the contribution of Margarida Kunsch, a pioneer and reference in Brazil and Latin America in the field of organizational communication. It focuses in particular on the exploration of the changes and transformations that the field has undergone and that can be observed in the 50 years of Kunsch's academic work at graduate level in Brazil.

In line with the articles in this issue, which highlight the scarcity of local academic production with international reach, Gabriel Alejandro Medina-Aguilar proposes an original look at the problem in his text *Latin American pedagogy and organizations: toward a new communicational gestuality*. In it, he discusses the role

that pedagogy can play in the field of organizational communication in order to contribute to its decolonization, thus proposing its own models and breaking away from the influence of the Anglo-Saxon world.

In their article *Exploring the labor context of organizational communication academia in Latin America: perspectives and challenges*, Lissette Marroquín Velásquez, Gabriela Rabello de Lima and María de Jesús Montoya examine the working structure of researchers and teachers in the field of organizational communication, public relations and corporate communication in Latin America. To this end, they interviewed 81 academics between October 2019 and April 20, 2021, analyzing the role of research activities, institutional requirements, employee wealth, socio-demographic and labor law aspects. One of the main conclusions is the precariousness of the resources and support available to conduct research, as well as relevant gender differences.

In *Public relations professional training interface. Comparative study*, Gabriela Baquerizo-Neira, Adrián Cordero Redondo, Ruth Fernández Hernández, Alejandro Álvarez-Nobell and Rodrigo Cisternas-Osorio also address the academic aspect by conducting a comparative analysis of graduate programs in three Ibero-American countries, using the interface concept proposed by Scolari (2018). To this end, they carry out a documentary, qualitative, and comparative analysis of the definition of competences and legal frameworks, as well as academic programs and trends.

Sendi Chiapinotto Spiazzi and Rejane de Oliveira Pozobon contribute with an empirical article, using the case study methodology to analyze the public communication strategies of a university in the platform society. To this end, they examine the case of a Brazilian college and its communication through Instagram, focusing especially on the emotional and persuasive perspective of interaction with users. Among other findings, the study concludes that the communication that emphasizes feelings of pride, institutional ethos and figurative language through humor seems to be the most effective and attractive.

Finally, Ana Catalina Quirós-Ramírez and Ana Almansa-Martínez shed light on the gender approach through a case study, this time in Colombia. Their article identifies the characteristics of the gender approach in the campaigns of the newspaper *El Tiempo* and the percentage of compliance with these characteristics in the message.

Although the approach to organizational, corporate, and public communication in Latin America is still in its infancy and has little international impact, it is necessary that initiatives such as this special issue continue to show a different perspective that has an impact not only in the region, but also at a global level.

Models, paradigms, methods and local epistemologies will strengthen this core of research that has emerged in the Latin American world.

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